



Turning action into impact

World Meningitis Day 2025





Driving change through collective action

Meningitis is ruthless. It can strike anyone, anywhere - taking a healthy life in just 24 hours.

World Meningitis Day is the global moment to act and save lives.

Founded by the **Confederation of Meningitis Organisations (CoMO)** and coordinated by **Meningitis Research Foundation**, it is the world's largest day of collective action on meningitis.

Around
1 in 6 people
who contract
bacterial meningitis
will die.

Together, we raise awareness, educate communities and drive change.

But meningitis
doesn't just take lives
– **it changes them.**

Without action now,
400,000 more people
will be left with a
life-changing disability
caused by meningitis
in 2030 alone.



“
Losing Caleb is devastating for me, but I will make a difference and help others by sharing our story. If I cannot save my child, I will save all the other children.
”

Jordan Anders, Caleb's mum, USA.



World Meningitis Day: a rising global movement

World Meningitis Day marks a key milestone in the World Health Organization's (WHO) *Global Road Map to Defeat Meningitis by 2030*, which calls for participation from at least 80% of member states.

Each year, we move closer to achieving this goal.

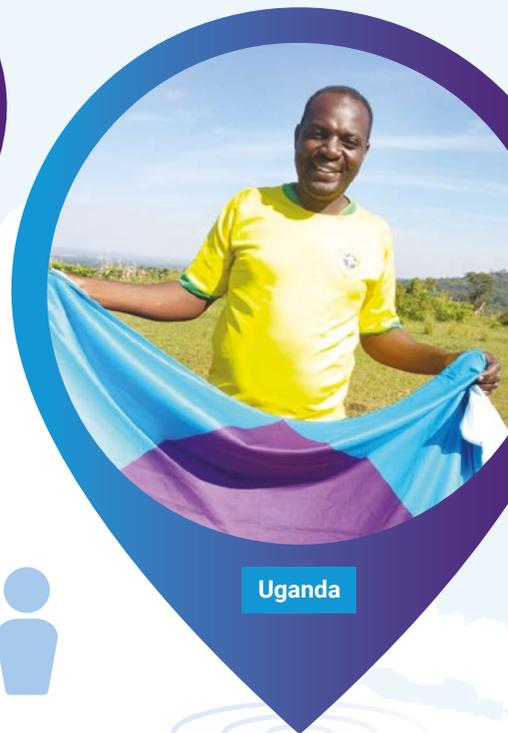


USA

World Meningitis Day in numbers...



UK



Uganda



148 countries

took action in 2025.

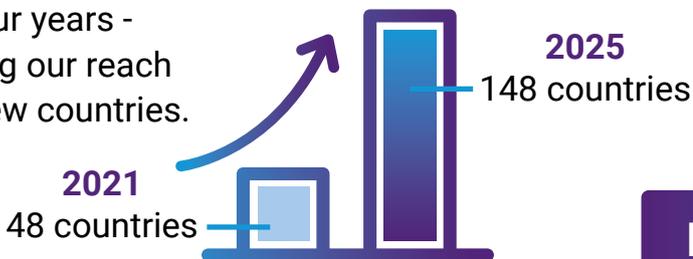
76% country participation

More than 3 out of 4 WHO member states.



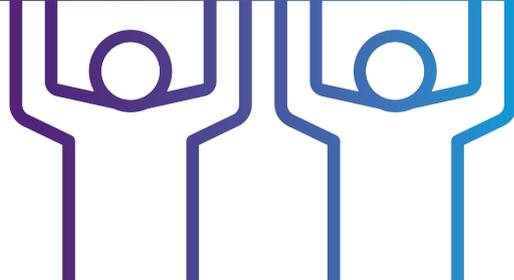
208% participation growth

in just four years - expanding our reach to 100 new countries.



Just a few countries short of the **80% Road Map target.**

Momentum is building.
Together, we can defeat meningitis by 2030.





Empowering action: how people supported the campaign



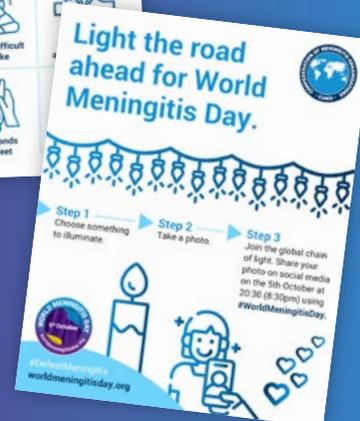
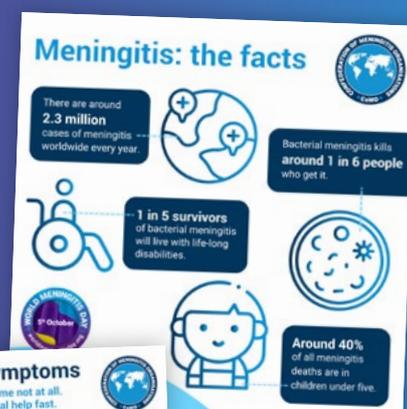
The World Meningitis Day toolkit - making an impact on World Meningitis Day and beyond.

Awareness saves lives. Our free digital campaign toolkit supports people to take action on World Meningitis Day.

Packed with essential meningitis information, it supports community outreach and is globally available for use throughout the year.

Refreshed annually, the 2025 toolkit comes in **four languages** and is being used in over **117 countries**.

It's a powerful, year-round resource for **driving action** and **raising awareness worldwide**.



What's in the toolkit?

- Social media posts.
- Email banners.
- Printed materials.
- Adaptable campaign messaging.

The World Meningitis Day toolkit sparked creativity worldwide, with advocates turning digital materials into powerful, real-world displays of awareness.

Together against meningitis: global collaboration for change

World Meningitis Day sparked a powerful global response, uniting health agencies, governments, hospitals, research institutes, industry leaders and community organisations.

Support from partners - including **Gavi**, **PATH**, multiple **World Health Organization** regional and country offices, the **United Nations**, **Sanofi**, **GSK**, national health services, emergency responders and advocacy groups - helped drive awareness, strengthen vaccination efforts and remember those affected.

Together, this diverse coalition showed a shared commitment to defeating meningitis and protecting communities worldwide.



Meningitis in your words: sharing stories to save lives



Meningitis doesn't just take lives - it changes them.

We're collecting **2,030 personal stories** to create the world's largest digital collection of meningitis experiences, supporting the WHO's *Global Road Map to Defeat Meningitis by 2030*.

In 2025, the collection surpassed **900 stories** from **38 countries**, with our latest entries coming from **Uganda**, the **USA** and our first-ever entry from **Guatemala**.

Each story raises awareness, deepens understanding and reminds others they are not alone.



Living with meningitis has been one of the toughest trials of my life. I have faced it several times, and each episode brought fear, pain and uncertainty - but it also taught me resilience, faith and gratitude for life.



Herbert Cruz, living with recurrent meningitis, Guatemala.



Lighting the road ahead: a global moment of remembrance and hope

At 20:30 (8:30 pm) on **World Meningitis Day**, we come together to light up the night in a collective act of remembrance. From personal tributes, such as candles, to illuminating landmarks, we remember all those whose lives have been affected by meningitis and welcome hope for a future free from the disease.

In 2025, illuminations took place across five continents. Member organisations across our **international CoMO network** led efforts in their own countries to light buildings and landmarks, working together as part of a globally co-ordinated initiative by Meningitis Research Foundation. Thanks to their hard work, a total of 419 illuminations were achieved across **Australia, Spain, New Zealand, the UK, Costa Rica, Brazil, Japan** and the **USA**, alongside countless personal tributes shared on social media around the world.

This simple, meaningful action creates a powerful global moment in support of our shared vision to defeat meningitis by 2030.



Spain



Japan



UK



419 illuminations, **5** continents, **1** moment of global remembrance.



Supporting global action against meningitis

CoMO, the international member network of Meningitis Research Foundation and founders of World Meningitis Day, plays a key role in raising awareness and driving change.

On World Meningitis Day, we support our members by providing the materials and guidance they need to advocate, collaborate and take action in their communities.

Shining a spotlight on meningitis in San José

Meningitis survivor and Friend of CoMO **Carlos Mesa** led a powerful awareness campaign in San José, Costa Rica, with the support of volunteers. The team:

- Lit up the National Children's Hospital and the Fuente de la Hispanidad, capturing public attention.
- Worked with the Ministry of Health and the Costa Rican Social Security Fund, who shared materials from the World Meningitis Day toolkit on social media.
- Posted educational materials in 20 locations across the city, ensuring broad community outreach and engagement.



World Meningitis Day helped CoMO members make an impact in the following ways:

- **82%** of members said it helped them to **get people talking about meningitis**.
- **74%** said it increased **awareness of meningitis issues in their country**.
- **74%** said it made them **feel part of a global community**.

Across the globe, CoMO members helped bring World Meningitis Day to life through a vibrant array of creative activities that captured attention and raised awareness.

74 CoMO members in 37 countries took action for World Meningitis Day.



Strengthening community and clinical awareness of meningitis

The Meningitis Association of South Africa, supported by their new ambassador and Friend of CoMO, **Lize McElhone**, led a series of meningitis awareness events throughout October. They reached both the public and healthcare professionals. The team:

- Delivered an educational session with hospital staff in Cape Town, strengthening knowledge on meningitis prevention and early detection.
- Engaged community audiences through a local church, where powerful personal stories highlighted the real-life impact of meningitis.

Member activities advancing meningitis awareness

Other targeted awareness and education activities across multiple countries carried out by CoMO members included:

- **Asociación Española contra la Meningitis (Spain):** organised a national congress engaging healthcare professionals and advocates on prevention and management.
- **Children Advocacy Forum (Sierra Leone):** participated in a radio panel discussion to educate the public about meningitis signs, symptoms and prevention.
- **Centre Suisse de Recherches Scientifiques en Côte d'Ivoire (Ivory Coast):** organised a webinar for researchers, health professionals and students covering diagnosis, treatment, lived experience and strategies in the field.



USA

Driving national visibility for meningitis awareness

The **American Society for Meningitis Prevention** led a creative national awareness initiative, using visibility and storytelling to engage communities across the United States. The team:

- Created and distributed over **140 bumper stickers** across 34 US states, increasing public visibility of meningitis awareness messages.
- Launched ***Anthems for Action***, a resilience playlist of songs curated by advocates affected by meningitis.

Together we raised awareness and engaged communities globally.



Spain

Bringing Brazil together for action against meningitis

The **Associação Brasileira de Combate à Meningite (ABCM)** used visibility and storytelling to engage communities nationwide, highlighting the importance of meningitis awareness. The team:

- Illuminated the National Congress – a fundamental landmark representing democracy in Brazil, known as “The People’s House”, to bring national attention to meningitis.
- Hosted an unprecedented “solemn session” in the main hall of the National Congress. Attended by federal deputies, the president of the National Immunization Program of Brazil, the Pan-American Health Organization representative in Brazil and authorities from the national Unified Health System.
- Live-streamed stories from meningitis survivors and parents, strengthening the ABCM contact group that connects survivors.
- Shared extensive content on social media, educating the public about meningitis and highlighting World Meningitis Day.

Brazil



Amplifying impact through investment in advocacy

Through our **World Meningitis Day Advocacy Fund**, we invested £20,000 in global advocacy projects, enabling **six** CoMO members to expand their advocacy efforts and achieve greater impact in their communities.

**The World Meningitis Day
Advocacy Fund**

1 Brain Child Trust

India

A national campaign raising meningitis awareness through Continuing Medical Education for healthcare workers; school outreach to children, teachers and parents; and a digital and radio media drive, including a broadcast on All India Radio.



2 Roadmap for Women and Youth Development

Nigeria

A campaign that used football, locally adapted educational entertainment events and community dialogues to raise meningitis awareness in Yobe State, Northern Nigeria.





3 Helping Hands Foundation

📍 Pakistan

An awareness campaign reaching diverse groups through school engagement, household sessions, community gatherings and targeted activities in flood-affected areas. Plus, special outreach for Hajj and Umrah pilgrims, who face a higher risk when travelling.

4 Philippine Foundation for Vaccination

📍 Philippines

The creation of DefeatMeningitisPH, a national coalition to defeat meningitis, brought together medical societies, academic institutions, public health organisations and private sector partners.



5 Meningitis Volunteers Association

📍 Turkey

An outreach initiative distributing educational materials, including a meningitis colouring book, to primary school pupils and their parents.



6 Jimmy Sunday Obol

📍 Uganda

A campaign in Gulu District, Northern Uganda, reaching pupils in ten schools and engaging adults in community discussions that supported catch-up vaccination efforts.



Making an impact: World Meningitis Day in pictures



World Meningitis Day brought people together across countries and communities. These powerful moments highlight the strength of a collective voice and the dedication of a global community working together to accelerate change and defeat meningitis.

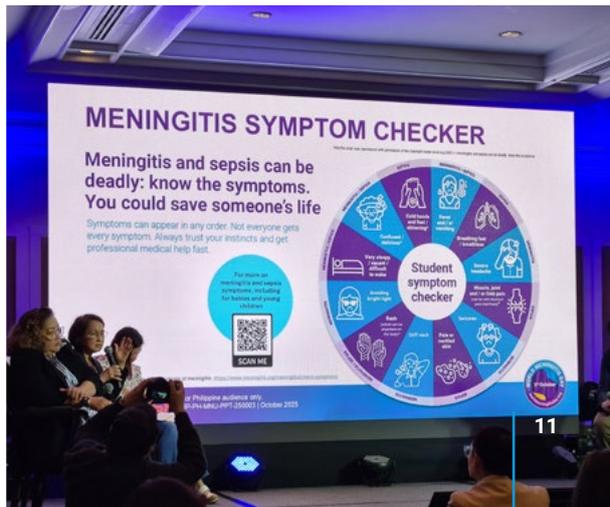
We're moving closer to defeating meningitis by 2030, but there is more to do.

Be part of the change.





Join us on 5th October. Together, we can defeat meningitis.



For more information and support, visit: meningitis.org

#DefeatMeningitis

Photo credits

With thanks to all the following CoMO members, Meningitis Research Foundation Ambassadors, and other supporters who kindly provided photography for this impact report, including:

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- American Society for Meningitis Prevention, CoMO member.
- Brain Child Trust, CoMO member.
- Roadmap for Women and Youth Development, CoMO member.
- Meningitis Volunteers Association (Turkey), CoMO member.
- Jimmy Sunday Obol, CoMO member.
- Jayme Fahrer, CoMO member.



Be part
of the change.
Get involved on
5th October.

**Together,
we can defeat
meningitis.**

