



Generate Health Immunization Initiative

Meningitis Campaign

How did you use the toolkit? Generate Health would love to know how the toolkit helped your organization spread the word about meningitis. Please fill in as much information as you can. Generate Health understands that each campaign is unique.

Please complete the PDF or Online Survey and return to Sarah Kennedy at the end of your campaign:

Sarah Kennedy, Epidemiology and Data Analysis Manager

skennedy@generatehealthstl.org

(314) 880-5713

Overview:

Section 1. General Campaign Information

Section 2. Partners

Section 3. Project Plan- Resource Use

Section 4. Resource Distribution

Section 5. Newsletter Articles

Section 6. Social Media Posts

Section 7. Media Coverage

Section 8. Clinical Components

Section 9. Other Activities

Section 10. Challenges & Successes



Section 1. General Campaign Information

Organization:

Campaign Start Date:

Campaign End Date:

Organization Contact:

Contact Email Address:

Contact Phone Number:

Anticipated Reach (Number of People):

Section 2. Partners

List other partner organizations or departments involved and give a brief description of the involvement:

Organization	Description of Involvement
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Section 3. Project Plan-Resource Use

Which elements of the toolkit will be used in the campaign and describe how it was used?

Provider Background & Resources		
Check all that apply	Element	How was it used?
	College Students and Meningococcal Disease: Are Students Protected? Additional Q&A	
	Planning for Prevention: Tips to Manage Meningococcal Outbreaks on Campuses	
	Updated Recommendations for Use of MenB-FHbp B Meningococcal Vaccine from the Advisory Committee on Immunization Practices, 2016	
	Resolution from the Advisory Committee on Immunization Practices (ACIP) VFC Program Vaccines to Prevent Meningococcal Disease	
	MO Immunization Requirements for School Children	
	MO Meningitis Case Reporting Form	
	Other Resources	

Talking Points & Parent Resources		
Check all that apply	Element	How was it used?
	Talking Points for Providers	
	Talking Points for Parents	
	Meningococcal Disease "What you need to Know"	
	Immunization Record Resources	
	Wallet Sized Immunization Record	
	FAQ's about Meningococcal Disease	

University & College Materials		
Check all that apply	Element	How was it used?
	Sample Letter for Mailing to Parents and Students	
	Template for e-Newsletter/Email to Parents and Students	
	Template News Release	
	Social Media Tips	
	Template Social Media Posts	

Social Media Images & Posters		
Check all that apply	Element	How was it used?
	Infographic on Meningitis (NFID)	
	Infographic on Meningitis (Generate Health)	

General Meningitis Materials		
	Social Media Image- Option 1	
	Social Media Image- Option 2	
	Social Media Image- Option 3	
	Social Media Image- Option 4	
	Social Media Image- Option 5	
	Social Media Image- Option 6	
	Social Media Image- Option 7	
	Social Media Image- Option 8	
	Social Media Image- Option 9	
	Postcard Image- Option A	
	Postcard Image- Option B	
	Postcard Image- Option C	
	Postcard Image- Option D	
	Postcard Image- Option E	
	Postcard Image- Option F	
	Postcard Image- Back	
Meningitis B Materials		

	Social Media Image- Option 1	
	Social Media Image- Option 2	
	Social Media Image- Option 3	
	Social Media Image- Option 4	
	Social Media Image- Option 5	
	Social Media Image- Option 6	
	Social Media Image- Option 7	
	Social Media Image- Option 8	
	Social Media Image- Option 9	
	Postcard Image- Option A	
	Postcard Image- Option B	
	Postcard Image- Option C	
	Postcard Image- Option D	
	Postcard Image- Option E	
	Postcard Image- Option F	
	Postcard Image- Back	

Media Coverage & Personal Stories		
Check all that apply	Element	How was it used?
	Vaccine to prevent meningitis added to school requirements, St. Louis Post Dispatch, July 15, 2016	
	MU student diagnosed with rare type of meningitis, Colombia Missourian, February 25, 2015	
	SIU student diagnosed with bacterial meningitis, KFVS, April 26, 2017	
	Evergrace Davis, Mother of Terrance Davis, NMA Advocates in Missouri	

Section 4. Resource Distribution

Who received various meningitis resources?

Resource	Number Distributed	Audience	Notes:
Postcards			
Flyers			
Pamphlets			
Letters			
Other (please describe):			



Section 5. Newsletter Articles

Date Published:

Publisher:

Content (or link to content):

Number of People Reached:

Section 6. Social Media Posts

Collect data after each post runs for 1 week.

Type of Social Media	Content	Views	Likes/Loves	Shares/Retweets



Section 7. Media Coverage

Type of Media: ____ Television ____ Newspaper ____ Radio ____ Website ____ Other (Please Describe):

Date Published:

Publisher:

Content (or link to content):

Number of People Reached:

Section 8. Clinical Components

Before the Campaign:

% of students with Meningitis ACWY vaccination

% of students with Meningitis B vaccination

After the Campaign:

% of students with Meningitis ACWY vaccination

% of students with Meningitis B vaccination

of individuals received the Meningitis ACWY vaccination during the campaign

of individuals received the Meningitis B vaccination during the campaign



Section 9. Other Activities

Please describe any other meningitis campaign activities and the number of people reached.

Section 10. Successes & Challenges

Lessons Learned:

1.

2.

3.

4.

5.

Successes:

1.

2.

3.

4.



5.

How can we improve the toolkit?

What was your biggest challenge?

What is your biggest success with the campaign?

Would you recommend the toolkit to others for their campaign?

Yes

No

Please Explain:

Total Number of People Reached Through the Campaign: