



eLife's transparent reporting form

We encourage authors to provide detailed information *within their submission* to facilitate the interpretation and replication of experiments. Authors can upload supporting documentation to indicate the use of appropriate reporting guidelines for health-related research (see [EQUATOR Network](#)), life science research (see the [BioSharing Information Resource](#)), or the [ARRIVE guidelines](#) for reporting work involving animal research. Where applicable, authors should refer to any relevant reporting standards documents in this form.

If you have any questions, please consult our Journal Policies and/or contact us: editorial@elifesciences.org.

Sample-size estimation

- You should state whether an appropriate sample size was computed when the study was being designed
- You should state the statistical method of sample size computation and any required assumptions
- If no explicit power analysis was used, you should describe how you decided what sample (replicate) size (number) to use

Please outline where this information can be found within the submission (e.g., sections or figure legends), or explain why this information doesn't apply to your submission:

This information doesn't apply to the submission as our analysis uses nationally-representative data covering all child deaths within the Registrar General of India's Sample Registration System from 2005 to 2013. Study details are described in the 'Materials and methods' section.

Replicates

- You should report how often each experiment was performed
- You should include a definition of biological versus technical replication
- The data obtained should be provided and sufficient information should be provided to indicate the number of independent biological and/or technical replicates
- If you encountered any outliers, you should describe how these were handled
- Criteria for exclusion/inclusion of data should be clearly stated
- High-throughput sequence data should be uploaded before submission, with a private link for reviewers provided (these are available from both GEO and ArrayExpress)

Please outline where this information can be found within the submission (e.g., sections or figure legends), or explain why this information doesn't apply to your submission:

Measles cases were identified by single physician assignment of measles death or family reporting a decedent's history of measles. Analyses were replicated with additional case definitions using dual physician assignment of measles death and single physician assignment of measles death excluding family reported history of measles. Details of the statistical analysis are described in the 'Materials and methods' section.

**Statistical reporting**

- Statistical analysis methods should be described and justified
- Raw data should be presented in figures whenever informative to do so (typically when N per group is less than 10)
- For each experiment, you should identify the statistical tests used, exact values of N, definitions of center, methods of multiple test correction, and dispersion and precision measures (e.g., mean, median, SD, SEM, confidence intervals; and, for the major substantive results, a measure of effect size (e.g., Pearson's r, Cohen's d)
- Report exact p-values wherever possible alongside the summary statistics and 95% confidence intervals. These should be reported for all key questions and not only when the p-value is less than 0.05.

Please outline where this information can be found within the submission (e.g., sections or figure legends), or explain why this information doesn't apply to your submission:

The statistical analysis methods are described in the section 'Materials and methods' of the main article (from line 234). Where applicable, further details are in the table/figure captions. We report p-values in the main text of the 'Results' section (from line 73) and in Figure 2, Figure 2 – table supplement 1, and Figures 3-5.

(For large datasets, or papers with a very large number of statistical tests, you may upload a single table file with tests, Ns, etc., with reference to sections in the manuscript.)

Group allocation

- Indicate how samples were allocated into experimental groups (in the case of clinical studies, please specify allocation to treatment method); if randomization was used, please also state if restricted randomization was applied
- Indicate if masking was used during group allocation, data collection and/or data analysis

Please outline where this information can be found within the submission (e.g., sections or figure legends), or explain why this information doesn't apply to your submission:

Using a quasi-experimental approach, we grouped our data by states that launched measles campaigns and states that did not launch measles campaigns. In both arms, measles deaths were captured based on at least one physician assignment of measles or family reporting of a decedent's history of measles. Control deaths were captured using dual physician assignment of injury, communicable disease, or congenital anomaly.

Additional data files ("source data")

- We encourage you to upload relevant additional data files, such as numerical data that are represented as a graph in a figure, or as a summary table
- Where provided, these should be in the most useful format, and they can be uploaded as "Source data" files linked to a main figure or table
- Include model definition files including the full list of parameters used
- Include code used for data analysis (e.g., R, MatLab)
- Avoid stating that data files are "available upon request"

Please indicate the figures or tables for which source data files have been provided:



eLIFE

1st Floor
24 Hills Road
Cambridge CB2 1JP, UK

P 01223 855340
W elifesciences.org
T @elife

Source data files have been provided for Figures 1,2,3,4, Figure 1 - figure supplement 1, and Figure 1 - table supplement 1. National survey data (from Figure 5) can be obtained free of charge from the following website: <http://rchiips.org/>