

Mass awareness programmes on measles and rubella

1010. SHRIMATI SAROJINI HEMBRAM: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether Government had organised mass awareness programmes in various places including schools and educational institutions to bring awareness of rubella and measles;
- (b) if so, the details thereof; and
- (c) the various vaccination and other related programmes Government has taken up for eradicating these diseases?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ASHWINI KUMAR CHOUBEY): (a) and (b) Yes, Government had organised mass awareness programmes in various places including schools and educational institutions to bring awareness on Rubella and Measles. The Measles Rubella campaign emphasises on the Behavioural Change Communication (BCC) to sensitize general public, and also focus groups *i.e.* Principals of schools, nodal teachers, health workers, ASHAs, opinion leaders, Parents etc. Awareness on Measles and Rubella is also carried out through information cards, leaflets, posters, parents-teacher's meetings apart from Inter Personal Communication by the front line workers. In addition, social media are being used to generate awareness in the public about Measles Rubella campaign.

(c) The Government has undertaken the following steps for eradicating these diseases:—

1. Under routine immunization two doses of Measles Rubella vaccine (1st dose at 9 -12 months and 2nd dose at 16 -24 months of age of child) is provided to children as per national schedule.
2. Mission Indradhanush has been undertaken to improve vaccination coverage.
3. Measles Rubella vaccination campaign has being carried out and 26.73 crore children in age group of 9 months to less than 15 years across 32 states/ UTs have been vaccinated till date.