



**WORLD MENINGITIS DAY**  
**LIFE AFTER MENINGITIS**  
**2019 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.

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.

2019's theme, *Life After Meningitis*, shines a spotlight on the bravery of meningitis survivors and the challenges that they and their families face every day. We will also be highlighting what life is like for those who lose a loved one to meningitis – their life after the disease.

This toolkit contains our campaign key messages, infographics in 4 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 Nadia Vaenerberg at [editor@comomeningitis.org](mailto:editor@comomeningitis.org).



# LIFE AFTER MENINGITIS

## KEY MESSAGES

#AfterMeningitis

#WorldMeningitisDay



Incorporate this year's key World Meningitis Day messages into your communications and raise awareness of what [Life After Meningitis](#) is like for those who have been affected by the disease.

[Meningitis and septicaemia can strike in a matter of hours but the after effects can last a lifetime.](#)

- After effects can be life-changing and may include memory loss, deafness, loss of sight, epilepsy, paralysis, limb loss, organ damage and brain damage
- Those who lose a loved one to the disease have their lives changed forever.

[Vaccinations are key to meningitis prevention.](#)

- There is more than one vaccine that can help prevent meningitis
- Speak to your healthcare provide to learn what vaccines are available.

[Meningitis can kill in 24 hours, so recognising the symptoms and acting fast is crucial.](#)

- If you suspect meningitis, seek medical attention immediately.

[Meningitis currently affects more than 2.8 million people each year globally.](#)

- Anyone of any age can be affected by meningitis. Infants, young children, teens and older people are at greater risk.

## LOGO

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

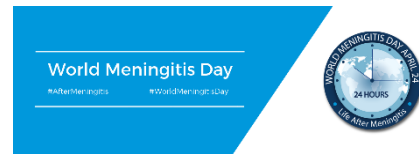
Download [small logo](#)

Download [large logo](#)



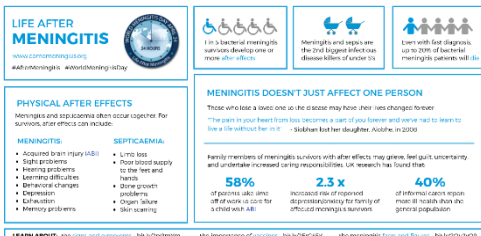
## SOCIAL MEDIA BANNERS

Change your [Facebook Banner](#) and [Twitter Banner](#) to show your support for World Meningitis Day!



## INFOGRAPHICS

Download infographics in [English](#), [French](#), [Spanish](#) and [Danish](#) on: [Meningitis Facts and Figures](#), [Life After Meningitis](#), [The Importance of Vaccines](#) and the [Signs and Symptoms](#).



## EDITABLE FACTSHEET TEMPLATE

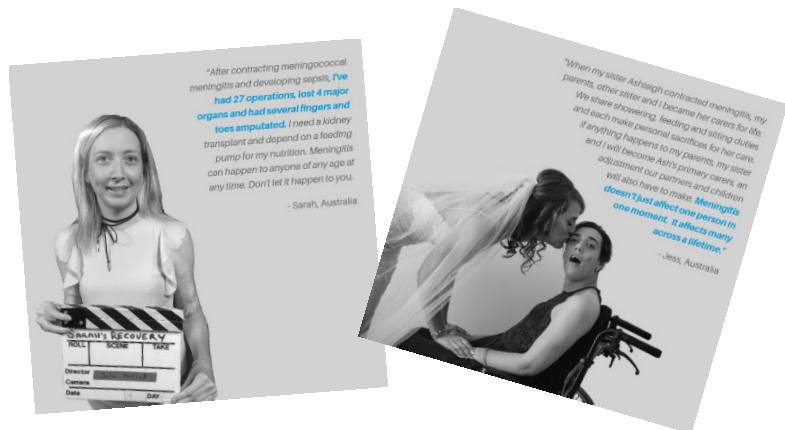
Add information about your organisation and your country's vaccination schedule to this [editable factsheet template](#).



## TESTIMONIAL TILES

Share these [testimonial tiles](#) across social media to raise awareness of life after meningitis.

- [Ivar's testimonial](#)
- [Siobhan's testimonial](#)
- [Sarah's testimonial](#)
- [Tania's testimonial](#)
- [Oriana's testimonial](#)
- [Patsy's testimonial](#)
- [Paloma's testimonial](#)
- [Jess' testimonial](#)
- [Janet's testimonial](#)



## FACTSHEET

Read, print and share our [factsheet](#) on life after meningitis, the signs and symptoms, the importance of vaccines and the global burden of meningitis.

## KEY MESSAGES

Incorporate this year's World Meningitis Day [key messages](#) into your communications and raise awareness of what Life After Meningitis is like for those who've been affected.

# LIFE AFTER MENINGITIS

## SUGGESTED SOCIAL MEDIA POSTS

#AfterMeningitis

#WorldMeningitisDay



---

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

---

- World Meningitis Day is on April 24<sup>th</sup> and will raise awareness of what life after meningitis is like for those who've been affected by the disease #AfterMeningitis #WorldMeningitisDay
- Deafness, organ failure, limb loss, epilepsy and cerebral palsy are among some of the possible after effects of meningitis #AfterMeningitis #WorldMeningitisDay [share the [Life After Meningitis](#) infographic]
- Meningitis can strike in a matter of hours but the effects can last a lifetime #AfterMeningitis #WorldMeningitisDay [share [Sarah's testimonial](#) tile]
- Meningitis affects more than 2.8 million people globally each year. Help us save lives and spread awareness #AfterMeningitis #WorldMeningitisDay [share the [Meningitis Facts and Figures](#) infographic]
- Those who lose a loved one to the disease have their lives changed forever #AfterMeningitis #WorldMeningitisDay [share [Siobhan's testimonial](#) tile]
- Even with fast diagnosis and treatment, up to 20% of bacterial meningitis patients will die #AfterMeningitis #WorldMeningitisDay [share the [Life After Meningitis](#) infographic]
- Vaccines are safe and effective: available vaccines could prevent more than 90% of bacterial meningitis cases #AfterMeningitis #WorldMeningitisDay [share [The Importance of Vaccines](#) infographic]
- Being able to recognise the symptoms of meningitis and acting fast is crucial! Share this infographic and help to raise awareness #AfterMeningitis #WorldMeningitisDay [share the [Signs and Symptoms](#) infographic]
- Family members of meningitis survivors with after effects may also have their lives changed forever #AfterMeningitis #WorldMeningitisDay [share [Jess' testimonial](#) tile]
- Globally, 1 in 5 bacterial meningitis survivors will develop one more after effects #AfterMeningitis #WorldMeningitisDay [share [Oriana's testimonial](#) tile]