



National Meningitis Association Ideas for Raising Awareness on Campus

There are many ways to educate your members and other on-campus communities about meningococcal disease and its prevention. Below is a list of ideas from the National Meningitis Association (NMA) to help get you started.

If you need help or guidance planning or facilitating an activity, please contact NMA at info@nmaus.org.

Additionally, NMA would like to hear about any activities you conduct on-campus so we can share creative ideas with others who want to raise awareness. Please email us at info@nmaus.org with information about the activities or events you have conducted.

Spread the Word

Flier the Campus

Eating in the cafeteria? Hanging out in the student union? Working out at the gym? Living in a dorm? Put up a flier! Every student who takes a moment to read the flier is another student educated, and potentially vaccinated.

Launch a #Pledge2Prevent Social Media Campaign

Spread the word about meningococcal disease and tell your friends and fellow students you've taken the Pledge2Prevent on all of your favorite social media platforms.

- Use #Pledge2Prevent on all of your posts.
- Tailor and share the Pledge2Prevent social media posts, graphics and video provided in this toolkit. The content can be used on a variety of platforms like Instagram, Twitter, Facebook, etc.
- Start a Snapchat story on your campus about why meningococcal vaccination is important.
 - Download the **image file in this toolkit** for a customizable Snapchat Geofilter.
 - Use the image to create a Community Geofilter by visiting:
<https://www.snapchat.com/geofilters>
- Follow NMA on Twitter ([@NMATweets](https://twitter.com/NMATweets)) and [Facebook](https://www.facebook.com/nmaus.org) and share information from our feeds with your followers.

Submit an Op-Ed to the Campus Newspaper

Tailor **the template op-ed** provided in this toolkit and submit it to your campus newspaper or news website for consideration. Share the op-ed on social media if it's published.

Speak Up for Prevention

Set Up a Table

Identify opportunities to set up a Pledge2Prevent table in campus venues or as part of a campus event like a health fair or sports event. Print a **pledge to prevent banner**, and **bring fliers** for distribution. Talk to students about why you have taken the Pledge2Prevent and encourage them to do the same by signing a commitment (**template** provided in this toolkit).

Host an Event

Organize a meningitis awareness event to provide information about meningococcal disease and encourage students to learn about the symptoms and get vaccinated. Consider the following ideas:

- Partner with others to provide information and identify venues:
 - Invite a healthcare professional from your school's health services department to share facts about the disease and its prevention.
 - Check [NMA's website](#) to find out if there is an NMA advocate in your state. NMA's volunteers speak at many events to help educate a variety of audiences about meningococcal disease prevention. You can [contact NMA](#) if you are planning an awareness event to find out if a speaker is available.
 - Speak to residence hall advisors (RAs) about organizing a meningitis awareness night in campus dorms.
- Promote your event on social media.
- Use the educational materials in this toolkit at your event, e.g., fliers, meningococcal disease fact sheet, video, etc.

Take Action

Ask Health Services to Host a Vaccination Clinic

Contact your school health services department about holding a meningococcal disease vaccination clinic for both MenACWY and MenB vaccines. Promote the event via social media and by posting fliers. Distribute the meningococcal disease fact sheet at the clinic to provide students with additional information about the disease.

Educate Decision-Makers

While some schools and states already have meningococcal vaccination policies (or mandates), very few require both kinds of meningococcal vaccine (MenACWY and MenB). Vaccination policies can be one of the most effective ways of ensuring more students understand the importance of vaccination. The following activities can help initiate discussions with administrators or other decision-makers about policies at a school or state level.

- Develop a petition to request a meningococcal vaccination policy.
 - Refer to the **Pledge and Petition Guide** in this toolkit for more information and templates.
- Send a letter to school or state administrators to urge them to take action by educating students and addressing current meningococcal vaccine policies. Include the petition if you have one.
 - Use the **Template Letter to Administrators** in this toolkit.