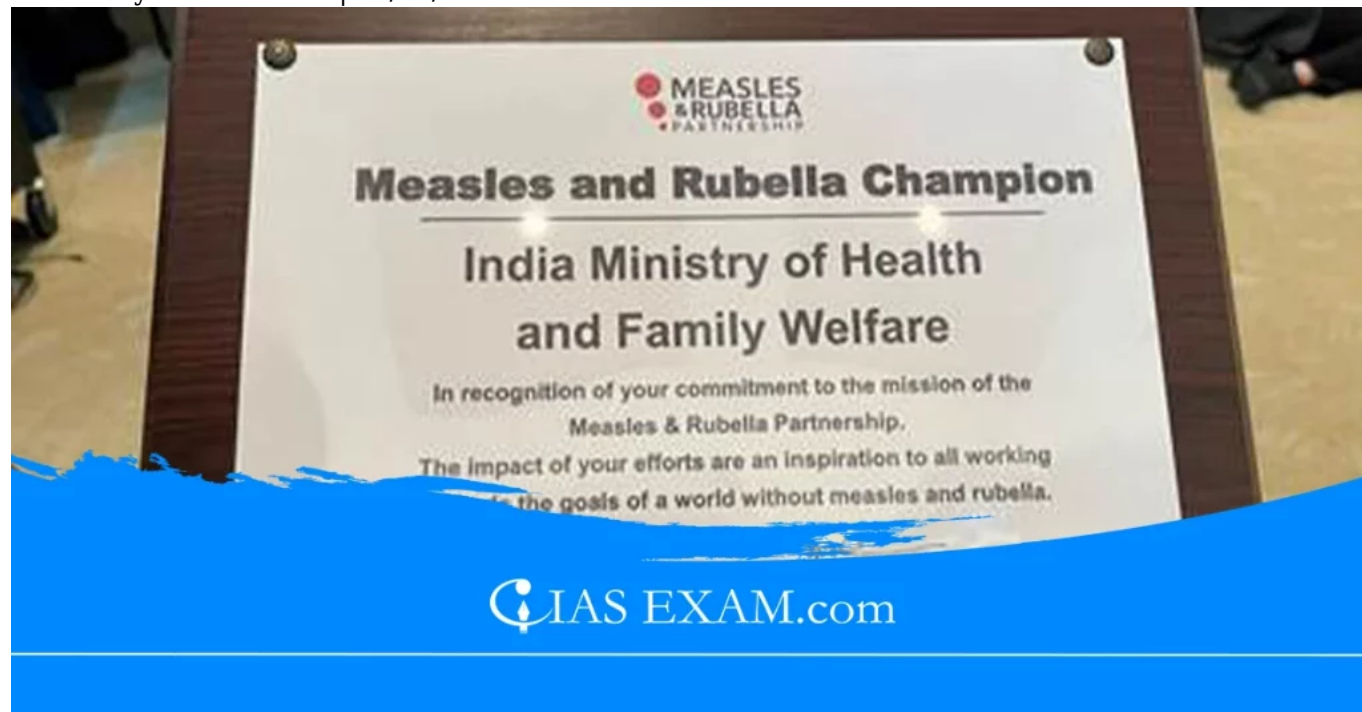


# India Awarded for Measles and Rubella Prevention

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## Context

India won the Measles and the Rubella Champion Award from The Measles and Rubella Partnership, at the American Red Cross headquarters, in the USA.

## Key Points

- The Measles & Rubella Partnership has noted the great success of India in containing measles and rubella thanks to the country-wide aggressive mass campaign.
- My pride grew even more when these heavyweights gave their words via the GAVI, UNF, UNICEF, WHO, US CDC, American Red Cross, and BMGF accolades.
- The all districts across India there in 50 districts which no never occur for measles the disease while for rubella there are in 226 districts managed that no active case reported.

## About Measles and Rubella

### Measles

- Measles is caused by a very contagious viral illness, probably transmitted from one person to another by droplets from the nose, mouth, or throat.
- Children are particularly vulnerable, with symptoms including fever, cough, runny nose, and a rash.

- Despite a safe and affordable vaccine, approximately 128,000 people died from measles in 2021, mostly young children.

## **Rubella**

- Rubella is a contagious viral infection that is commonly recognized by its red rash.
- It is also referred to as German measles or three-day measles.
- Rubella infection is very dangerous to an unborn baby if the mother gets infected with it while she is pregnant; it may result in the death of the baby or cause birth defects known as Congenital Rubella Syndrome (CRS).
- Meantime, vaccination using measles-mumps-rubella (MMR) is the safe protection way with a high efficiency rate against rubella, giving lifelong protection from getting the infection.

## **Strategies for Prevention and Control**

### **Nationwide Vaccination Campaigns**

- One of the major strategies formulated by India was the implementation of one of the largest immunization programs. The government came forward with a vaccination program introducing the measles-rubella (MR) vaccine under its Universal Immunization Program (UIP) in an attempt to reach millions of children.

### **Enhancing Public Health Infrastructure**

- One of the main areas that really saw these campaigns succeed was the strengthening of both improved surveillance systems and healthcare infrastructure. This included strong mechanisms for tracking these diseases and delivery of the vaccines.

## **Overcoming Challenges**

### **Public Awareness and Acceptance**

- The government has embarked on a big public sensitization program to sensitise the masses on the vaccine's importance and also fighting the vaccine hesitancy vice.

### **Logistical and Operational Hurdles**

- From maintaining cold chains to ensuring the efficacy of the vaccine and from training the health workforce to managing logistics, that was an uphill task India seemed to be managing.

## **The Impact of India's Efforts**

### **Reduction in Disease Incidence**

- Another major success has been that comprehensive vaccination and awareness efforts have further resulted in a significant decrease in the trend of both Measles and

Rubella cases in the country.

## Global Implications

- Success in India will mean that the world is a step closer to winning the battle against these diseases.

## Conclusion

- India becoming a 'Measles and Rubella Champion' country is an achievement not only at the national level but an achievement that sends its beam to light and motivates the world for taking up these actions for health. The film vividly shows the power of combined public health efforts, government commitment, and the involvement of local communities in responding to health problems. It is an award for India's unrelenting efforts and a reminiscence of the continued work it takes to sustain and improve public health across the world.

**Source:** [The Hindu](#)

### UPSC Prelims Practice Questions

#### **Q.Consider the following statements about Measles and Rubella**

1. Measles and Rubella are both viral diseases that can be prevented through vaccination.
2. Measles is a leading cause of death among young children globally, despite the availability of a safe and effective vaccine.
3. The Rubella virus typically causes more severe symptoms and complications compared to the Measles virus.
4. The Government of India has launched a campaign to eliminate Measles and control Rubella by 2023.

Which of the statements given above is/are correct?

- a. 1 and 2 only                      b. 1, 2 and 3 only  
c. 2, 3 and 4 only                      d. 1, 2 and 4 only

Ans - "d"