

World Meningitis Day 2018



The Confederation of Meningitis Organisations



Through telling patient stories, raising awareness of the signs and symptoms of meningitis and increasing knowledge of available vaccines, World Meningitis Day raises the global profile of meningitis and shares potentially life-saving information with thousands of people worldwide.

This year's theme, [#AllMeningitisMatters](#), highlighted that there are 4 different types of meningitis, and that while multiple vaccines are needed, not all types and strains of meningitis are vaccine preventable.

We created materials to support our campaign and based our activities around 4 Key Messages:



Meningitis Association of South Africa celebrate World Meningitis Day with local schools

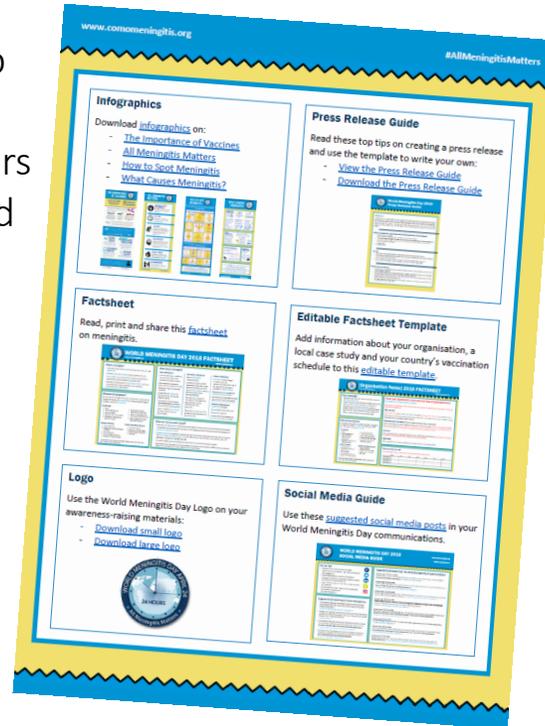
1. Meningitis is a potentially deadly disease that can kill within 24 hours.
2. Bacterial meningitis can be caused by many different types of bacteria.
3. There are safe & effective vaccines that protect against the most common causes of bacterial & viral meningitis.
4. Not all strains of meningitis are vaccine preventable, so being able to recognise the symptoms is crucial.

CoMO Activities

Each year, CoMO creates and releases a [Toolkit](#) to help support our members and followers to raise awareness in the run up to and on World Meningitis Day. This is sent to members and external stakeholders in an email and also available to download from our website.

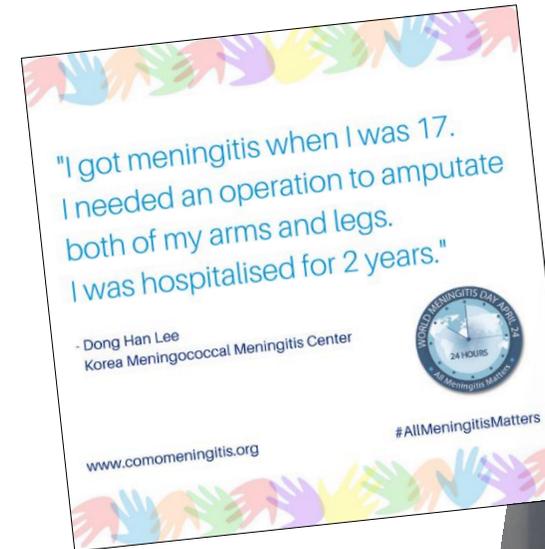
THE TOOLKIT INCLUDED:

- The World Meningitis Day logo
- Key messages
- A general factsheet and editable factsheet
- 4 infographics
- A social media guide
- A press release guide
- Fundraising key learnings



We also individually uploaded the Toolkit materials to our website. The following resources were also available from the [Toolkit Webpage](#):

- #AllMeningitisMatters video
- World Meningitis Day T-shirt
- Member Quotes



More people than ever before visited the toolkit webpage this year!

Social Media: Headline Figures



- **321,000** post reach on April 24th - **5x** more than last year
- Paying to promote posts increased our reach by up to **15x**
- Paying to promote our posts provided us with wider coverage, allowing us to reach countries where we have no members



- **810,029** people reached – **2.5x** more than last year
- Supported by **202** people and groups, including CDC Global, Epid Alert and Rare Diseases South Africa



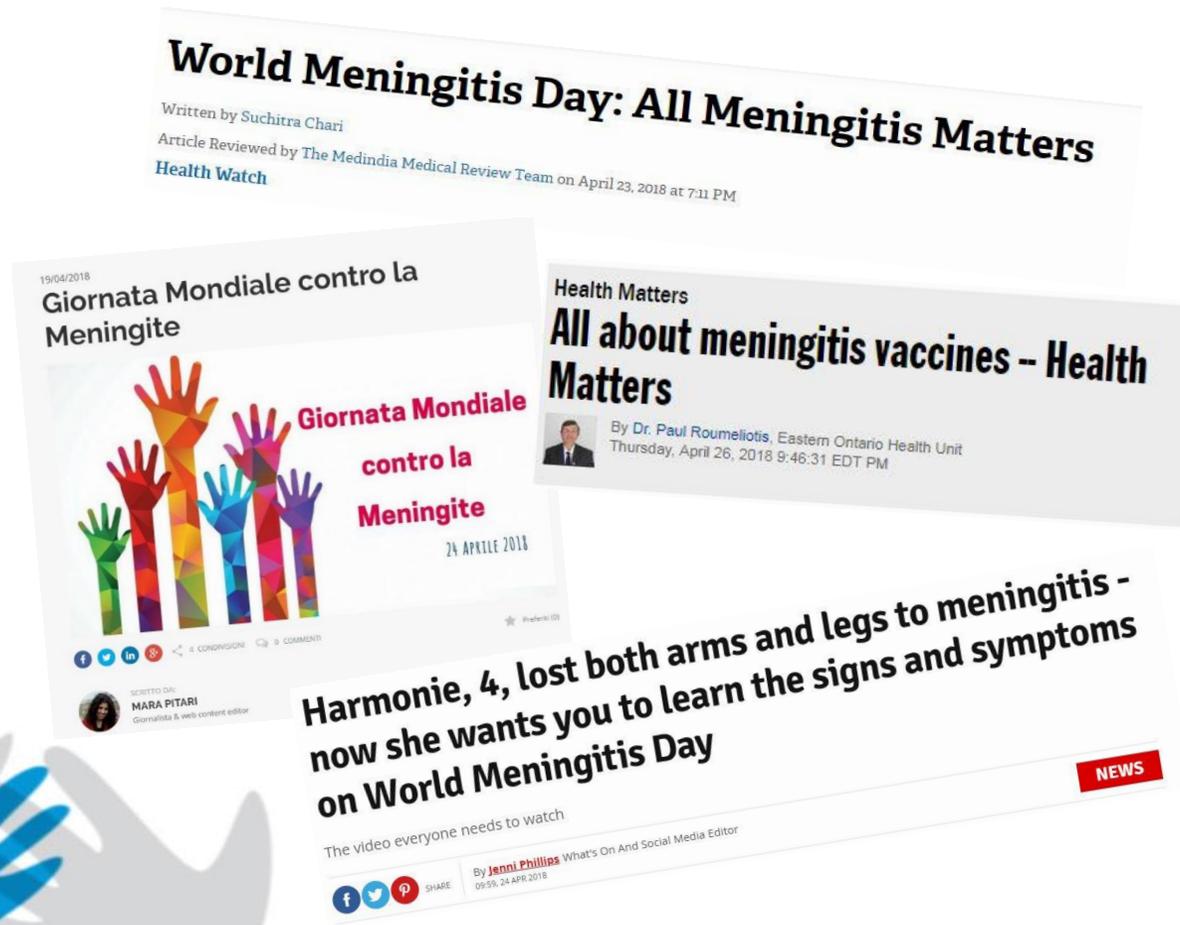
- **195,000** impressions in the month of April – **2.5x** more than last year
- Paying to promote posts increased impressions by up to **28x**
- Our non-promoted tweets gained **2x** as many impressions as last year



- #AllMeningitisMatters gained **10.9 million** impressions – **90x more** than 2016
- Used by **1,381** people on Twitter
- Included in **1,768** tweets

World Meningitis Day Media Mentions and Video

World Meningitis Day was cited in at least **41** articles,
- twice as many as last year.



- We translated the video into 6 languages; English, French, Spanish, Italian, Polish and Japanese.
- There were **278,504** video views, - over **15.5x** more than last year.

Member Activities



32 members and friends from 21 countries marked World Meningitis Day by carrying out activities, sharing posts on social media and translating resources. See a full list of member activities [here](#).



Member Feedback

91% celebrated World Meningitis Day

80% of respondents said that they would use the resources created for World Meningitis Day throughout the year

2019 *theme*: symptom awareness, 24 hours and after effects were suggested as potential focuses.

52% said they will start planning for World Meningitis Day 2019 in January 2019

95% used CoMO's resources

95% said CoMO's support enabled them to feel part of a global community

95% said CoMO's support enabled them to increase awareness of meningitis issues

The theme, infographics, factsheet and Thunderclap were the most *useful* resources we created



The Philippine Foundation for Vaccination celebrated World Meningitis Day by vaccinating members of the public against pneumococcal disease.

We'd like to thank all of our members and external partners who celebrated World Meningitis Day and provided us with feedback.

We will use your comments, ideas and suggestions to make World Meningitis Day 2019 even bigger and better than last year. For example, we will be using #WorldMeningitisDay in our communications, we plan to further support our members in translating resources, and will consider promoting a global action (such as taking a photo/video with a particular item) that can be shared across social media.

Your views and ideas are essential for World Meningitis Day preparations! To share your ideas for 2019, please [get in touch!](#)

We would also like to acknowledge and thank
GlaxoSmithKline (GSK) for their continued support

