

ABSTRACT

DESIGN OF MEASLES AND RUBELLA EDUCATION CAMPAIGN AND PREVENTION

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Currently, infectious diseases that reach 70% increase in the number of cases in Indonesia are measles and rubella which is quite dangerous, because can cause complications to death. Measles and rubella are transmitted from the spread of the virus that is susceptible to occur in children aged 9 months to 15 years old and pregnant women. The risks of measles and rubella transmission can be prevented through immunization. An area with high number of measles and rubella transmission cases is Solok city, West Sumatra province, which has reached the level of immunization emergency status, but the issue of illicit substances in vaccines raises doubts and even rejection from the community, so the achievements of Solok city immunization low and there was no decrease of measles and rubella transmission rates in 2018, so design are needed to provide information and awareness to the people of Solok city about the dangers of infectious diseases and the importance of immunization through the halal, safe and beneficial MR (Measles Rubella) vaccine. Data obtained by conducting observations, interviews, questionnaires and literature studies. The results of the data analysis will be used as a basis for the design of the campaign so as to facilitate access to information availability and provide understanding and awareness to the target audience in carrying out this measles and rubella immunization campaign.

Keywords : *campaigns, immunization, measles and rubella, Solok*