

Measles Rubella Campaign

R.No.108625/Immnm/S3/2016

Office of the Director of Public Health
and Preventive Medicine, Chennai-6.
Dated: 27-02-2017.

Sub: Public Health and Preventive Medicine – Immunization -
Measles Rubella Vaccination Campaign conducted in the
State since 6th February 2017 – Extension of the campaign
from 1st March to 15th March 2017– certain instructions
issued - regarding.

- Ref: 1. Lr.No.T.13020/44/2014-CC&V dated 08/12/2016 Govt.
of India, Ministry of Health and Family Welfare, Imm
Division, New Delhi.
2. G.O.(Rt) No.19 Health and Family Welfare (P2)
Department dated.9.1.2017.
3. Letter No.T.13020/44/2014-CC&V dated 21/2/2017
Govt. of India, Ministry of Health and Family Welfare,
Imm Division, New Delhi.
4. Minutes of the Advisory Committee meeting held on
22.2.17.

All the Deputy Directors of Health Services are informed that the Measles Rubella vaccination campaign which is being conducted since 6th February 2017 onwards, is now extended till 15th March, 2017 to achieve 100 percent coverage.

HUD wise targets and coverage report up to 25th February 2017, is enclosed for ready reference. The Deputy Directors of Health Services are requested to conduct the campaign till 15th March, 2017 and send daily achievement report in the prescribed format to this directorate.

The revised strategy to conduct the Measles Rubella Vaccination Campaign between 1st and 15th March 2017, based on the recommendations of State Immunization Advisory Committee Meeting held on 22.2.17, is as follows:

1. Extended Campaign Period

Measles Rubella Vaccination Campaign period is extended from 1st to 15th March 2017, including all Saturdays and Sundays.

Date/ Day	Campaign
01-03-2017 Wednesday	<ul style="list-style-type: none"> • Routine immunization by VHNs/UHNs • School immunization by RBSK-School Health Teams and Hospital on Wheels teams • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
02-03-2017 Thursday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
03-03-2017 Friday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
04-03-2017 Saturday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
05-03-2017 Sunday	<ul style="list-style-type: none"> • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need • Special Outreach sessions by RBSK & HoW Teams
06-03-2017 Monday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
07-03-2017 Tuesday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need
08-03-2017 Wednesday	<ul style="list-style-type: none"> • Routine immunization by VHNs/UHNs • School immunization by RBSK-School Health Teams and Hospital on Wheels teams • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
09-03-2017 Thursday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
10-03-2017 Friday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
11-03-2017 Saturday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
12-03-2017 Sunday	<ul style="list-style-type: none"> • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need. • Special Outreach sessions

13-03-2017 Monday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
14-03-2017 Tuesday	<ul style="list-style-type: none"> • School and outreach campaign • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.
15-03-2017 Wednesday	<ul style="list-style-type: none"> • Routine immunization by VHNs/UHNs • School immunization by RBSK-School Health Teams and Hospital on Wheels teams • Facility based immunization in PHCs, GH, Medical Colleges and other identified private hospitals as per the need.

2. Continuation of the current strategy

School, ICDS/HSC and special outreach sessions are to be conducted as per the micro plans prepared based on the guidelines already issued.

3. Deployment of Personnel

3.1. On Routine immunization days, facility based MR vaccination and school based vaccination should be conducted.

3.2. On other days, Facility based MR vaccination, School and outreach sessions should be conducted.

3.3. On Sundays, only Facility based MR vaccination and Special outreach sessions in locations like large apartment complexes, police quarters, railway quarters, slum clearance boards, government staff quarters etc., should be conducted. RBSK School Health Teams and Hospital on Wheels along with required vaccinators should conduct special outreach sessions.

Accordingly vaccinators, supervisors, volunteers and doctors are to be deployed.

4. Facility based strategy

4.1 In addition to the Schools & Outreach sessions, daily sessions are to be conducted on all days from March 1st to 15th March 2017, in the below mentioned institutions, so as to provide multiple opportunities for the parents to get their children immunized.

- a. All the Rural/Urban Primary Health Centres
- b. Government Hospitals
- c. Government Medical College Hospitals

- d. Private Medical College Hospitals (if required in that location)
- e. Major Paediatric Hospitals in private sector (if required in that location)
- f. Empanelled Hospitals under Hon'ble Chief Minister's Comprehensive Health Insurance Scheme (if required in that location)

4.2 In all the facility based sessions including Private, Government Hospitals and Medical College Hospital, the vaccinator (VHN/UHN/SHN) of the concerned area with one doctor should conduct the session.

4.3 AEFI Kit with guidelines should be available with the teams.

5. Special Outreach sessions

5.1 On Sundays, as mentioned above, special outreach sessions in locations like large apartment complexes, police quarters, railway quarters, slum clearance boards, government staff quarters etc., should be conducted.

5.2 All DDHS should ensure that such special outreach sessions should be conducted in the presence of medical officer with AEFI kit.

6. Micro plan

The Deputy Director of Health Services should revise and finalize a detailed micro plan for the extended MR vaccination period during the next two weeks.

7. Target Children

Irrespective of the Vaccination camp location the target children are from 9 completed months to 15 years. All school sessions should cover under five Children in the surroundings also. Similarly outreach sessions and facility based campaign should also immunize under five, school going and non-school going children to ensure multiple opportunities for the children to get immunized.

8. Health Education

8.1 District coordination committee meeting may be conducted again under the chairmanship of the district collector to get maximum coordination from the school authorities, ICDS department, IMA, IAP and community based service organisations like Lions Club international.

8.2 Intensive health education measures such as mike announcements, cable TV scrolling, pamphlets etc., have to be organized extensively to sensitize and motivate all the left out children for MR vaccination.

8.3 DDHS are requested to instruct the Block medical officers to conduct meetings with all the concerned headmasters and teachers of the schools in their blocks and also Parent Teachers Meeting should be convened at the earliest to sensitize and motivate all the left out children for MR vaccination.

All DDHS should review the PHC wise/ school wise performance and ensure 100 percent coverage is achieved, since it is critical for elimination of Measles and Rubella. This campaign will help in substantial reduction of IMR due to congenital malformations and therefore, all DDHS should motivate all the health staff, actively involve IAP and IMA and Lions Clubs International and 100 percent coverage is achieved.

S. Gopinathan
27/02/2019

Director of Public Health and
Preventive Medicine, Chennai-6.

Encl.: HUD wise performance report

To

All Deputy Director of Health Services.

Copy to

1. All District Collectors.
2. The Director of Medical Education, Chennai-10
3. The Director of Medical and Rural Health Services, Chennai-6
4. The Director of School Education, Chennai.
5. The Director of Elementary Education, Chennai.
6. All Deans
7. All JDHS
8. All Programme officers of the directorate
9. The SRTL/SMO, WHO-NPSP, Chennai-6.
10. The Additional Director/City Medical Officer, Corporation of Chennai, Chennai-3.
11. The Joint Director (IVC&Z), Hosur.
12. The Principals of Regional Training centres Egmore, Madurai, HMDI Salem and Villupuram and HFWTC, Gandhigram.
13. The Superintendent, HV school, Triplicane, Chennai-5
14. The Health Officer, Regional Institute of Public Health, Thiruvarankulam, Pudukkottai District.
15. The Principals of all Government ANM schools.

Copy submitted to

1. The Principal Secretary to Government, School Education Department, Secretariat, Chennai-9.
2. The Principal Secretary to Government, Health and Family Welfare Department, Secretariat, Chennai-9.
3. The Principal Secretary to Government, Social Welfare Department, Secretariat, Chennai-9.
4. The Mission Director, State Health Society, Chennai-6.
5. The Commissioner, ICDS Taramani, Chennai.
6. The Commissioner, the Greater Chennai Corporation, Chennai-3.
7. The Project Director, SSA, Chennai.

MR vaccination HUD wise performance report
From 6th Feb'17 to 25th Feb'17

S.NO.	HUD	Target	Achivement	
			No.	%
1	CHENNAI	1507605	215092	14
2	NAGARCOIL	444938	73606	17
3	TUTICORIN	259201	54596	21
4	RAMANATHAPURAM	167017	37953	23
5	TIRUNELVELI	417770	113499	27
6	TIRUCHIRAPALLI	651543	194809	30
7	COIMBATORE	862442	278432	32
8	PARAMAKUDI	154765	51851	34
9	POONAMALLE	162023	58946	36
10	PUDUKKOTTAI	212532	80436	38
11	SANKARANKOIL	325338	124501	38
12	THENI	300794	117386	39
13	CHENGALPATTU	595278	247574	42
14	DINDIGUL	299193	125413	42
15	KANCHEEPURAM	385795	162192	42
16	THE NILGIRIS	162453	68867	42
17	MADURAI	751183	319402	43
18	CUDDALORE	629409	270985	43
19	TIRUPUR	642556	281589	44
20	SIVAGANGAI	328288	146347	45
21	THANJAVUR	565825	253310	45
22	ARANTHANGI	173514	80122	46
23	NAGAPATTINAM	380072	176573	46
24	PERAMBALUR	136987	65273	48
25	TIRUPATHUR	452931	218070	48
26	TIRUVARUR	298637	149469	50
27	CHEYYAR	226512	115992	51

28	NAMAKKAL	419527	215509	51
29	VELLORE	493670	258705	52
30	SALEM	848753	444893	52
31	KOILPATTI	151679	79805	53
32	PALANI	220169	121832	55
33	ARIYALUR	176988	102310	58
34	KARUR	262166	153882	59
35	VIRUDHUNAGAR	164823	100960	61
36	VILLUPURAM	434662	266584	61
37	SIVAKASI	298777	185403	62
38	TIRUVALLUR	472604	294145	62
39	ERODE	542030	338568	62
40	DHARMAPURI	367759	232687	63
41	TIRUVANNAMALAI	368385	237296	64
42	KRISHNAGIRI	471494	310178	66
43	KALLAKURICHI	416785	275598	66
	TOTAL	17604872	7700640	44