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## Measles-Rubella Vaccination Campaign a Big Step Towards Reducing Childhood Mortality, Addressing Birth Defects

1 message

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**Federation of Industries Associations Silvassa** <federation.silvassa@gmail.com>

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### Measles-Rubella Vaccination Campaign a Big Step Towards Reducing Childhood Mortality, Addressing Birth Defects

Date 02.08.2017

Dear Members of the Constituent Associations,

The Government of India has launched one of the world's largest vaccination campaign against measles, a major childhood killer disease, and congenital rubella syndrome (CRS), responsible for irreversible birth defects.

Under the campaign, children aged between 9 months to 15 years, will be administered the measles-rubella vaccine (MR-VAC). The vaccine will be provided free-of-cost across the states from session sites at schools, health facilities and outreach session sites.

The government is committed to eradicating measles and rubella. Govt. urged parents, caregivers, teachers, community leaders, anganwaadi workers and other frontline health workers to become active part of the campaign.

The MR vaccine campaign targets around 1 lakh children across the Dadra & Nagar Haveli, the largest ever in any such campaign. All children aged between 9 months and less than 15 years will be given a single shot of Measles-Rubella (MR) vaccination irrespective of their previous measles/rubella vaccination status or measles/rubella disease status, the official said.

India has already beaten smallpox, polio, maternal and neonatal tetanus and, very recently, yaws. Further gains in the battle against measles will help achieve a number of other public health priorities.

For the MR campaign to be effective, it is important that throughout its duration, and in routine immunization thereafter, no child is left behind.

Industries at Silvassa, being a part of DNH community, has to join the drive.

Federation appeals that all industrial units should come forward to join hands. We can do our bit by all or any of the following:-

1. Create awareness among our regular employees, contract employees, vendors, suppliers by displaying publicity material in plant at prominent places. Publicity material is under preparation. We will send you soon.
2. List out direct and indirect employees who in their families have children in the target age group. These employees should be counseled.
3. Coordinate with community health team to take them to residential societies, clusters and complex and facilitate vaccination camps.
4. Sponsor biscuits and other nutritional items for children.

It has been decided that we will be distributing biscuits (1 packet to each child). One tin of biscuits cost Rs. 650, containing 360 packets of biscuits.

For 10 tin of biscuits the cost will be Rs. 6500. So, in case any one of you is willing to sponsor any number of tin of biscuits, he can donate accordingly to the Federation or any of the three constituent Associations of the Federation.

If you have any better idea to add value to this noble social drive, please implement and share with us so that we can plan and implement it.

Cheques to be drawn in favour of "**Federation of Industries Association**" or your respective association.

For any further help, please contact your respective associations.

Regards

Atul Shah

Secretary

## Federation of Industries Association