Measles-Rubella Elimination Campaign (2025-26)

Prelims – ***Current events of national and international importance.***

Mains (GS II) *– Government policies and interventions for development in various sectors and issues arising out of their design and implementation.*

Why in news?

Recently, Union Health Minister launched the National Zero Measles-Rubella Elimination Campaign on first day of the World Immunization Week (24-30 April)

- **Launched by** – Ministry of Health and Family Welfare.
- **Objective** – To achieve ***100% immunization coverage*** to provide high quality life to children by administering them with two doses of Measles and Rubella vaccine.
- It is a significant step towards India's goal of eliminating Measles and Rubella by 2026.

Campaign Activities

- **Awareness programs** – Intensive IEC (Information, Education, and Communication) outreach campaign about vaccination in multilingual formats.
- **Data-based surveillance** – By leveraging the data available from Integrated Disease Surveillance Program (IDSP) and the U-WIN digital platform.

  The Integrated Disease Surveillance Program (IDSP) launched in 2004 with World Bank assistance is a nationwide disease surveillance system to detect and monitor diseases, enabling timely policy decisions.

- **Targeted vaccination** – To reach out to remote and hard to reach areas, slums, migratory population, areas with frequent outbreaks.
- Achieve and maintain high population immunity with *at least 95% vaccination coverage with 2 doses of measles and rubella* containing vaccines in each district of the country.

  The Universal Immunization Programme (UIP) is the world's largest vaccination program for pregnant women and newborns providing protection against 12 vaccine-preventable diseases.

India’s progress in Measles & Rubella (MR) elimination

- **Current MR vaccination coverage in India:**

    - First dose MR vaccination - 93.7%
    - Second dose MR vaccination - 92.2%
- **Reduction in MR cases** – In 2024, India has recorded a decline of 73% in Measles cases and a 17% reduction in Rubella cases in comparison with 2023.

Measles & Rubella
• **Measles** – It is an extremely ***contagious viral infection*** that usually causes high fever, rashes, cough, muscle pain, headache and red eyes. • Severe symptoms include *pneumonia and brain swelling, leading to death.* • **Rubella** – It is also a *contagious viral infection* that can cause Low-grade fever, sore throat, rash (*often mild and less severe than measles*), and swollen lymph nodes. • While it is mild in children and adults, it can lead to serious complications during pregnancy such as miscarriage, stillbirths, *birth defects and developmental problems*. • Both viral diseases can be *prevented by MMR vaccination*. *MMR is a **vaccine** for the prevention of measles, mumps, and rubella in individuals 12 months of age or older.*

Reference

PIB| Zero Measles-Rubella Elimination Campaign

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