



Bob Werner, John B. Grimes and friends posing at the event with the [Meningitis Flag](#)

# Shots 4 Meningitis: using sport in meningitis advocacy

For World Meningitis Day 2024, Friend of CoMO and visually impaired meningitis survivor [John B. Grimes](#) hosted the first Texas-based “Shots 4 Meningitis” event at Topgolf.

The “Shots 4 Meningitis” golf events have run for twenty years but this was the first time they were held in Texas. The event was organised in collaboration with Bob Werner from the Becky Werner Meningitis Foundation, who established the Shots 4 Meningitis events in Wisconsin. The CoMO Advocacy Fund enabled John to use the same successful event formula on a larger scale,

expanding Bob’s long-standing initiative to a national stage. 80 people attended from multiple states including Texas, Wisconsin, Pennsylvania, and South Carolina, reflecting this initiative’s growing reach and impact.

Together, John and his volunteer team raised critical awareness about meningitis, its prevention, and the importance of vaccination.



Name

John B. Grimes



Background

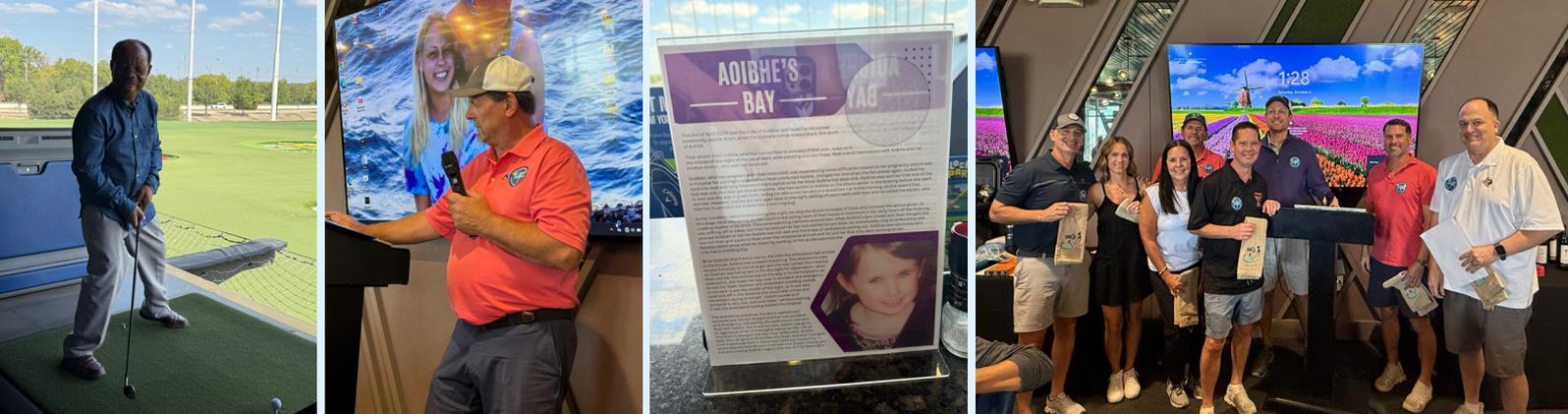
Meningitis survivor, writer and podcaster, passionate about raising awareness of the risks of meningitis



Location

Texas, USA





Alongside golf, thirteen compelling personal stories were shared in various ways: some through presentations and talks and others on printed displays at each golf bay. These stories highlighted the far-reaching after-effects of meningitis and the urgent need for prevention. Educational materials were also provided, giving attendees critical information about the disease and its prevention.

Being a meningitis survivor with a visual impairment, John faces extra challenges when organising and hosting events like these. He said: "Planning this event was much like living life after meningitis – I'm used to adapting and having a great group of people around me to assist. Organising

this event with a visual impairment presented unique challenges, but it also deepened my resolve to show what's possible when determination and support come together."

The collaboration with Bob Werner, the Advocacy Fund, local sponsors, and a team of volunteers made the event a resounding success. By combining personal storytelling, community engagement and advocacy, "Shots 4 Meningitis" raised awareness while fostering a powerful sense of connection among participants.

### Outcomes

The main goal of Shots 4 Meningitis was to increase meningitis awareness in the local

area. This was achieved, as 80 people attended, 300,000 were reached via radio advertising and 46,600 were reached via Instagram and Facebook. The Advocacy Fund helped the event expand from a Wisconsin event to one with attendees from multiple states, exceeding its aims.

### Future plans

John is already planning for 2025, aiming to make the next event even bigger and better. For World Meningitis Day 2025, they will look to expand their reach, share more inspiring stories and raise even greater awareness for meningitis prevention.

### Further resources

-  [John B. Grimes' website](#)
-  [Shots 4 Meningitis website](#)

### Contacts

Meningitis Research Foundation:

-  [meningitis.org](http://meningitis.org)

Confederation of Meningitis Organisations:

-  [como@meningitis.org](mailto:como@meningitis.org)
-  [comomeningitis.org](http://comomeningitis.org)

Thanks to the grant from the CoMO Advocacy Fund, Shots 4 Meningitis didn't just succeed – it soared, setting the stage for a national movement.

John B. Grimes, head event organiser

