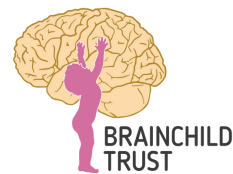


World Meningitis Day: India

5th October 2023



Fostering creative engagement among schoolchildren in India

For World Meningitis Day 2023, the National Academy for Learning (NAFL) embarked on a comprehensive awareness campaign in collaboration with CoMO member Brainchild Trust, aiming to educate and empower communities about the prevention and early detection of meningitis. The campaign was designed to be multifaceted, involving students actively in various creative and informative activities.

Campaign objectives

- Raise awareness about meningitis and its symptoms.
- Foster a sense of responsibility and advocacy among students.
- Utilise creative media to engage diverse audiences.

Campaign highlights

1. Rap videos

To capture the attention of the

younger demographic, NAFL students collaborated with Brainchild Trust to create two impactful rap songs and videos. The songs blended catchy melodies with informative lyrics, delivering key messages about meningitis prevention, symptoms, and the importance of timely medical intervention. The videos were widely shared on social media platforms, reaching over a thousand people and

Organisation:
Brainchild Trust

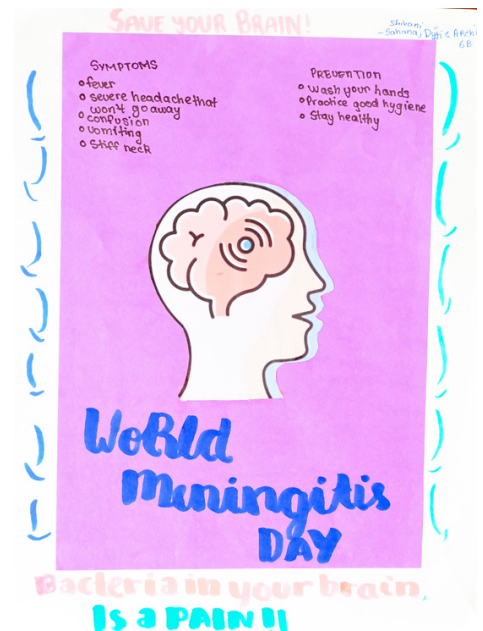
Location:
Bengaluru, India

Background:
The Brainchild Trust aims to raise awareness and empower children and parents in managing common health conditions. Their focus is on educating the general public about current issues affecting their health and also on providing unbiased information in regional Indian languages. They also organise Continuing Medical Education and workshops in varied medical and non-medical specialties.

Contact:
Dr. C P Ravi Kumar

This case study is part of the Race to 2030 – supporting you to get involved in the WHO Global Road Map to Defeat Meningitis by 2030.





Anticlockwise from right:
example poster, screenshot from
rap video ([click to view](#)), screenshot
from informational video ([click to view](#))

sparking conversations about meningitis awareness.

2. Multilingual Posters

Students from NAFL showcased their artistic talents by designing eye-catching posters that conveyed meningitis-related information in multiple languages. These posters were displayed in schools, public places, and community centres, ensuring that the campaign reached a diverse audience. The use of various languages facilitated broader accessibility, making the information more inclusive for people from different linguistic backgrounds.

3. Talks on meningitis awareness

Experts from Brainchild Trust and healthcare professionals were invited to conduct talks and

seminars on meningitis awareness at NAFL and other educational institutions. The sessions covered topics such as preventive measures, early symptoms, and the importance of vaccinations. The interactive nature of these talks allowed students to actively engage with the information, promoting a deeper understanding of the subject. In response to these talks, students created a video covering a selection of key meningitis facts in nine different languages.

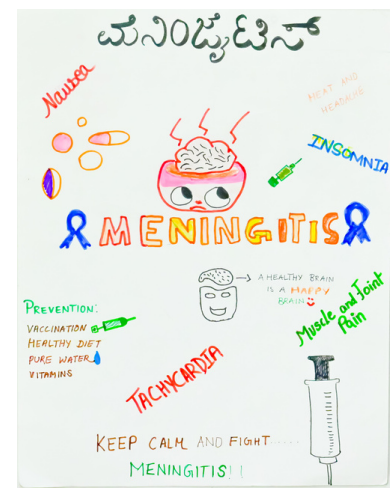
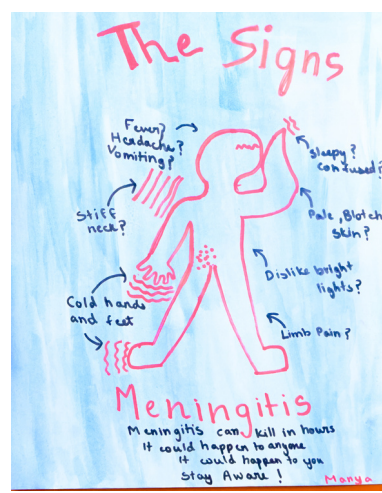
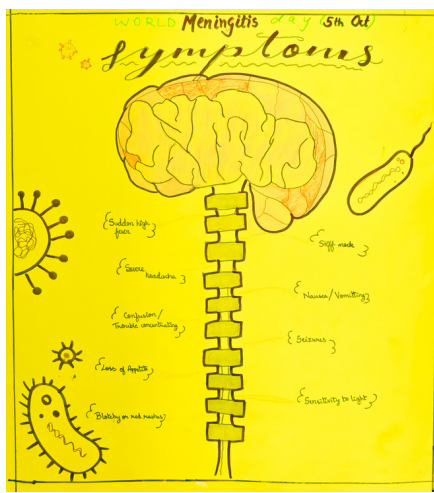
4. Active student participation

NAFL students played a pivotal role in the success of the campaign through their active participation. They organised events, participated

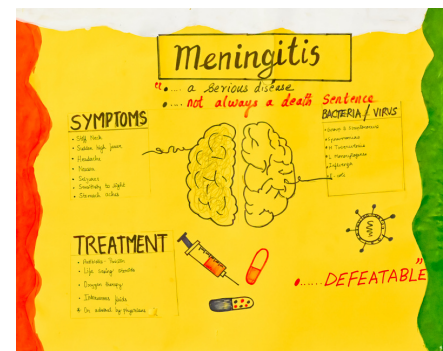
in discussions, and led awareness drives within their communities. The students became ambassadors for meningitis awareness, spreading information to their peers and families.

Outcomes

- Increased awareness: the campaign successfully increased awareness about meningitis, reaching a wide audience through various media.
- Community engagement: the active participation of students fostered a sense of community engagement, encouraging individuals to take responsibility for their health.



More posters designed by NAFL students



- Multilingual inclusivity: the use of multiple languages in posters and talks ensured that the campaign reached diverse communities, making information accessible to a broader audience.
- Social media impact: the rap videos in particular generated substantial engagement on social media platforms, reaching beyond local communities and contributing to the global conversation on meningitis awareness.
- The collaborative efforts of Brainchild Trust and NAFL students demonstrated the power of creativity and community involvement in raising awareness about critical health issues. The campaign left a lasting impact, encouraging ongoing discussions about meningitis prevention and early detection.



Contact details:

Brainchild Trust website:
<https://brainchildtrust.com/>
 National Academy for Learning website:
<https://www.nafl.in/>

Meningitis Research Foundation
www.meningitis.org



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