



Ministry of Health and Family Welfare
Government of India

MEASLES & RUBELLA VACCINATION CAMPAIGN

MR Information Card

Dear Parents,

Measles-rubella (MR) vaccine which provides protection from measles and rubella will be introduced nationwide through campaign in schools and outreach sessions. This will be followed by inclusion of MR vaccine in Routine Immunization. It is important that all children in the age group of 9 months to less than 15 years get the MR vaccine shot irrespective of the immunization status for measles/rubella (whether they have been vaccinated with MMR/MR vaccine or not).

Rationale: For measles elimination and rubella control, children in the age group of 9 months to less than 15 years need to be immunized to knock out the diseases.

MEASLES:

Measles is a life-threatening disease, which spreads through virus. Measles causes disability and untimely death of children.

RUBELLA:

Rubella is an infectious disease caused by virus. It has measles like symptoms. It infects both boys and girls. However, if a woman gets infected early in her pregnancy, it can result in Congenital Rubella Syndrome (CRS), which can be greatly harmful for the fetus and newborn child.



Important Points to Remember

- ✔ All children of 9 months to less than 15 years must get vaccinated with this vaccine during this campaign.
- ✔ This vaccine will be given in all schools, community sessions, anganwadi centers and government health centers.
- ✔ The child should be given this vaccine, even if he/she has already been given the MR/MMR vaccine earlier.
- ✔ MR vaccine is very safe and does not cause any severe side effects.
- ✔ The children will be vaccinated by a trained health worker.
- ✔ Ensure your participation in this campaign.

Our country has resolved to eliminate Measles and control Rubella.



Please bring your children of 9 months to less than 15 years of age to the MR vaccination campaign site.



To know more about the vaccine, contact your ANM, ASHA or Anganwadi worker

OR email at: mrcampaignindia@gmail.com





D.O. No.58/JD(CH&I)/2016, Dated:28-06-2017

RAJESHWAR TIWARI
Special Chief Secretary
Health Medical & Family
Welfare

RANJEEV.R.ACHARYA
Special Chief Secretary
Education

M.JAGADEESHWAR
Secretary
Women & Child
Development

Dear All,

Sub: Measles – Rubella Vaccination campaign in the state covering the children from 9 months to 15 years of age - Joint Directive- Regarding.

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We wish to inform you that **India had set a goal to eliminate Measles and control Rubella & Congenital Rubella Syndrome by the year 2020**. The State of Telangana is committed to the goal of reducing mortality and morbidity due to vaccine preventable diseases. Universal Immunization programme (UIP) is one of the most cost effective public health interventions to achieve this goal.

Measles is a highly infectious, potentially fatal disease mostly affecting children. At present, 1, 14,900 children die annually due to measles (2014). It is estimated that out of these 1/3 of the children die in India due measles every year.

Rubella is a mild viral infection affecting both children as well as adults. When Rubella infection occurs during pregnancy it can cause severe lifelong disabilities (Congenital Rubella Syndrome) to the child and a huge socio economic burden to the family and society.

The GOI has introduced Measles – Rubella Vaccine in a phased manner across the country. The State of Telangana is conducting the MR Vaccination Campaign from 17th August 2017 targeting all children from 9 months to up to 15 years of age regardless of previous vaccination status.

This vaccine will be introduced during as Measles – Rubella Campaign, targeting children from 9 months upto 15 years of age. The campaign aims to rapidly build up immunity for both Measles and Rubella, by immunizing the target children with a single dose of MR vaccine and also provides a second opportunity for children left out in routine Immunization.

At present 2 doses of only Measles vaccine is being given in Routine immunization at the age of 9 months (1st Dose) and 16-24 months (2nd Dose).

The MR campaign is scheduled from 17th August 2017 for a period of 4 weeks with the target beneficiaries for MR vaccine are children between 9 months to 15yrs of age. A single subcutaneous dose of MR vaccine will be administered to all the target children during the campaign. Following the campaign, MR vaccine will replace measles vaccine under routine immunization, given as two doses at 9-12 months & 16-24 months of age of the child.

Department of Health, Department of Education and Department of WCD are the major stakeholders as the target age group of children are mostly available in schools and AWCs. Hence,

for the successful planning & implementation of MR campaign certain initiatives need to be taken to ensure that all children in the target age in all school are vaccinated during the campaign.

The task being mammoth one, involvement of department of school education, Women Development and Child Welfare is absolutely crucial for the success of the campaign.

The activities to be taken up by various line departments are:

Health Medical & Family Welfare:

- DMHO is the overall incharge for the planning and implementation of the campaign. PO(CH&I) is the nodal officer for the district, to organise & conduct orientation meetings regarding MR campaign for all officials of Education and Women Development and Child Welfare Department with support from WHO- NPSP.
- Conduct trainings for all health staff, staff of WDCW and Education and frontline workers
- IEC and Social mobilization
- Follow guidelines of biomedical waste management and injection safety.
- Ensure availability of AEFI kits at all session sites and prompt referral to designate facilities in case of any AEFI.
- Prompt micro planning in schools, anganwadi centres and community to cover all the children of target aged group.
- Co-ordinate with secondary and tertiary care hospitals for effective coverage.

Department of Education:

- Participation of all DEOs in the State level Planning Workshop.
- Conduct orientation meetings regarding MR campaign for all district and sub district level officers with support from District Immunization Officer and WHO- NPSP
- Provide list of all schools (Government, aided, private, madarasas and residential) including CBSE, ICSE with class wise number of target children.
- Training of all Headmasters/Principals and school nodal persons emphasising their roles and responsibilities.
- Training and capacity building of all Class Teachers by trained nodal persons for effective implementation.
- Provide appropriate information regarding campaign to all parents through Parents-Teachers Meetings (PTM).
- Facilitate and organise vaccination booths in all schools during the campaign and intervene and motivate parents in case of refusals
- During the campaign, supervise and monitor the progress of immunization in schools and ensure transmission of coverage on a daily basis.

Women Development & Child Welfare Department:

- Participation of all PD-ICDS in the State level Planning Workshop.
- PD-ICDS and CDPOs to participate in the District Task Force meetings, Divisional and Mandal Task Force meetings under the Chairmanship of the District Collector.
- Train all CDPOs, ICDS Supervisors and Anganwadi Workers in the district regarding MR campaign with support from District Immunization officer.

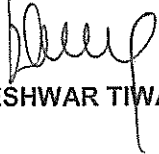
- Anganwadi workers to prepare updated list of all children between 9 months to 6 years enrolled in the Anganwadi and ensure prompt vaccination.
- All non school going (drop outs) children must be included in the microplan and immunized. Mobilise children in vaccination booth during the campaign.
- Anganwadi workers to issue invitation cards to all beneficiaries in their area one week before campaign with support from ASHA.
- Facilitate and support MR vaccination booths to be conducted at all Anganwadi Centres.
- Create awareness regarding MR vaccination campaign during monthly meetings and communication with parents/caregivers.
- Staff at district and sub district level to monitor and support the campaign.
- Support Health functionaries at all levels of planning and implementation

Your leadership and guidance will ensure successful implementation of Measles & Rubella campaign in the State.

“Together we will ensure elimination of Measles and control of Rubella by 2020”

Looking forward to your support in this regard.

Yours sincerely,


(RAJESHWAR TIWARI)

Yours sincerely,


(RANJEEV. R. ACHARYA)

Yours sincerely,


(M.JAGADEESHWAR)

To

Commissioners/Directors

All the District Collectors in the state

All the District Medical & Health Officers in the state

All the District Education Officers in the state

All the Project Directors, Women & Child Development in the state

All the Private School Associations in the state

All the District Panchayat Officers

All the CEO Zilla Parishads in the state

All the MPDOs in the state

All the Mandal Education Officers in the state

All the CDPOs in the state

All the Gram Panchayats in the state

All the IMA/IAP Associations in the state

All the MEPMA Associations in the state

All the SERP Associations in the state

All the GHMC Associations in the state

Copy to

The Principal Secretary Panchayat Raj & Rural Development, Telangana

The Commissioner & Director of School Education, Telangana

The Director, Women Development & Child Welfare, Telangana