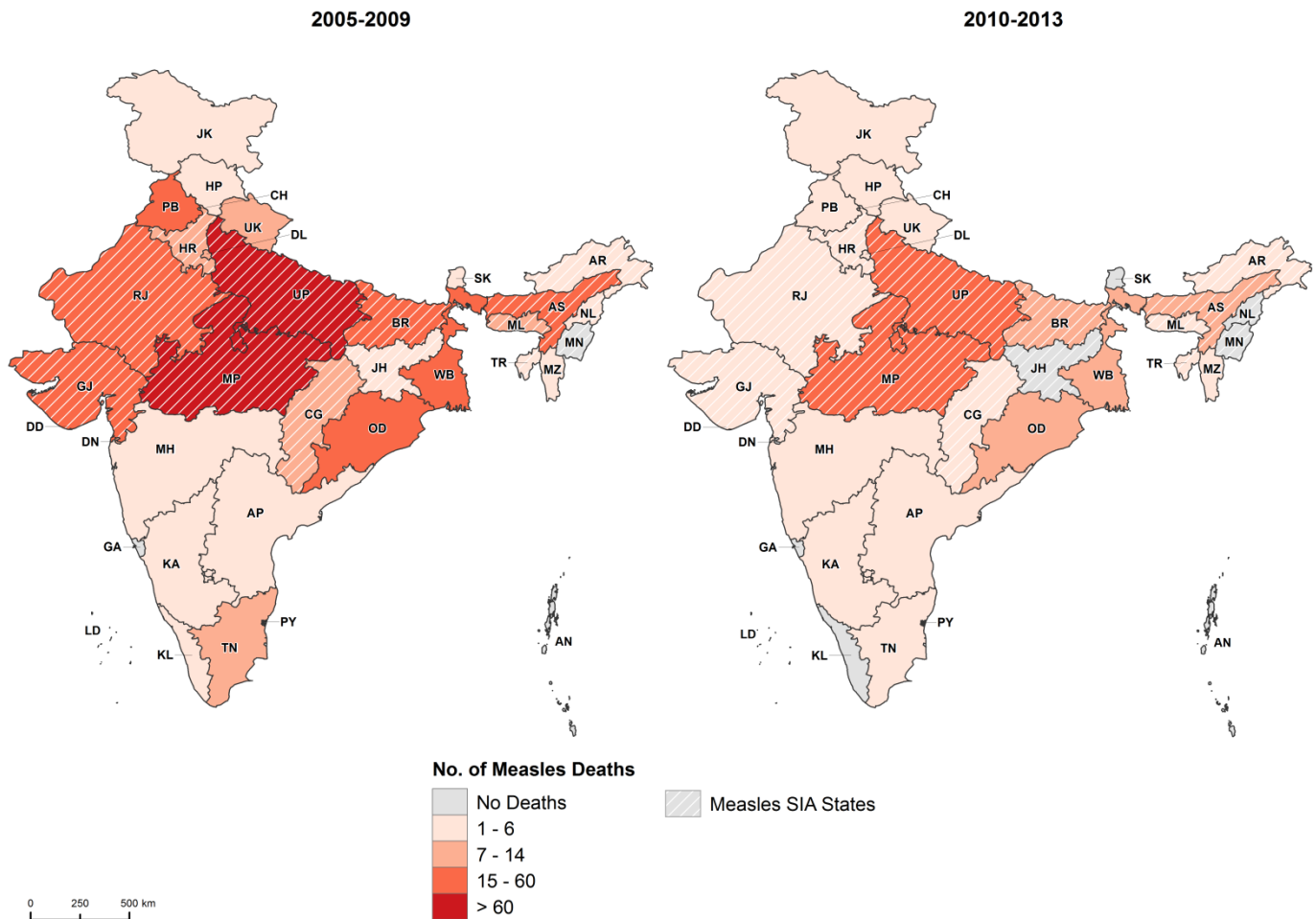


**Figure 1 – figure supplement 1**



**State-level distribution of 1–59-month measles deaths before and after measles campaign launch, India, 2005–2013.**

Cross-hatched regions represent campaign states. AN = Andaman & Nicobar Islands. AP = Andhra Pradesh. AR = Arunachal Pradesh. AS = Assam. BR = Bihar. CH = Chandigarh. CG = Chhattisgarh. DD = Daman & Diu. DN = Dadra & Nagar Haveli. DL = Delhi. GA = Goa. GJ = Gujarat. HP = Himachal Pradesh. HR = Haryana. JH = Jharkhand. JK = Jammu & Kashmir. KA = Karnataka. KL = Kerala. LD = Lakshadweep. MH = Maharashtra. ML = Meghalaya. MN = Manipur. MP = Madhya Pradesh. MZ = Mizoram. NL = Nagaland. OD = Odisha. PB = Punjab. PY = Puducherry. RJ = Rajasthan. SK = Sikkim. TN = Tamil Nadu. TR = Tripura. UP = Uttar Pradesh. UT = Uttarakhand. WB = West Bengal. National Health Mission states represent 18 states identified as having poor health infrastructure and low public health spending, including: Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Himachal Pradesh, Jharkhand, Jammu & Kashmir, Manipur, Mizoram, Meghalaya, Madhya Pradesh, Nagaland, Odisha, Rajasthan, Sikkim, Uttarakhand, Uttar Pradesh, and Tripura. Empowered Action Group (EAG) states represent eight poor states lagging in socioeconomic indicators in India, including: Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Rajasthan, Uttarakhand, and Uttar Pradesh.