



CoMO's Advocacy Toolkit has been designed to help you prepare for World Meningitis Day, which is held on 24th of April each year.

Through telling patient stories, raising awareness of the signs and symptoms 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, raises awareness of the 4 different types of meningitis; bacterial, viral, fungal and parasitic. It also highlights that multiple vaccines are needed to protect against meningitis because of the variety of bacteria and viruses that can cause it.

For more information on World Meningitis Day or to share your own campaign materials, please contact Becky Parry at editor@comeningitis.org.



World Meningitis Day 2018

Key Messages

Incorporate this year's World Meningitis Day key messages into your communications!

1

Meningitis is a potentially deadly disease that can kill within 24 hours.

- Deafness, limb loss, brain damage and seizures are among some of the possible devastating after-effects in those that survive meningitis and septicaemia.
- Meningitis affects more than 2.8 million people globally each year.
- Infants, adolescents, older people, and people with weakened immune systems are among those at higher risk.

2

Bacterial meningitis can be caused by many different types of bacteria.

- Since there are different bacteria that can cause meningitis, there are a variety of vaccines that are needed to protect against it, such as MenC, MenA, MenACWY, MenB, PCV10, PCV13, PPV23 and Hib.
- **There is no single 'meningitis vaccine'** – receiving one type of meningitis vaccine will not protect an individual against other strains or types of meningitis.

3

There are safe and effective vaccines that protect against the most common causes of bacterial and viral meningitis.

- Immunisation is a successful and cost-effective way to protect the whole population.
- Currently available vaccines could prevent more than 90% of cases of bacterial meningitis.
- Speak to your local healthcare provider to learn which vaccines are available to you.

4

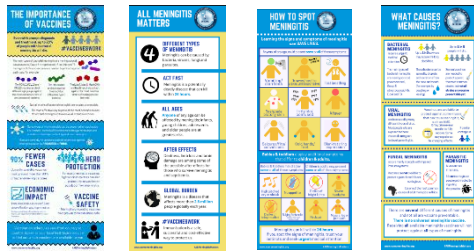
Not all strains of meningitis are vaccine preventable, so being able to recognise the symptoms is crucial.

- Trust your instincts if you spot: fever, rash, vomiting, headache, stiff neck, sensitivity to light or drowsiness.
- If you think that you or a loved one has meningitis, seek medical attention **immediately**.

Infographics

Download [infographics](#) on:

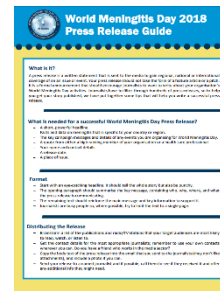
- [The Importance of Vaccines](#)
- [All Meningitis Matters](#)
- [How to Spot Meningitis](#)
- [What Causes Meningitis?](#)



Press Release Guide

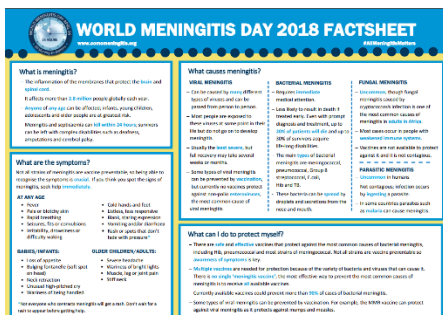
Read these top tips on creating a press release and use the template to write your own:

- [View the Press Release Guide](#)
- [Download the Press Release Guide](#)



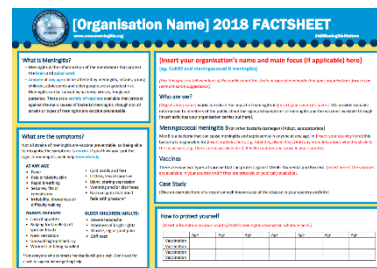
Factsheet

Read, print and share this [factsheet](#) on meningitis.



Editable Factsheet Template

Add information about your organisation, a local case study and your country's vaccination schedule to this [editable template](#).



Logo

Use the World Meningitis Day Logo on your awareness-raising materials:

- [Download small logo](#)
- [Download large logo](#)



Social Media Guide

Use these [suggested social media posts](#) in your World Meningitis Day communications.

