

Advocacy and awareness raising activity and the WHO Defeating Meningitis by 2030 Roadmap

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Meningitis acts fast. If someone is infected, rapid identification and treatment is key. In order for this to happen, we need excellent health services, knowledgeable health professionals and a population that is aware of the symptoms and how to act. Increasing awareness is also the crucial first part of the pathway in improving data for meningitis, so that people affected are more likely to seek help for meningitis, and healthcare professionals are more likely to recognise it. Meningitis Research Foundation's former Director of Communications will describe how the charity has been at the forefront of raising awareness and delivering advocacy campaigns. The charity's award-winning team has helped to improve services in the UK and beyond and is leading the Advocacy and Engagement pillar, alongside UNICEF, of the new Global Roadmap to Defeat Meningitis.