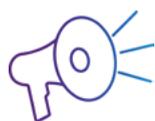# Meningitis communications framework

This framework aims to inform communication activities within national meningitis control plans and outbreak response strategies. The goals of this framework are aligned with pillar 5 of the World Health Organization's Global Road Map to Defeat Meningitis by 2030 and the objectives of the Regional Strategic Plan to Defeat Meningitis by 2030 in Africa. Suggestions for measuring the success of communications are general and should be closely considered in a local context. UNICEF's Behavioural Drivers Model can also be a useful complement to setting goals and measurement, to understand baseline awareness among key audiences and to set specific, contextual targets.

Target Audience	Meningitis topics	Channels	Material types	Communication goals	Measurement to assess effectiveness and behaviour change
General population	Vaccination Risks and prevention Signs and symptoms Treatment Impact (Awareness) Support	Webpages Radio TV Newspapers/magazines SMS Social media **Public criers**	Website Poster SMS text Social media posts Radio scripts Video	Raise awareness and improve health seeking behaviours Achieve and maintain high vaccine coverage	Surveys or polling Digital metrics* Social media engagement** Vaccine coverage rate
Parents and guardians of children	Vaccination Risks and prevention Signs and symptoms Treatment Impact (Awareness) Support	Printed material Radio TV Newspapers/magazines SMS Social media	Poster Leaflet SMS text Social media posts Radio scripts Video	Raise awareness and improve health seeking behaviours Achieve and maintain high vaccine coverage	Surveys or polling Digital metrics* Social media engagement** Vaccine coverage rate
Religious and community leadership	Vaccination Risks and prevention Signs and symptoms Treatment Impact (Awareness) Support Surveillance	Printed material Radio TV Social media Direct outreach*** **Public criers**	Leaflet FAQs Social media posts Radio scripts Video	Raise awareness Maintain high vaccine coverage Engage and equip advocates	Surveys or polling Digital metrics* Social media engagement** In-person engagement

Target Audience	Meningitis topics	Channels	Material types	Communication goals	Measurement to assess effectiveness and behaviour change
Social groups (e.g., mothers' groups)	Vaccination Risks and prevention Signs and symptoms Treatment Impact (Awareness) Support Surveillance	Printed material Radio TV Social media Direct outreach	Leaflet FAQs Social media posts Radio scripts Video	Raise awareness Maintain high vaccine coverage Engage and equip advocates	Surveys or polling Digital metrics* Social media engagement** In-person engagement
Young people (15 – 24 years)	Vaccination Risks and prevention Signs and symptoms Impact (Awareness)	Radio TV Newspapers/magazines SMS Social media	Poster SMS text Social media posts Radio scripts Video	Raise awareness and improve health seeking behaviours Achieve and maintain high vaccine coverage	Surveys or polling Digital metrics* Social media engagement** Vaccine coverage
Policymakers****	Impact (Awareness) Surveillance Investment	Printed material Social media Direct outreach	Leaflet FAQs Social media posts Radio scripts Video	Raise awareness and improve health seeking behaviours Inform strategies Increase investment	Meningitis included in strategic plans and policies Resources dedicated to meningitis programmes, including communications

*Digital metrics include website views, tracking of time spent on a web page/site, click-throughs of links in emails or other electronic communications, view rates and times of videos, etc.

**Likes, comments, saves and shares

**Direct, personalised outreach via email, direct/tagged social media posts or in-person meetings. This direct outreach can be complemented with the options from the proposed materials list.

****See notes on "Investment" in Key messages (section 3)

Additional communication channels were identified during an informal feedback process with organisations involved in Global Road Map implementation. These are marked in **bold**.