**Tackling the barriers against Measles Rubella Vaccination in Kerala**

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Measles is a highly infectious disease and may cause death. It kills nearly 40,000 children every year in India. Rubella may cause birth defects like blindness, deafness, heart defects, mental retardation, liver disorders etc. Government of India has launched a campaign to immunize all children from 9 months up to 15 years of age group with one dose of MR vaccine. Kerala state start MR vaccination campaign in October as a part of national immunization programme.

Addressing the drivers of vaccine hesitancy and the barriers to vaccine acceptance is a complex but important task. While the percentage of hesitant does vary from country to country and in time few, if any, countries are ever free from this problem. Overcoming hesitancy requires detection, diagnosis and tailored intervention as there is no simple strategy that can address all of the barriers to vaccine acceptance. Immunization program managers and health care workers need to become adept at recognizing and tackling hesitancy in all of its incarnations if high levels of vaccine acceptance are to be achieved but must also actively support immunization acceptors in order to build and support vaccine acceptance resiliency.

The vaccination campaign in Kerala include contributions from Government and NGOs. The government conducted awareness classes in schools, worship centers, home visit, announcement vehicle etc. the Non Government Organizations conducted public health meets, women empowerment programme etc. the representatives of UNICEF arranged meeting with the community leaders and media representatives and assured their whole hearted support for the campaign.

Vaccination against Measles and Rubella was perceived as more important than other vaccines, and Government subsidy was regarded as an important public health strategy. The most significant barriers to prescribe MR vaccines consisted of parental refusal due to safety concerns. Public health education on safety and efficacy of vaccination is done, and support by Governmental funding would be an important factor to enhance vaccination rates.



NASEEF PP has working as an Associate Professor in Jamia Salafiya Pharmacy College. I am guiding many students in their project work and motivating the youngsters for empowering their carrier. I pursued my graduation and post graduation from Calicut University in Pharmacy and completed the PhD open defense under The Tamil Nadu Dr MGR Medical University Chennai. I have 8.5 years of teaching experience. I am the resource person for Kerala State Pharmacy Council for teaching the working Pharmacist. I also conducting the live discussions in various media like radio in regarding with public health and vaccination campaign. I also leading the community for their education and health conditions. I have 12 national and international publications and presented papers in various national and international seminars.

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