



Measles-Rubella Catch-up Campaign

November 15-27, 2021



Introduction

A nationwide Measles and Rubella campaign is planned to be conducted from **November 15-27, 2021**. It will target children from **9 months to less than 15 years** of age for immunization against measles and rubella through Expanded Program on Immunization across Pakistan. In addition, **polio drops** will be given to children aged **0 months to less than 5 years**. NEOC and Federal EPI are one team to achieve set target of Measles-Rubella campaign.



Objective

The objective of this campaign is to control and eliminate measles and rubella in Pakistan by achieving 95 % coverage. The largest campaign of the country will provide protection to children (9 months to less than 15 years old) against deadly measles and rubella virus which is extremely contagious.

Target

The campaign aim is to reach out to **91.5 million** children across the country. The campaign will be conducted in all provinces and federating areas by reaching as per below target.

Punjab: 46.8 million
Sindh : 20.5 million **ICT: 0.4 million**
KP &NMDs: 15.5 million **CDA: 0.4 million**
Balochistan : 5.6 million
AJK : 1.7 million
Gilgit-Baltistan: 0.6 million



Strategic Approaches

- During the campaign **9,000** fixed EPI centers across Pakistan will offer vaccination for children
- **67,000** outreach vaccination teams will vaccinate children in communities, madrassahs and schools
- **900** mobile and special vaccination teams will vaccinate children at high risk and under-served population in hard to reach areas. Mobile teams will also reach out to residents at riverine, coastal areas and remotely scattered population during the campaign.
- Real-time campaign data collection and analysis mechanisms are in place including pre-campaign, during campaign and post campaign mechanism for monitoring and evaluation and data validation.
- To respond to AEFI, Event Response, Rapid Referral and case management and risk communication protocols are in place.

Vaccine & Logistics

- Approximately **100 million** doses of MR vaccine along with syringes
- **77,000** vaccine carriers
- **200 cold boxes**
- **30,000 AEFI Kits** will be distributed across country



Human Resource Engagement

To increase immunity against measles and to combat Congenital Measles Rubella Syndrome (CRS) in the country the Expanded Program on Immunization is engaging following number of human resource to conduct a quality campaign.

Skilled Health Workers: Approximately 77,000
Team Assistant : Approximately 77,000
Social Mobilizers : Approximately 150,000
Supervisory team (DHMTS, 1st and 2nd level supervisors and UCMOs) : **Approximately 25,000**

Community Engagement and Mobilization

During the campaign a number of activities planned to mobilize the community across the country are as follows:

- **Advocacy session** with the influential religious, political and community leaders
- **Orientation sessions** with **parents, teachers and students**
- **Mobile Miking, drum beating and mosque announcements**
- **Placement of banners and streamers**
- **Mobilization of out of school children** through CSO's
- **Mass media** (electronic, print & digital media) campaign
- **Helpline** to address queries and concerns of parents and caregivers