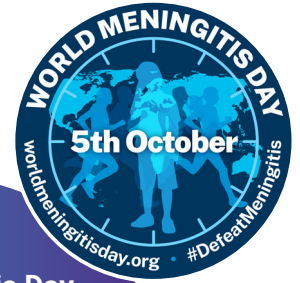


World Meningitis Day

Impact report



World Meningitis Day is the global day of action to raise awareness of the impact of meningitis, and the investment and political support needed to defeat it.

Meningitis | the facts



- > Every year, there are more than **2.5 million cases of bacterial and viral meningitis**.
- > Around **half of all deaths from meningitis will be in children under 5**.
- > Bacterial meningitis is the deadliest form of meningitis. The World Health Organization estimates around **1 in 6 people who get bacterial meningitis will die**.

> Across the world, bacterial meningitis leaves **1 in 5 people with lifelong disabilities**.



> **Most meningitis deaths can be prevented but progress is behind other infectious diseases.** Between 1990 and 2019, meningitis deaths in children under 5 fell by 61% while deaths from measles and tetanus fell by 90%.

World Meningitis Day | online

- > The free digital toolkit was used by people in **77 countries**, with the number of times a resource was downloaded growing by **200% year-on-year**.
- > #WorldMeningitisDay received millions of mentions, making it a **trending hashtag** on X.
- > Where in the world was #WorldMeningitisDay mentioned most? The top ten countries: Brazil, Spain, UK, Argentina, Mexico, US, Chile, France, Uruguay and Vietnam.

People in every region of the world supported World Meningitis Day.



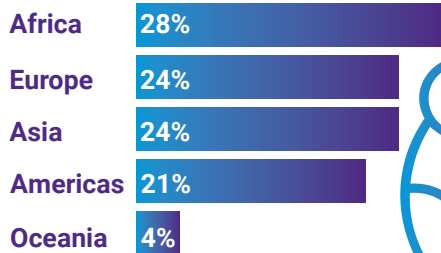
Every year, **World Meningitis Day** brings together people from all over the world to raise awareness of meningitis, its signs and symptoms, the vaccines that are available to prevent it, and that it needs global attention and effort to be defeated.

World Meningitis Day 2023 | October 5th

People in **126 countries** took action, spreading messages of awareness, prevention, support and hope among their families, friends, communities.

In just two years, the number of countries supporting World Meningitis Day has **increased by 162%, making 2023 the biggest year yet**.

Activity undertaken by participants, broken down by region:



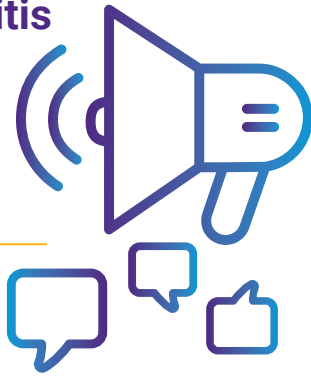
I'm sharing my story - not to frighten people, but to offer them the knowledge they may need to survive ”

James Patrice, Irish TV presenter and social media creator

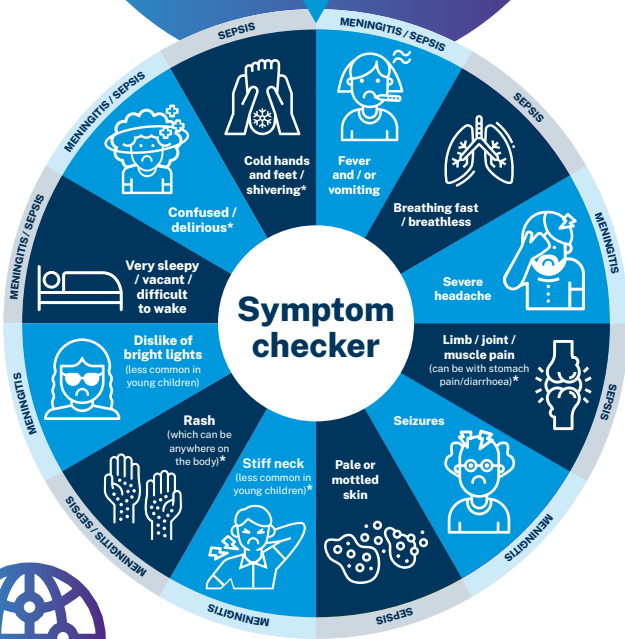
More people than ever before shared their experience of meningitis in *Meningitis in your words*. Among the 700+ who have contributed so far (taking us more than a third of the way towards our goal of 2,030 voices for 2030, so that this is the world's largest digital collection of meningitis experiences) are social media influencers, CoMO members, sports people, TV presenters, actors and people from all over the world.

The most popular content on social media was our signs and symptoms infographic, shared more than **4,100 times**

Confederation of Meningitis Organisations (CoMO) | the voice of civil society



- > In 2009, CoMO members **pioneered the very first World Meningitis Day.**
- > In 2023, **50 members in 29 countries made sure their voices were heard** on World Meningitis Day.



What CoMO members did

- > Organised events, including **collaborating with their Ministry of Health** in Sierra Leone, running **medical staff training** in Pakistan, lighting up more buildings in every Australian state, and **supporting and connecting dozens of survivors and their families** in Spain and in the Netherlands.
- > Connected with local politicians, worked on petitions and coalitions, **reached an estimated 13.5 million people through radio and television appearances**, and created fresh content (including awareness animations in Brazil, a meningitis rap in India and an Ambiguously Blind podcast in the USA).



Supporting civil society across the world

- > **76%** said participating helped them **raise awareness of meningitis issues** in their country.
- > **72%** said it helped them raise their organisation's profile.
- > **69%** said World Meningitis Day made them feel **part of a global community.**
- > **66%** said it helped them engage new audiences.

CoMO World Meningitis Day survey, November 2023

- > Raised their voices on social media, participated in **'Light the road ahead'** to show their support for the aims of the World Health Organization's Global Road Map to Defeat Meningitis by 2030 and in remembrance of everyone who has lost their life, or had their life changed forever, because of meningitis.
- > Co-created World Meningitis Day resources, guiding the campaign, providing survivors' testimony for *Meningitis in your words*, and translating resources into 20 languages so World Meningitis Day could reach even more people.



Supported by national, regional and global organisations

In 2023, World Meningitis Day was supported by organisations across the world, including the United Nations, Gavi, the World Health Organization, UNICEF, the UK's Health Security Agency, Sanofi, PATH, London School of Hygiene and Tropical Medicine, GSK, TED and the Centres for Disease Control and Prevention.

worldmeningitisday.org | 5th October

United in the race to defeat meningitis

What does this mean?

By uniting in raising our voices, millions more people in every region of the world are more aware of meningitis, its symptoms, its impact, and what needs to happen to defeat it.

