



**Government of West Bengal**  
**Department of Health & Family Welfare**  
**SwasthyaBhawan**  
**GN-29, Sector-V, Salt Lake, Kolkata – 700 091**

No.223-Secy(HFW)/2022

Date : 26/08/2022

From : Secretary,  
Health & Family Welfare Department

To : 1. The District Magistrate (All)  
2. The Chief Medical Officer of Health (All)

Sub:- Measles Rubella Campaign in November-December 2022

Sir/Madam,

This is to bring to your notice that a comprehensive campaign for Measles-Rubella vaccination of children from 9 months up to 15 years of age will be undertaken is scheduled to be held in the state from 21<sup>st</sup> November to 24<sup>th</sup> December 2022.

The campaign will have to cover all eligible children in schools and AWCs as well as children who are at Shelter Homes, out of school children and dropouts, migrant, street children etc. Special focus will have to be given to ensure vaccination of children in hard-to-reach areas and tea gardens, tribal hamlets, brick-kilns etc. for which mobilization of such children to nearby vaccination centers in PHCs and above will have to be ensured.

Inter departmental coordination at the district, sub division and block levels with a particular emphasis on urban areas has to be ensured. A District Core Group (DCG) should be formed and notified by the DM as chairperson with SP/CP, ADM (Health), CMOH, DI of Schools (Primary), DI of Schools (Secondary), DPO ICDS, SSM, OC (Health), DICO and partner organizations such as private practitioners' associations, private nursing homes and private schools as well as NGOs working in the field should be members of the DCG. The DCG should meet twice every week and review the preparedness of the Campaign as well as decide on the future course of action with effective planning. Similar Core Groups at Sub Division (for municipal areas) under Sub Divisional Officers and at Block level headed by Block Development Officer and comprising concerned Line Department Officials will have to be formed for preparation of micro plan and day today monitoring and supervision of the program.

DCG should ensure that micro plan preparation is completed by **16<sup>th</sup> of September, 2022** and shared with the concerned departments. Micro Plan should be shared with every stakeholder of the Campaign at all levels in the district. CMOHs should ensure that all stakeholders are aware of the date and venue of the session in their areas.



Sensitization of HM of Schools and teachers should be organized on their roles and responsibilities. Handbook for teachers and parents has been circulated in hard copy which should be shared with schools to enable them clarify all queries of parents at the *Parent teachers meeting*. Special awareness campaign for parents to be organized by AWW for their respective areas. PRIs and ULBs should also organize awareness sessions involving local communities and local influential persons to address the concerns, if any of specific pockets/communities.

Sensitization meetings should be organized with all private schools too. Such meetings would provide a platform for addressing their queries, confidence building, eliminating hesitation or resistance and enhancing the acceptance of measles vaccination. For Kolkata, the H&FW Department will hold a similar workshop at the state level with the principals of the private schools.

Extensive IEC has to be done to ensure proper awareness and community participation. Soft copy of Banner/Flex will be provided to the districts which need to be printed and erected at prominent locations including all vaccination sites and transit points such as bus stands, railway station etc.

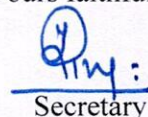
Smooth supply chain should be ensured for vaccine and logistics. Proper assessment of stock position prior to the Campaign should also be done. For immediate management of Adverse Event Following Immunization (AEFI), if any, Rapid Response Teams (RRTs) must be in place at cluster locations headed by Medical Officer. Other members of RRT would include 1 Pharmacist/HA (Male), 1GNM Staff and 1 support staff. All logistics and medicines including dedicated mobility support must be available with RRT. They will continuously monitor the various sites. It should be ensured that there is no communication gap between the RRT and Vaccination Teams. Micro Plan should take into account, among other issues, the management of Bio Medical Wastes generated during the vaccination process as per protocol.

Daily Report on vaccination will have to be compiled and sent to the state. Photographs and success stories may also be shared through DICO for dissemination at the state level.

A detailed Standard Operational Procedure (SOP) is attached for further necessary guidance on preparation of Micro Plan, checklists on action points, suggested timelines for activities and other issues is attached for further information and guidance.

In case of any further query the Control Room Help Line number 9836729878 or Dr. Debasis Roy, ADHS(EPI) could be contacted at 9830612406 or e-mail [adhs.epi2017@gmail.com](mailto:adhs.epi2017@gmail.com) could also be used.

Yours faithfully,

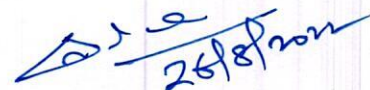
  
Secretary 26/08/2022

Health & Family Welfare Department



Copy forwarded for information and necessary action to:-

1. Mission Director-National Health Mission, Govt. of West Bengal
2. The Director of Health Services Government of West Bengal
3. Dr. Puneet Mishra, RTL, WHO.
4. Dr. Suresh Thakur, Health Officer, UNICEF
5. DY CMOH-III/DMCHO/DPHNO- All District



State Family Welfare Office & Jt. DHS  
West Bengal