

From
The Mission Director,
MEPMA
Govt. of Telangana
Hyderabad

To
The Project Directors,
MEPMA

Lr Roc. No.MEPMA/NUHM/MAST/1/2017, Dated: .07.2017

Sub:- MEPMA – NUHM – Measles – Rubella Vaccination Campaign from 17th August in the State covering the children from 9 months to 15 years of age – Reg.

Ref:- D.O.No. 58/JD(CH & I)/2016, Dated:- 08.06.2017 of the Special Chief Secretary Health Medical & Family Welfare.



It is to inform you that India has 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.

The vaccine will be introduced during as Measles – Rubella Campaign, targeting children from 9 months upto 15 year 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.


The MR campaign is scheduled from 17th August 2017 for a period of 4 weeks with the target beneficiaries for ME 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.

In this regard, the Project Directors cum Municipal Commissioner are instructed to make a campaign successful by conducting TLF, SLF meeting for Measles -Rubella Vaccine campaign as an Health Agenda and mobilize the children in the age group of 9 months to up to 15 years of age regardless of previous vaccination Status .till the MR campaign starts i.e from 17th August 2017 for a period of 4 weeks.

Copy to

The Mission Director , NHM

The all Municipal Commissioners


7
Mission Director
