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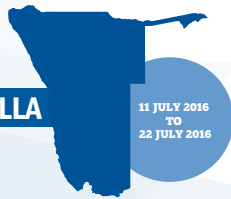
MEASLES & RUBELLA

**11 JULY 2016
TO
22 JULY 2016**

***MEDIA
INFORMATION* PACK**

Measles and Rubella Vaccination Campaign in Namibia





Media Information Pack

Measles and Rubella Vaccination Campaign

Background

• **Global Perspective**

Measles is a major cause of death and disability among young children worldwide. In 2010, measles claimed an estimated 139,300 lives — more than 380 deaths each day. These deaths occurred mostly in children under the age of five. In addition, 100,000 babies are born with congenital rubella syndrome (CRS) every year.

The number of measles-related deaths has decreased by about 79% from 546 800 at the beginning of the century to 114 900 in 2014. WHO estimates since 2000 that 17.1 million lives have been saved, due to increased vaccination coverage.

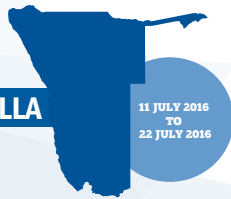
Despite this progress, vaccine-preventable diseases remain a major cause of morbidity and mortality. Namibia has experienced measles outbreaks in 2013 and 2014.

• **National perspective**

The MOHSS has planned to conduct a wide age group (9 months to 39 years) Measles and Rubella catch up campaign (Supplementary Immunisation Activities (SIAs)) to introduce Rubella containing vaccine. The wide target age-range, 9 months -39 years was based on measles outbreaks and studies conducted. After this campaign, the Ministry will introduce a second dose vaccine against measles at 15 months of age as part of routine immunisation.

Namibia in line with the global strategy for measles and rubella/Congenital Rubella Syndrome elimination decided to leverage the measles SIAs to introduce Rubella Containing Vaccines (RCV) into the routine immunization program. The epidemiology of rubella in the country has been reviewed and documented that:-

- transmission is largely in the age-groups below 20 years,
- outbreaks affecting women of reproductive age are common and
- approximately 15% of pregnant women aged below 30 years were not immune to rubella.



- **Objectives of the Campaign**

Overall Objective

To vaccinate everyone aged between 9 months and 39 years with Measles/Rubella (MR) vaccine within the two weeks of the campaign

To introduce MR vaccines in order to further reduce illness and death due to measles and rubella and help the country progress towards global measles rubella elimination goals.

- **Target Group for Vaccination**

Approximately 1. 8 million children and adults aged between 9 months to 39 years will be targeted nationwide for measles rubella vaccination.

Social Media

The campaign information will be shared regularly on WHO Namibia facebook and twitter accounts. The hashtags for the campaign are #Measles and #Rubella

The WHO Namibia social media profiles are:

Facebook: [World Health Organization Namibia](#)

Twitter: [@WHONAMIBIA](#)

Facebook: UNICEF Namibia

Twitter - [@UnicefNamibia](#)

STOP
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Ministry of Health and Social Services will be vaccinating everyone from 9 months to 39 years against Measles and Rubella.

Contact your nearest health facility for more details.



11 - 22 JULY 2016

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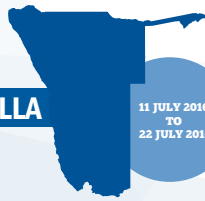
<https://www.facebook.com/World-Health-Organization-Namibia-126411170892162/?fref=nf>



- **Fact sheets**

Measles

Questions	Answers
What is measles?	<ul style="list-style-type: none"> » Measles is a viral diseases, it presentes as a generalized rash and fever and any of the following cough, runny nose and red eyes » Measles is transmitted from person-to-person via droplets. Measles can be transmitted in closed areas » Measles is highly communicable.
What are the signs and symptoms?	<ul style="list-style-type: none"> » Generalised rash and fever and any of the following cough, runny nose and red eyes
Is there any specific treatment for measles?	<ul style="list-style-type: none"> » No, but it is preventable by immunization. However the symptoms can be managed. » The symptoms usually disappear within 7 to 10 days.
What is the aim of the vaccination?	<ul style="list-style-type: none"> » To protect the individual vaccinated against the disease. » To eliminate the disease if more than 95% of the population is immunized
How long does the protection acquired from vaccination last?	<ul style="list-style-type: none"> » One dose of MR vaccine delivers livelong immunity to most people. » A second dose protects those who did not respond to the first dose and increases the immune response in those whose response was low from the first dose.
Are there other preventative methods?	<ul style="list-style-type: none"> » Immunisation is the only effective preventive measure against measles
What is the vaccine effectiveness?	<ul style="list-style-type: none"> » At age 9 months it is 85% effective and above 12 months is between 90-95% effective.
What are the side effects of the vaccine?	<ul style="list-style-type: none"> » MR vaccine has been used since 1963 and has an excellent safety record. » The MR vaccine provides protection against measles and rubella without causing severe symptoms, complications, or sequelae that are associated with the diseases. Mild symptoms such as rash or fever may occur after vaccination in three to five out of 100 individuals, as MR is a live-attenuated vaccine.



Rubella

Questions	Answers
What is Rubella?	<ul style="list-style-type: none"> » It is a viral disease (Togavirus family) and presents as fever and rash with post auricular lymphadenopathy. In pregnant women the virus can cause serious birth defects. Sometimes called "German measles," » Rubella is transmitted via droplets from person to person. It may be transmitted by persons with subclinical or asymptomatic infection, which occurs in up to 50% of all rubella infections.
What are the signs and symptoms?	<ul style="list-style-type: none"> » In children, rubella usually causes the following symptoms that last 2 or 3 days: <ul style="list-style-type: none"> » Rash that starts on the face and spreads to the rest of the body » Low fever (less than 38.0 degree celsius) » About half of the people who get rubella do not have symptoms
What are the consequences of rubella in a pregnant woman?	<ul style="list-style-type: none"> » 85 out of 100 babies born to mothers who had rubella before conception or in the first three months of pregnancy will have a birth defect, so-called congenital rubella syndrome (CRS). This syndrome manifests itself in a number of ways: deafness, cataracts, heart defects, microcephaly, mental retardation, bone alterations, liver and spleen damage. » In 20% of the cases, rubella infections can result in spontaneous abortion and stillbirth/foetal death
Is there any specific treatment for rubella?	<ul style="list-style-type: none"> » No, but it is preventable by vaccine. Symptoms will normally pass within 7 to 10 days.
What is the aim of the vaccination?	<ul style="list-style-type: none"> » To protect the individual vaccinated and subsequently prevent congenital rubella syndrome.
How long does the vaccine last?	<ul style="list-style-type: none"> » One dose of MR vaccine delivers life-long immunity to most people. » After two doses, between 91% and 100% of the vaccines had detectable antibodies 12 to 15 years after receiving the second dose
Are there other preventative methods?	<ul style="list-style-type: none"> » Only rubella vaccine can prevent rubella and CRS.

References

- » European Centre for Disease Prevention and Control. 2014. TECHNICAL REPORT: Measles and rubella elimination: communicating the importance of vaccination. Technical report prepared by Dr Cornelia Betsch, University of Erfurt, Germany
- » World Health Organisation. Weekly epidemiological record: Rubella vaccines: WHO position paper. 15 July 2011, 86th year
- » <http://measlesrubellainitiative.org/>
- » <http://www.who.int/mediacentre/factsheets/fs286/en/>
- » <http://www.who.int/mediacentre/factsheets/fs367/en/>



Republic of Namibia
Ministry of Health & Social Services



Programme for Accelerating the Reduction
of Maternal and Child Mortality in Namibia



Ministry of Health
and Social Services



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