World Immunization Week | 24th-30th April 2023

Meningitis messaging

Introduction

This messaging has been created for our supporters all over the world, so they can use this and our social media resources to raise awareness of meningitis and the vaccinations available to protect against it this World Immunization Week.

It provides a bank of meningitis-specific messages for World Immunization Week which are universally applicable and can be adapted to any country's specific health context.

Please adapt this to suit your activity, combining any of this messaging with the freely available social media templates also provided as part of this toolkit.

Let's use this year's World Immunization Week to tell people why protecting yourself and those you love against the devastating effects of meningitis should matter to us all.

Key Messages

Meningitis vaccines: life-saving protection for the ones you love

- Meningitis is hard to diagnose and progresses rapidly, leaving little time to react. Meningitis vaccines offer life-saving protection for the ones you love.

- Meningitis can kill in as little as 24 hours yet there are vaccines which protect against the most common types. Talk to your health care professional about what meningitis vaccines are available to protect you and your family.

- Meningitis vaccines are safe, effective and give you peace of mind, safe in the knowledge you and your loved ones are protected.

- Meningitis is the inflammation of the meninges, membranes covering the brain, and has many possible causes. It's a life-threatening illness but one we can protect ourselves against.

- Bacteria that cause meningitis can also cause life-threatening sepsis. Life-saving vaccines are there to protect us against many strains of these bacteria.

- Vaccines have been shown to effectively prevent meningitis in many countries around the world, saving millions of lives.

- Globally, 1 in 10 people who contract bacterial meningitis die. Yet many people are not aware of the need to get vaccinated to prevent it.

- Everyone who is at increased risk of meningitis, in every country around the world, deserves the life-saving protection meningitis vaccines give.

Meningitis vaccines: protecting young people as they make their way in the world

- Meningitis can have life-changing impacts. The after-effects of bacterial meningitis impact 1 in 5 survivors, from life-changing brain injury to hearing loss, depression, vision loss, anxiety, limb loss, epilepsy and more.[2]

- Making sure that children take up all the vaccines available to them protects our young people as they make their way in the world. Each vaccine received gives children every chance to grow and flourish, saving lives now and in the years to come.

- The World Health Organization's Global Road Map to Defeat Meningitis by 2030 aims to reduce the number of deaths caused by vaccine-preventable bacterial meningitis by 70%. Implementing its goals would save an estimated 200,000 lives a year.[3]

- Between 2000 and 2023 it has been estimated that over 41 million lives across 112 low- and middle-income countries were saved by vaccines that protect against causes of meningitis.[4]

Meningitis vaccines: the chance to never miss a moment

- Half of all meningitis deaths occur in children under five. Meningitis is a tragedy affecting the very youngest people in our world. It must be defeated.

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- Prevent the preventable by vaccinating against meningitis so children all over the world can experience all their firsts – their first steps, first words, first day at school, and so much more.

- Meningitis can affect anyone, anywhere, at any time. No child, and no family, should have to live with the devastating impact of meningitis.

- Certain groups are at greatest risk of meningitis: newborns, children under five, teenagers, older adults, and people with certain health conditions, including those with cancer, people who are immunocompromised, those with organ dysfunction, or who are diabetic.

- Vaccination means you never miss a moment; give your loved ones the chance of a life free from meningitis.

Meningitis vaccines: a shot at a longer life

- The pandemic and disruptions in healthcare across the world mean an estimated 25 million children have missed out on crucial vaccinations in 2021, the highest since 2009.[5]

- In the UK in 2021-22, vaccine uptake of vaccines in children under 5 fell. No vaccine met the WHO European region's 95% target for coverage. [6][7] Whether for you, someone very young, someone in their teens or older, now is the time to check you are up-to-date with your vaccinations. Get protected against life-threatening infections like meningitis.

- Now is the time to catch up on life-saving vaccines, reducing the risk of children getting such a serious, life-threatening infection as meningitis.

- Meningitis is largely vaccine-preventable and there are many vaccines available throughout the course of someone's life that protect against it.

- Checking-in with the older adults in your life, to make sure they're up-to-date with their vaccines, gives them a shot at healthy ageing and a longer life.[8]

- Meningitis vaccines give all of us a shot at a long life, so dreams can become reality.

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References

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