



संस्कारं जयते
Ministry of Health and Family Welfare
Government of India



MEASLES & RUBELLA VACCINATION CAMPAIGN

Together we can beat Measles and Rubella



Key Messages

- Measles-Rubella (MR) vaccination campaign is being held to protect children in the age group of 9 months to 15 years from Measles and Rubella diseases
- Participate in the campaign and support health workers in planning convenient time and locations for the MR campaign vaccination sites
- Emphasize on the benefits of MR vaccine and routine immunization in communities by talking to parents, families, and in groups
- Accompany health worker during household visits, help in mobilizing families, and help track down the dropouts/hard-to-reach families
- Support health workers in conducting the MR campaign effectively with local schools and other institutions
- In the event of AEFI, accompany health worker to designated AEFI treatment centre and if necessary, assure family of all the necessary support



Be Wise!
Get your child
fully immunized

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

● MEASLES
● & RUBELLA
● VACCINATION CAMPAIGN



Measles Disease

- Measles is a deadly disease and one of the major causes of disability or death in children.
- Measles is highly contagious and spreads through coughing and sneezing of an infected person.
- Measles can make your child vulnerable to life-threatening complications such as pneumonia, diarrhoea and brain infection.
- Measles is commonly recognizable as a visible red rash with high fever, cough, runny nose and red eyes.



Rubella Disease

- In pregnant women, rubella infection can result in CRS (Congenital Rubella Syndrome) that can cause severe & even fatal consequences for the foetus & newborns, if infection occurs in early pregnancy. Children born of unprotected mothers having rubella infection during early pregnancy have high chances of suffering from long-term congenital anomalies affecting the eyes (glaucoma, cataract), ears (hearing loss), brain (microcephaly, mental retardation) and heart defects.
- Rubella can also lead to abortions, miscarriages and stillbirths in pregnant women.

Remember:

- Your child between 9 months till 15 years, should take the vaccine
- Your child should be vaccinated even if they have already been vaccinated with MR/MMR vaccine or had either of the diseases
- Vaccine is the only protection against life threatening consequences associated with Measles & Rubella for e.g. pneumonia, diarrhoea, brain fever
- MR vaccine is given free of cost at the campaign and at all Government health centres
- Carry your child's Immunization/Mother & Child Protection Card during all vaccination visits
- For more information, speak to your ANM/ASHA/AWW

