



WORLD MENINGITIS DAY

DEFEAT MENINGITIS



2020 Toolkit



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

Our voices are stronger together. 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 important information with millions of people worldwide.

With the theme, **Defeat Meningitis**, we will be highlighting: why it is so important we defeat meningitis; what everyone can do to protect themselves; and what everyone can do to reduce the impact on those affected.

This toolkit contains the campaign's key messages, infographics in 10 languages, a factsheet, an editable factsheet, social media tiles, logos, social media banners, and suggested social media posts.

For more information on World Meningitis Day or to share your own campaign materials, please contact us at: info@comomeningitis.org.



WORLD MENINGITIS DAY 2020

KEY MESSAGES

5 million estimated new cases of meningitis globally a year

Estimates suggest that over **20 million** years of healthy life were lost to death or disability from meningitis in 2017.

Almost **300,000 deaths** were caused by meningitis in 2017 alone.

Meningitis and Septicemia are medical emergencies. Prevention and early recognition are key.

- Meningitis can have a **life-changing** and **permanent** impact. After effects can include:
 - Organ damage
 - Hearing loss
 - Brain injury
 - Limb loss
- People who lose a loved one have their lives changed forever.
- Vaccines are our best tool for prevention. There are different vaccines to protect against different types of meningitis. **Speak to your local healthcare provider today** to learn what's available for you.

Meningitis can affect anyone at any time and can kill in hours

- **Safe and effective vaccines are available** to protect against the most common types of meningitis. More vaccines are coming, but not all meningitis is vaccine preventable, so it is important to learn the signs and symptoms.
- **Trust your instincts** and seek medical attention immediately if you have the symptoms of meningitis.

We can all do our part to help #DefeatMeningitis

- **Get vaccinated** to protect yourself and stop the spread of the disease.
- We can all **learn the signs and symptoms** so we know when it's urgent to seek medical help.
- We can all help **build accessible and inclusive societies** to support people who have been affected by the disease.

Logo

Use the World Meningitis Day logo on your awareness-raising materials.

Download logo



Social Media Banners

Change your [Facebook](#) banner and [Twitter](#) banner to show your support for World Meningitis Day. Twibbon and Facebook frames are available on each social media site.



Myth Busters

Share our [meningitis myth buster](#) and [vaccine myth buster](#) infographics.

Infographics

Infographics are available in: [English](#), [Spanish](#), [German](#), [Turkish](#), [Danish](#), [Filipino](#), [Japanese](#), [Nigerian Pidgin English](#), [Swahili](#), and [Chinese](#).

- Defeat Meningitis
- Facts and Figures
- The Importance of Vaccines
- Learn the Signs and Symptoms
- Vaccine Myth Buster

Testimonial Tiles

Share these [testimonial tiles](#) across social media to raise awareness of why it is important that we defeat meningitis.

- Alicia's story
- Rhoda O's Story
- Patsy's Story
- Sarah's Story
- Christine's story
- Michael's Story
- Miki Tanaka's Story
- Patti's Story



Fact Sheet

Read and share our [fact sheet](#) on why it is important we defeat meningitis.

Download an [editable fact sheet](#) to share information about your organisation and your country's vaccination schedule.

Key Messages

Incorporate this year's [key messages](#) into your communications and raise awareness of why we should defeat meningitis.



Suggested Social Media Posts



Share these social media posts in the run up to and on World Meningitis Day! Remember to download our infographics and testimonial tiles too.



- We should #DefeatMeningitis "so that other families are spared a lifetime of grief and heartache." #WorldMeningitisDay [share Michael's testimonial tile]
- Why should we #DefeatMeningitis? To prevent the "physical devastation meningitis can cause to a perfectly healthy child." #WorldMeningitisDay [share Patsy's testimonial tile]
- "We must #Defeatmeningitis so it cannot continue to destroy lives around the world. IT IS TIME!" #WorldMeningitisDay [share Alicia's testimonial tile]
- There are an estimated 5 million new cases of meningitis and 300,000 deaths globally a year. That's why we should #DefeatMeningitis. #WorldMeningitisDay [share the Defeat Meningitis infographic]
- Did you know? 1 in 5 people affected by meningitis are left with a life-changing after-effect, including: brain injury. limb loss, cerebral palsy and epilepsy. #DefeatMeningitis #WorldMeningitisDay [share the Facts and Figures infographic]
- #WorldMeningitisDay is on April 24th and will raise awareness of how we can all help to #DefeatMeningitis
- Even with fast diagnosis and treatment, 20% of people with bacterial meningitis will die. Prevention is key to #DefeatMeningitis. #WorldMeningitisDay [share the Importance of Vaccines infographic]
- Vaccines are the most effective method of preventing meningitis. Learn the facts and help #DefeatMeningitis. #World Meningitis Day [share the Vaccine Myth Buster infographic]
- Meningitis can kill in hours. Fast diagnosis and treatment is essential. Learn the signs and symptoms now and always trust your instincts. If you suspect meningitis, seek medical help immediately. #DefeatMeningitis #WorldMeningitisDay [share the Signs and Symptoms infographic]





WORLD MENINGITIS DAY 2020

FACT SHEET

#DefeatMeningitis | #WorldMeningitisDay

FACTS

- **5 million cases** of meningitis a year.
- **300,000 deaths** from meningitis a year.
- **1 in 5** people with bacterial meningitis die.
- **1 in 5** people with bacterial meningitis have serious after-effects.
- Meningitis can kill in **hours**.
- **Anyone, anywhere** can be affected.

AIMS

1. Reduce cases and deaths.
2. Prevent epidemics.
3. Improve support and advocacy.

SYMPTOMS

- Fever
- Headache
- Vomiting
- Drowsy
- Confusion
- Rash
- Seizures
- Muscle and neck pain
- Dislike of bright lights

Symptoms can be **hard** to detect and **fast** to develop. If you suspect meningitis, seek urgent **medical attention**.

THE IMPORTANCE OF VACCINES

- The most effective method of prevention.
- Meningitis vaccines prevent **tens of thousands** of deaths a year.
- Vaccines protect those around you, including:
 - Young children and infants
 - Older people
 - People with compromised immune systems
- **Multiple vaccines** are needed for protection against different types of meningitis. Speak to your local healthcare provider to see which vaccines are available.

AFTER-EFFECTS

The disease leaves **1 in 5** people with an impairment:

- Cerebral palsy
- Depression
- Sight loss
- Brain injury
- Organ damage
- Limb loss
- Hearing loss