

## Measles-Rubella vaccination campaign flags off in Odisha

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**The Measles-Rubella vaccine is being introduced for the first time under immunization programme in Odisha.**



A Measles-Rubella Vaccination Campaign was recently flagged off by Odisha Chief Minister Naveen Patnaik. The campaign aims to eliminate transmission of the diseases like measles and rubella from the community by vaccinating children with MR vaccine.

The Measles-Rubella vaccine is being introduced for the first time under immunization programme in Odisha. Under this campaign nearly 1.13 crore children will be vaccinated between nine months to 15 years of age group.

Collectors have been sensitized to conduct the campaign at the grassroots and dedicated nodal officers are nominated for monitoring district level MR Vaccination Campaign activities.

The Health and Family Welfare Department has collaborated with school and mass education, ST and SC development, panchayat raj, housing and urban development departments, for the successful implementation of the programme.

MR Vaccination Campaign has development partners like World Health Organisation (WHO), United Nations Children's Fund (UNICEF), United Nations Development Programme (UNDP) and professional bodies like the Indian Medical Association (IMA), Indian Academy of Paediatric (IAP) and Lions International.