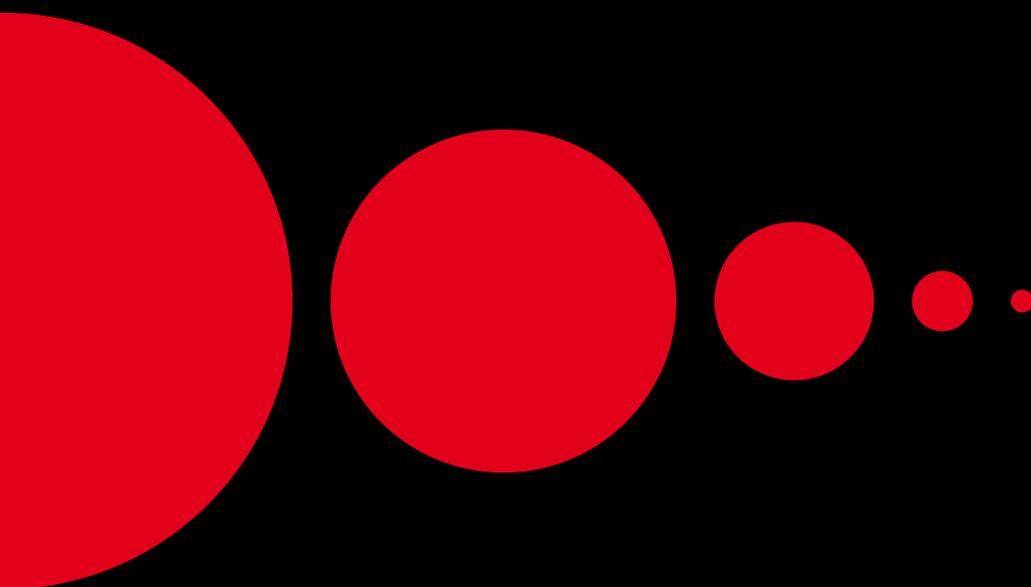


GLOBAL MEASLES AND RUBELLA



STRATEGIC PLAN
2012- 2020

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ABBREVIATIONS AND ACRONYMS

| | |
|---------------|--|
| AEFI | adverse event following immunization |
| ARC | American Red Cross |
| CDC | Centers for Disease Control and Prevention (USA) |
| CIDA | Canadian International Development Agency |
| cMYP | comprehensive multiyear plans for immunization |
| CRS | congenital rubella syndrome |
| DFID | Department for International Development, United Kingdom |
| DHS | Demographic and Health Survey |
| DTP | diphtheria-tetanus-pertussis [vaccine] |
| ELISA | enzyme-linked immunosorbent assay |
| EPI | Expanded Programme on Immunization |
| GIVS | Global Immunization Vision and Strategy |
| GPEI | Global Polio Eradication Initiative |
| HPV | human papillomavirus [vaccine] |
| IgM | immunoglobulin M |
| IPV | inactivated poliovirus vaccine |
| LabNet | Global Measles and Rubella Laboratory Network |
| LLIN | long-lasting insecticide treated bednet |
| M | measles [vaccine] |
| MCV | measles-containing vaccine |
| MCV1 | first dose of MCV |
| MCV2 | second dose of MCV |
| MDG | Millennium Development Goal |
| MR Initiative | Measles and Rubella Initiative |
| MICS | Multiple Indicator Cluster Survey |
| MMR | measles-mumps-rubella [vaccine] |
| MR | measles-rubella [vaccine] |
| RCV | rubella-containing vaccine |
| SAGE | Strategic Advisory Group of Experts on immunization |
| SIA | supplementary immunization activity |
| UNF | United Nations Foundation |
| UNICEF | United Nations Children's Fund |
| USA | United States of America |
| USAID | United States Agency for International Development |
| WHO | World Health Organization |



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FOREWORD



Implementation of this Global Measles and Rubella Strategic Plan can protect and improve the lives of children and their mothers throughout the world, rapidly and sustainably.

Overwhelming evidence demonstrates the benefit of providing universal access to measles- and rubella-containing vaccines. Globally, an estimated 535 000 children died of measles in 2000. By 2010, the global push to improve vaccine coverage resulted in a 74% reduction in deaths. These efforts, supported by the Measles and Rubella Initiative, contributed 23% of the overall decline in under-five deaths between 1990 and 2008 and are driving progress towards meeting Millennium Development Goal 4 (MDG4).

However, as we have seen in several countries in the African, South-East Asian, European, Eastern Mediterranean and Western Pacific Regions, measles returns when we let down our guard. Rubella also remains a threat to pregnant women and their fetuses in particular, with more than 100 000 children born each year with congenital rubella syndrome (CRS), which includes heart defects, blindness and deafness.

We can completely prevent these illnesses, deaths and disabilities, and the global imperative to invest in vaccination has never been stronger. Measles- and rubella-containing vaccines are among the most cost-effective public health tools available. All 194 World Health Organization (WHO) Member States remain committed to reduce measles deaths by 95% by 2015, and four of six WHO regions have set rubella control or elimination targets. As 2015 approaches, increased access to measles, rubella and other vaccines will immediately produce improved child-mortality outcomes.

This Strategic Plan provides the blueprint. It builds on years of experience in implementing immunization programmes and incorporates lessons from accelerated measles control and polio eradication initiatives. The Plan stresses the importance of strong routine immunization systems supplemented by campaigns, laboratory-backed surveillance, outbreak preparedness and case management, as well as research and development. It also reminds us that public health is about people, above all, and that our work to build public trust and demand for vaccination is as important as the work to build and maintain measles and rubella vaccine supply and cold chains.

In this Decade of Vaccines, let us use the Strategic Plan to expand global equitable access to these measles and rubella vaccines that have saved millions of lives over several decades.

With strong partnerships, resources and political will, we can, and must work together to achieve and maintain the elimination of measles, rubella and CRS globally.

Margaret Chan
Director-General
World Health Organization

Thomas R. Frieden
Director
U.S. Centers for Disease
Control and Prevention

Anthony Lake
Executive Director
United Nations
Children's Fund

Gail J. McGovern
President and Chief Executive Officer
American Red Cross

Timothy E. Wirth
President
United Nations Foundation



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EXECUTIVE SUMMARY



This Strategic Plan 2012–2020 explains how countries, working together with the MR Initiative and its partners, will achieve a world without measles, rubella and congenital rubella syndrome (CRS).

The Plan builds on the experience and successes of a decade of accelerated measles control efforts that resulted in a 74% reduction in measles deaths globally between 2000 and 2010 (1). It integrates the newest 2011 World Health Organization (WHO) policy on rubella vaccination which recommends combining measles and rubella control strategies and planning efforts, given the shared surveillance and widespread use of combined measles-rubella vaccine formulations, i.e. measles-rubella (MR) and measles-mumps-rubella (MMR). The Plan presents clear strategies that country immunization managers, working with domestic and international partners, can use as a blueprint to achieve the 2015 and 2020 measles and rubella control and elimination goals. The strategy focuses on the implementation of five core components.



1. Achieve and maintain high levels of population immunity by providing high vaccination coverage with two doses of measles- and rubella-containing vaccines.
2. Monitor disease using effective surveillance, and evaluate programmatic efforts to ensure progress.
3. Develop and maintain outbreak preparedness, respond rapidly to outbreaks and manage cases.
4. Communicate and engage to build public confidence and demand for immunization.
5. Perform the research and development needed to support cost-effective operations and improve vaccination and diagnostic tools.



The Plan provides the global context and an assessment of the current state of the world with respect to national, regional and global management of measles and rubella. It outlines guiding principles that provide a foundation for all measles and rubella control efforts, including country ownership, strengthening routine immunization and health systems, ensuring linkages with other health interventions and providing equity in immunization by reaching every child. Given the progress made to date, the plan includes a list of priority countries that require additional support to meet regional and global goals. It also examines key challenges to measles and rubella control and elimination, including: financial risks; high population density and highly mobile populations; weak immunization systems and inaccurate

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