

OUR RECENT MILESTONES

Raising Awareness
Results in Successes

CHANGE.ORG CAMPAIGN

GOAL

In 2016-2017 Meningitis Centre Australia lobbied the Western Australian Government to put the ACWY vaccination on to the State Immunisation Plan for 15-19 year olds to stop the increasing rate of the deadly "W" strain of meningococcal disease. This then led to an active push at the end of 2017 and the beginning of 2018 to also get this vaccination on to the State Immunisation Plan and the National Immunisation Plan for those children under the age of 5 years.

RESULT

10,000
signatures
in
9 DAYS

in 10 DAYS

WA Health Minister Roger Cook announced ACWY Vaccine for WA children aged 1-4 years

in 18 DAYS

Federal Government announced the ACWY Vaccine on the NIP for all Australian children aged 12 months

"WA has become the first State to offer a free vaccine against new strains of Meningococcal disease... It follows strong lobbying by pro-vaccination groups, including the **Meningitis Centre of Australia**, to persuade the Federal Government to fund the vaccine in young children."

- The West Australian

ACWY CAMPAIGN

GOAL

From July – December 2017 Meningitis Centre Australia took to social media to spread awareness of the FREE ACWY vaccination in Western Australia for 15 to 19 year olds, due to the susceptibility and rise of the deadly disease amongst Australian teens.

RESULT

250,000
people reached



over 2,000
unique
engagement
activities

Significant uptake
in teen
vaccination
in WA



ONGOING WORK

WORLD MENINGITIS DAY

GOAL

In the lead up to World Meningitis Day on April 24th, each year MCA runs a powerful campaign to advocate the importance of vaccinations against Meningococcal and Meningitis.



RESULT

- Providing extensive information online regarding vaccinations for Australians and;
- Facilitating an info desk in the heart of Perth CBD to personally communicate these messages with the Western Australian community.
- In 2018, Federal Health Minister Greg Hunt acknowledged the day in a video he prepared for us and was used on social media, and urged people to know the signs and symptoms of the disease.



BROCHURES & PAMPHLETS

Our brochures, fridge magnets and booklets are very popular within the community and thousands of families have our magnets on their fridges across the country. Supporters have brought our pamphlets into doctor's surgeries to request meningococcal vaccinations and the GP's have been so impressed with our material, they have requested thousands of pamphlets and posters for their surgeries across the country.



SOCIAL MEDIA

GOAL

In our determination to continually increase vaccinations throughout Australia, we consistently post to our social media pages (min. 3 times per week), and continue to provide information on these vaccine preventable diseases. Additionally, we use our social media presence, to help advocate and instil change in vaccine availability.

RESULT

4,322
2,923
f

158
followers
@

300,000
new web
leads...
WWW

PREGNANCY, BABIES & CHILDREN'S EXPO'S

We started attending the Baby Expos in Perth and were very well received by "expectant parents" and established parents who wanted to know about what we do and the disease itself. The Centre now actively takes part in more than 5 Pregnancy Babies & Children's Expo's throughout Australia each year. The Expo's are instrumental to our connection with the Australian community, and provide mums and dads with access to important information on Meningococcal & Meningitis vaccinations.



CoMO - SINGAPORE VISIT

Meningitis Centre Australia is a global influence on the disease and is a leading member of the Confederation of Meningitis Organisations since 2004. In March 2018, the Centre attended, and presented, a paper at the CoMO global conference in Singapore on our ACWY vaccination program and campaign. This conference brings together 45 member organisations from 27 countries.



SUCCESS IN VACCINE ADVOCACY 1993 - 2019

1993

HAEMOPHILUS INFLUENZAE TYPE B (Hib)

Through the 'Wipe it Out' campaign, Meningitis Centre alerted parents to Hib and the first meningitis vaccine was added to the NIP. Hib caused 40% of Meningitis cases in Australia.

2003

MENINGOCOCCAL C

Witnessed the federal health authorities add this important vaccine to the NIP, which was quite prevalent in the eastern states. Meningitis Centre lobbied hard for the Pneumococcal vaccine – the big sister to Meningococcal.

2005

PNEUMOCOCCAL

After 3 years of campaigning, Meningitis Centre met with Health Minister Tony Abbott to discuss the importance of this vaccine, and the government funded \$178 million to add this vaccine to the NIP.

2017

ACW-135Y

"Eliminating Meningococcal is as easy as ABC.WY" petition postcard campaign led to a meeting with WA Health Minister John Day in December 2016 and in January 2017 WA became the first state in Australia to put the vaccine on its immunisation plan for 15-19 year olds, 3 states followed two weeks later.

2018

ACW-135Y

Vaccination program for 1-4 year olds and 15-19 year olds in WA. The ACW-135Y vaccine was also added to the National Immunisation Plan for 12 month olds.

MENINGOCOCCAL B IN SOUTH AUSTRALIA

South Australia became the first state in the country to put Men B on its State Immunisation Plan. The Centre spent several years in SA getting people to sign petitions and support our "Lobby your MP for the Men B" campaign. Babies and toddlers aged between 6 weeks to 1 year will now be vaccinated against Men B.

2019

MENINGOCOCCAL B IN SOUTH AUSTRALIA

15-20 year old young adults in South Australia will also be vaccinated for free against Meningococcal B.

ACW-135Y

Vaccination program for 14-19 year olds added to the National Immunisation Program, as this group is considered the biggest carriers of the disease.

OUR CURRENT FIGHT

MENINGOCOCCAL PREVENTION, B STRAIN

Meningitis Centre Australia continues to fight for the B strain vaccine to be put on the National Immunisation Plan.

The Centre knows that herd immunity works. Meningococcal B remains the most common form of meningococcal disease and we are urging the Federal Government to put the Men B on to the NIP to protect the most vulnerable, our children.

Through the ongoing support of our Sponsors, Supporters and the Australian community, Meningitis Centre Australia is putting the necessary pressure on Governments to take action against this vaccine preventable disease.



www.meningitis.com.au
Raising Awareness. Every Second Counts!


MENINGITIS
CENTRE
AUSTRALIA