



# 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
<b>General population</b>	Vaccination	Webpages	Website	Raise awareness and improve health seeking behaviours	Surveys or polling
	Risks and prevention	Radio	Poster	Achieve and maintain high vaccine coverage	Digital metrics*
	Signs and symptoms	TV	SMS text		Social media engagement**
	Treatment	Newspapers/ magazines	Social media posts	Vaccine coverage rate	
	Impact (Awareness)	SMS	Radio scripts		
	Support		Social media	Video	
			<b>Public criers</b>		
<b>Parents and guardians of children</b>	Vaccination	Printed material	Poster	Raise awareness and improve health seeking behaviours	Surveys or polling
	Risks and prevention	Radio	Leaflet	Achieve and maintain high vaccine coverage	Digital metrics*
	Signs and symptoms	TV	SMS text		Social media engagement**
	Treatment	Newspapers/ magazines	Social media posts	Vaccine coverage rate	
	Impact (Awareness)	SMS	Radio scripts		
	Support		Social media	Video	
<b>Religious and community leadership</b>	Vaccination	Printed material	Leaflet	Raise awareness	Surveys or polling
	Risks and prevention	Radio	FAQs	Maintain high vaccine coverage	Digital metrics*
	Signs and symptoms	TV	Social media posts	Engage and equip advocates	Social media engagement**
	Treatment	Social media	Radio scripts		In-person engagement
	Impact (Awareness)	Direct outreach***	Video		
	Support	<b>Public criers</b>			
	Surveillance				



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

\*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**.