



Using radio, school and community outreach for meningitis education in India

India has the highest number of meningitis cases in the world, with over 400,000 in 2021*. The support received from the 2025 World Meningitis Day Advocacy Fund helped **Brainchild Trust** (BCT) connect with families, teachers and frontline workers in Bengaluru and rural Karnataka state, who often have limited access to reliable health information. Their work reinforced how clearer knowledge and understanding prompts families to recognise meningitis early, act sooner and seek lifesaving care.

Organisation

Brainchild Trust (BCT)

Background

Not-for-profit organisation whose mission is to help children who are affected by neurological disorders and to support their families

Location

India



The project

BCT's project encompassed media work, in-person awareness-raising and online training and engagement. Their media placements allowed simple, core messaging to have a wide reach, while their other activities enabled them to engage smaller audiences more deeply.

Across the project, BCT prioritised communities most likely to miss key health messages. They focused on what meningitis is, how vaccines safeguard us, the danger signs every family must know, the lifelong after-effects survivors face and why every delay in seeking treatment matters.

Media

A key aspect of BCT's campaign was using **All India Radio** broadcasts (on the Raichur and Bengaluru AIR stations) in two regional languages, which helped reach remote households that rely on radio as their main information source. Health programmes on

* Meningitis Research Foundation (2024). Meningitis Progress Tracker - <https://tracker.meningitis.org/>

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these stations have an estimated reach of 200,000 people per broadcast.

Digital outreach through social media increased BCT's reach further, with short videos featuring doctors, parents and survivors sharing meningitis information and stories. A feature in a national health magazine, [Happiest Health](#), also extended the campaign beyond their immediate networks, with the magazine reaching over 300,000 unique monthly readers.

In-person awareness-raising

In two schools, interactive sessions introduced a total of 50 parents to symptoms, vaccination and when to seek urgent help. Several parents reported that this was the first time they had heard about meningitis in any way.

BCT also met with parents whose children had experienced meningitis in two districts, Bijapur and Raichur, where barriers to healthcare and awareness gaps are most pronounced. These parents' insights and experience informed BCT's outreach to other groups.

Training and engagement

To make sure the project has sustainable, long-term effects, BCT held two training sessions for a total of 74 frontline doctors, nurses and carers. They gave practical guidance on symptoms and prevention, and clear messaging they could pass on to families. These health professionals are now equipped with the knowledge needed to handle potential cases more effectively.

The team also engaged two district leaders from the [Rotary Club of Bangalore](#) who were able to share information quickly within the clubs, reaching approximately 175 people with in-depth messaging at both in-person and online meetings. The Rotary Club's members are highly motivated volunteers who tackle issues like health, literacy and poverty.

Looking ahead

This project created real progress but also showed where awareness remains low. Brainchild Trust plans to build on momentum by expanding school outreach,



strengthening frontline worker training and creating more accessible digital content. Their commitment is to ensure that every family they reach has the knowledge needed to protect their children from meningitis.

Further resources

<https://brainchildtrust.com/>

[Facebook page](#)

Contacts

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The Advocacy Fund has helped us take meaningful steps forward. We are grateful – and we remain fully committed to carrying this momentum into the next year, reaching more families, saving more children, and ensuring that awareness becomes action where it matters the most.

Dr. C. P. Ravi Kumar, project lead

