

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:

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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
Organization 1.	Description of involvement
1.	
2.	
2	
3.	
4.	
5.	
6.	
0.	
7.	
8.	
0.	
9.	
10	
10.	

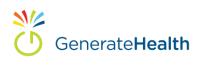


Section 3. Project Plan-Resource Use

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

Provider	ovider 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				



Universi	ty & 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 M	edia Images & Posters	
Check all	Element	How was it used?
that	Licition	Tion was it assa.
apply	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	

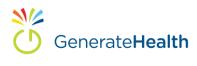
Media Co	Media Coverage & Personal Stories			
Check all that apply	Element	How was it used?		
	Vaccine to prevent meningitis added to school requirements, St. Louis Post Dispatch, July 15, 2016			
	MU student diagnosed with rare type of meningitis, Colombia Missourian, February 25, 2015			
	SIU student 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

Content (or link to content):

Date Published:

Publisher:

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: Describe):	Television	Newspaper	Radio	Website	Other (Please
Date Published:					
Publisher:					
Content (or link to	content):				
Number of People	e Reached:				



Section 8. Clinical Components

Before the Campaign:

% of students with Meningitis ACWY vaccination

% of students with Meningitis B vaccination

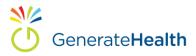
After the Campaign:

% 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? Please Explain:	Yes	No
Total Number of People Reached Through the Campaign:		