

# Voices of Meningitis Challenge Case Study

SubID: 1287

Anne P. Coyle, RN BSN NCSN

01. Date of Activity	03/16/2010
02. Location of Activity	Counselors Elementary School Level Meeting CCSD, Board Room 514; Glover Street; Marietta, GA 30060
03. Description of Activity	<p>As the Cobb County School District Nursing Supervisor with 106,000 students in 112 schools, I am responsible for disseminating immunization information to staff and parents. Each March I present to all elementary counselors (70) on the importance of adolescent vaccines. I distribute 8,000 English and 2,000 Spanish immunization flyers and information to all rising 6th graders who will enter middle school. These flyers are given to the parents of the current 5th graders in their registration packets for middle school each spring. Two immunization flyers are distributed – one with all required and recommended immunizations for ages 11 – 19 from Children’s Healthcare of Atlanta and a fact sheet on Meningococcal Disease in Georgia and the US. This fact sheet is from the state of Georgia Department of Human Resources Division of Public Health. Georgia Law 20-2-778 was signed into law May 5, 2009 for Dissemination of Meningitis Information for Immunization Requirements Awareness. It states that if a local board of education provides information on immunizations, infectious diseases, medications, or other school health issues to parents and guardians of students in grades six through 12, then the following information about meningococcal meningitis disease and its vaccine shall be included: (1) A description of causes, symptoms, and means of transmission; (2) A list of sources for additional information; and (3) Related recommendations issued by the federal Centers for Disease Control and Prevention. On July 12, 2010 I presented for School Nurse Leadership – Lead Nurses Update for the Georgia Association of School Nurses during our annual conference. 25 lead nurses out of 200 school nurses were in the audience. I spoke on Laws and Liability You Need to Know and addressed this new state law. I presented that I was already complying with the law through the dissemination of Immunization Brochures Distributed to Elementary Counselors in the spring of each year to all 5th grade parents/guardians for 6th grade registration packets. Hopefully, other lead school nurses and districts in the state of Georgia will follow suit and the information will be in the parents’ hands of all teens in Georgia.</p>
04. Campaign Materials Used	06;
05. Other Materials Used	Vaccines for Teens Protect Their Future GA DHR/Children's Healthcare of Atlanta
06. Key Learnings	<p>After a case of meningococcal meningitis in one of our high school students three years ago I felt the importance of reaching parents with this information. Through the dissemination of this information each school year, parents of preteens and teens should be aware of this disease and prevention through the recommended meningococcal vaccine for teens. Through communication at local, state and national levels this vital information on meningococcal meningitis should make a difference in saving the lives of our teens and children.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Studies

SubID: 1006

Carolina Sandoval, RN, MSN, PNP

01. Date of Activity	07/22/2010
02. Location of Activity	Kids Come First Clinic 1501 Bon View, Ontario, California 9176
03. Description of Activity	Summer Celebration: Every Summer the clinic celebrates all of the accomplishments (both ups and downs) that have occurred throughout the year. The community and financial supporters of the clinic are invited. The summer celebration was the perfect occasion for me to start spreading the word about our mission to stop meningococcal meningitis. I spoke with personnel from two mobile clinics: the asthma mobile clinic and the health screening adult clinic. I provided them with all the information and brochures. I explained that they can refer any children ages 2-18 for vaccination who they felt were at risk for meningitis, but at this point the CDC is trying to focus on the preteen and teenage population 11-18 and college students who will be living in dormitories.
04. Campaign Materials Used	03;04;05;06;
05. Other Materials Used	I make sure to mention the Websites: Voices of Meningitis.org and NASN.org
06. Key Learnings	I learned that even though most of the personnel who work on these mobile clinics are health care providers, like respiratory therapists, nurses and medical assistants, they were not aware of the danger of this disease. Some of them did not even know that the vaccine is available for ages 2-55. They were very cooperative in helping me to spread the word and the information I shared with them about this disease.

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# Voices of Meningitis Challenge Case Study

SubID: 1255

Rebecca L Vogt, RNC, BSN, NASN

01. Date of Activity	09/03/2010
02. Location of Activity	Claypool Elementary School; Claypool, IN
03. Description of Activity	<p>Overview: As usual the beginning of school requires major multi-tasking. Between treating students and parents with various complaints, vaccination updates are crucial. Of course you begin with the reportable grades, but it does not end there. The school I presently work for was closed down 6 years ago due to budget cuts. Now three Superintendents later, we have not only re-opened Claypool Elementary, but three other schools were either remodeled or completely re-built. After re-districting, I have 359 students from other schools in our corporation. Diligent tracking down of all of their health records was made somewhat easier than first anticipated because we started using CHIRP (Children and Hoosier Immunization Registry Program) and keeping all students' immunization records in their Accumulative Folders along with a copy in each health room. After receiving many CHIRP Official Record of Immunizations on my students, the task was to find the students who were not in the system yet. Beginning this year, Indiana School Nurses are required to have a CHIRP parent permission form before entering any information into the CHIRP website. So after identifying those students needing updated immunizations. Letters were mailed to parents. Not just once but three times. Between the three school districts in our county we were able to hold three evening vaccination clinics at each of the high schools. I was able to go into each classroom and describe the signs and symptoms of meningitis (how it is transmitted, etc.). The importance of vaccines in general was also described. Time for questions and answers was also given. The deadline for exclusion happens to fall on our free day of swimming. The students were reminded each Friday about the upcoming deadline and encouraged to remind their parents about the clinics, because no one wants to miss free swim. I was able to get all students in 6th grade the appropriate vaccines on time. Now back to band-aids, eye exams and sore throats. Thank you for your time and may the best nurse win.</p>
04. Campaign Materials Used	01;03;06;07;10;
06. Key Learnings	<p>Not only did the students learn about the importance of immunizations, they learned about getting them on time. Many students discussed that some of their parents did not even have up to date immunizations. A homework assignment was to go home and see if any of the parents had immunization records for themselves. Only a handful of parents had their immunization records. It was found that these parents travel and are required to have them. So a learning process started on how important it is for adults to also have up to date immunizations.</p>

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# Voices of Meningitis Challenge Case Study

SubID: 1323

Carolina Sandoval, RN, MSN, PNP

01. Date of Activity	10/10/2010
02. Location of Activity	Our Lady of Guadalupe Catholic Church. Ontario E9176
03. Description of Activity	The local hospital and "Kids Come First" medical clinic collaborate each year to host a health fair to help educate community members and raise awareness of diseases like diabetes, hypertension and asthma. The "Kids Come First" clinic, along with the health department, was responsible for providing the vaccines. We provided the flu and whooping cough vaccines. Although we did not provide the meningitis vaccine on this day, I took the opportunity to educate all the adolescents and their parents about the dangers of this deadly disease and provided them with resources to learn more about meningitis vaccination. I also provided information about the Vaccines for Children program. Parents were very interested in learning more about this disease.
04. Campaign Materials Used	03;04;05;06;
05. Other Materials Used	A 3-dimensional poster with my picture, and information about meningitis.
06. Key Learnings	I learned that we still need to do a lot of outreach to the Spanish-speaking community to inform them about meningitis and the importance of vaccination because many parents did not know that vaccination can help prevent the disease .



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# Voices of Meningitis Challenge Case Study

SubID: 1372

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	05/13/2010
02. Location of Activity	Apopka, Florida
03. Description of Activity	May 13, 2010, was my first experience as a "voice" of meningitis. I had been invited to speak with Larry Steele of WPUL-AM, on the daily talk show- "Express Yourself". The mid-day interview lasted approximately ten minutes. The Voices of Meningitis key message document was extremely helpful in providing the host and audience necessary facts about meningitis and the importance of youth ages 11yr-18yr receiving the vaccine. The template presentation and brochure provided guidance for focusing on the facts while fielding various questions by the radio host. i.e. "Why do Florida nurses want more students to be vaccinated"?
04. Campaign Materials Used	01;05;06;15;
05. Other Materials Used	CDC Podcast; CDC - Q & A; <a href="http://www.drugs.com/">http://www.drugs.com/</a> ; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	Working with a media trainer before the interview prepared me for the need to manage questions the speaker may ask. Restatement of specific facts provided the clarity necessary to build a healthcare bridge for the targeted audience: parents, teachers, and young adults. The post interview session allowed for reflection on content of answers to questions asked, and how to include core and secondary messages which were not discussed, in future interviews.

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- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
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- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1391

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	08/26/2010
02. Location of Activity	Apopka, Florida
03. Description of Activity	<p>On August 26, 2010, I once again had the chance be a “voice” of meningitis on WMEL-AM Radio. The mid-day, 15 minute interview with John Harper provided an opportunity to answer questions about meningitis vaccination. Focus was made on providing disease awareness and prevention, and differentiating between viral and bacterial meningitis. An added challenge was maintaining my employer’s direction to refrain from being quoted saying that I represent OCPS; that my interest in support of V of M is as a member of NASN. Results of the 2009 National Immunization Survey, recently released by the CDC, focused on the need to educate the remaining 50% of parents whose adolescent had not been vaccinated.</p>
04. Campaign Materials Used	01;05;06;07;15;
05. Other Materials Used	CDC Podcast; CDC Q & A; <a href="http://www.drugs.com">http://www.drugs.com</a> ; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	<p>I was provided an audio copy of the interview. It is remarkable how you sound on an audio presentation directly impacts how the content is received. Know your story! Impress on the targeted audience your knowledge of meningitis by training and experience. Stick to the facts and provide relevant information. Be able to engage and disengage when fielding questions. Embrace the topic and believe in yourself.</p>

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- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
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- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1399

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	08/30/2010
02. Location of Activity	Apopka, Florida
03. Description of Activity	<p>On August 30, 2010, I was interviewed by Chris Gauthier, reporter for The Apopka Chief newspaper. This was a wonderful opportunity to “get the message out” to families of students attending Apopka HS, where I serve as the School Nurse. Little did I know the article would be referenced on the front page of the Chief, with my picture referring readers to the article in the LIFESTYLE section! The interview, which highlighted the core and secondary program messages of the V of M Campaign, was described in detail in the ½ page article. Focus was placed on the role NASN, the CDC and local health department played in educating parents and teens. The serious medical problems faced by 1 in 5 people who survive the illness showcased the importance of receiving the vaccine.</p>
04. Campaign Materials Used	01;02;05;06;08;09;15;
05. Other Materials Used	CDC Podcast; CDC Q & A; <a href="http://www.drugs.com">http://www.drugs.com</a> ; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	<p>I knew that awareness of the importance of vaccination would increase in the Apopka area, but was surprised when I arrived at an after school appointment in Orlando and was told by the staff that they had seen the article! Dialogue was then open regarding the importance of vaccination, and where to obtain it. The district office, who originally had instructed me to refrain from endorsement of vaccination, was delighted with the article and used it for documentation on the state level for their involvement in the campaign!</p>

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- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
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- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1412

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	09/03/2010
02. Location of Activity	Apopka, Florida
03. Description of Activity	After several attempts to set up an interview date/time, a telephone interview was held on September 3, 2010, with Marissa Cevallos, Health reporter, Orlando Sentinel. At the very beginning of the interview, I was told the article would be a composite of information from several sources. I was asked what my interest was in the campaign and also why vaccination is important since so few people contract bacterial meningitis when looking at the population as a whole. This created a wonderful opportunity to highlight the core program messages and elaborate on the serious consequences faced by 1 in 5 survivors. I stressed the expertise offered in the V of M Campaign, and invited the reporter and readers to access the website.
04. Campaign Materials Used	01;05;06;08;15;
05. Other Materials Used	CDC Podcast; CDC Q & A; <a href="http://www.drugs.com/">http://www.drugs.com/</a> ; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	I was keenly aware the reporter was looking for current numbers of cases in the area, which I could not supply. Several times during the interview, I engaged her attention by referring back to the V of M website and the CDC. I was quoted twice in the article, and was grateful that both times a core message was expressed- this vaccine can save a life; teens and young adults have a five times greater risk of dying than older victims. The article was not printed until September 18, 2010, but did include statistics from the State University System of Florida, regarding the number of students getting the vaccine and number of students who opted out.

## Campaign Materials Key:

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- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
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- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1413

Cheryl Husa Sampson, RN, BSN,MSN, NCSN

01. Date of Activity	10/08/2010
02. Location of Activity	School Nurse Organization of Washington Fall Conference, Bellevue, WA
03. Description of Activity	Poster presentation with computer to show online access
04. Campaign Materials Used	02;03;04;05;06;07;08;
05. Other Materials Used	School Nurse Implementation Guide, photos of each "Voice"
06. Key Learnings	School Nurses who have their own 'stories' of cases of meningitis were more likely to stop by to check out the information. Needed visual representation of NASN website and DVD of stories since Internet access was spotty at that location.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
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- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1414

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	09/27/2010
02. Location of Activity	Apopka High School, Apopka, Florida
03. Description of Activity	The week of September 27, 2010, I was able to speak to 3 AVID (Advancement Via Individual Determination) classes at Apopka HS. As a guest speaker, I was asked to provide insight into my educational background and career history, as these were B/C students interested in furthering their education after graduation. The speaking engagement provided an opportunity to discuss my involvement with the V of M campaign through my involvement with NASN. A discussion regarding symptoms of meningitis, population most affected, and serious medical problems experienced by survivors provided necessary information to share with family and friends. The availability of a vaccine and the importance of contacting their personal physician, or local health department to obtain the vaccine were stressed.
04. Campaign Materials Used	01;05;06;12;15;
05. Other Materials Used	CDC Podcast; CDC Q & A; <a href="http://www.drugs.com">http://www.drugs.com</a> ; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	I was impressed with student questions regarding how meningitis is contracted and the need for vaccine protection. Student comments included sharing the information through texting friends and posting on personal Facebook pages. Student interest was heightened with the question: "What if your friend or relative was part of the 10% of the 1000-2600 people in the US that contract meningitis?"

## Campaign Materials Key:

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- 04. Posters
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- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
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- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1428

Melissa Bird, RN, ADN

01. Date of Activity	09/01/2010
02. Location of Activity	Albert Cammon Middle School
03. Description of Activity	<p>In August, my middle school principal e-mailed me concerned about the dangers of meningitis, and wanted me to mention it in our September newsletter. Her daughter had been at a school sponsored skate night and she witnessed several students sharing drinks. She and her daughter were aware of the risks with this, and she wanted to be sure that our students and parents were also aware. Providing the information in the September newsletter was my first step in my crusade against meningitis. I already work with students on a small level making sure they are current with vaccinations, but I realized that wasn't enough. I asked myself, "Are parents and students aware of meningitis and that vaccination can help prevent it?" I soon found out they were not. I started with posters in my office and on the school bulletin board, and having a fact sheet put in the September school newsletter. I had visited the <a href="http://www.voicesofmeningitis.org">voicesofmeningitis.org</a> website before, since I attended the NASN convention in Boston and heard Bob Werner speak, but I wasn't aware of the resources that were available to school nurses and schools. I put the website widget on my website: (<a href="http://www.stcharles.k12.la.us/webpages/mbird/">www.stcharles.k12.la.us/webpages/mbird/</a>), and it's been a great addition to my site. I used the report card stickers, along with the Voices of Meningitis fact sheet, on 10/19/2010 on the 6th grade report cards. But again, is this enough? I only service 950 students, so I decided to contact a local Christian school, because I knew they did not have a school nurse to monitor their immunizations. On 10/12/10 I faxed the Template letter to John Curtis Christian School and shared resources with them. I also shared links on my personal Facebook page with 400 friends and posted Bob Werner's story on my wall. This spring, my parish is hosting our state school nurse conference (LSNO) and being part of the speaker committee, I contacted our state epidemiologist to speak about Voices of Meningitis to over 200 school nurses. I feel my crusade to make people aware of meningitis and the importance of vaccination is just a small step, but it's a start...</p>
04. Campaign Materials Used	04;06;09;11;12;13
06. Key Learnings	<p>In working on my personal crusade and this challenge, I have realized that students and parents aren't aware of the advantages of getting vaccinated against meningitis. I am glad that I was exposed to the teachings of the Voices campaign and excited to be able to share it with others. In the future I plan to continue in my efforts to get the 11 year olds in my middle school at 100% vaccine compliance by continuing with the Voices of Meningitis campaign... <a href="http://www.stcharles.k12.la.us/webpages/mbird/">http://www.stcharles.k12.la.us/webpages/mbird/</a></p>

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# Voices of Meningitis Challenge Case Study

SubID: 1429

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	11/17/2010
02. Location of Activity	Apopka, Florida
03. Description of Activity	I was able to speak with Debbie Wood, a reporter from one of Orlando's publications, Southwest Orlando Bulletin, on November 17. Since the paper is a free publication, I focused on core messages which would impact the reader when reading a small editorial article that may be surrounded by advertisements. The targeted age and reason for vaccination, brief description of meningococcal disease, and location of healthcare providers offering the vaccine was highlighted. Results of a recent survey by the CDC announcing the rising percentage of adolescents vaccinated in Florida also was discussed. Follow up research by the reporter and readers of the publication were encouraged through referral to the Voices of Meningitis website.
04. Campaign Materials Used	05;06;07;12;15
05. Other Materials Used	CDC Podcast; CDC Q&A; <a href="http://orchd.com/immunization/index.asp">http://orchd.com/immunization/index.asp</a>
06. Key Learnings	When scheduling the time and date for the interview, the reporter said, "I need a reason for the vaccine and where one can to get it." The reporter needed concise and focused facts for questions the reader might have. A new way for me to "get the word out" regarding the importance of meningococcal vaccination (the core message of the Voices campaign).

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# Voices of Meningitis Challenge Case Study

SubID: 1431

Cheryl Husa Sampson, RN, BSN,MSN, NCSN

01. Date of Activity	10/26/2010
02. Location of Activity	School Nurse Organization of Washington local area meeting, Spokane, WA
03. Description of Activity	Showed the Public Service Announcement and the individual stories from the Voices of Meningitis website and then went through the School Nurse PowerPoint presentation. A variety of the educational materials were available for preview and/or take home.
04. Campaign Materials Used	01;03;04;05;06;07;09;11;15
05. Other Materials Used	The individual stories from the Voices website
06. Key Learnings	Showing the PSA and individual stories first really captured interest. Following that with the School Nurse PPT led to significant discussion of the impact of meningitis and how to use the materials in our schools.

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# Voices of Meningitis Challenge Case Study

SubID: 1432

Cheryl Husa Sampson, RN, BSN, MSN, NCSN

01. Date of Activity	11/09/2010
02. Location of Activity	Chester Elementary, Spokane Valley, WA
03. Description of Activity	Voices of Meningitis newsletter sample article personalized and submitted to PTA for printing in their newsletter. It was returned with a slight request to shorten it to fit better in the newsletter.
04. Campaign Materials Used	09
06. Key Learnings	I was concerned about the length of the newsletter item when I first submitted it because it seemed rather lengthy but liked the idea of one already developed for use. It was fairly easy to edit, though, to a more acceptable length.

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# Voices of Meningitis Challenge Case Study

SubID: 1433

Cheryl Husa Sampson, RN, BSN,MSN, NCSN

01. Date of Activity	11/10/2010
02. Location of Activity	Chester Elementary, Spokane Valley, WA
03. Description of Activity	Placed the report card stickers encouraging meningitis vaccination on the letters we send at fall conferences to the parents of all 5th grade students regarding the vaccines required for 6th grade entry (since meningitis is not required here).
04. Campaign Materials Used	11
06. Key Learnings	Only 2 vaccines are required for 6th grade entry (Tdap and varicella) but most providers also offer the meningococcal and HPV vaccines. I'm hoping this will promote all parents to choose the meningococcal vaccine also.

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- 09. Template newsletter article/listserv e-mail
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- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1439

Adalia Del Bosque, RN, BSN

01. Date of Activity 09/14/2010

02. Location of Activity College Night, McAllen Texas

The "Vaccinate Before you Graduate Campaign" is a program initiated for seniors on Tuesday, September 14, 2010 to take advantage of getting adolescents vaccinated with meningococcal vaccine before going to college. We felt that parents and students would have the opportunity to seek information on different universities, financial aid and obtain their vaccine at the same time. One stop shopping for the family was the focus of the initiative. The decision to develop this initiative/campaign was based on the overall need to help protect our students against a devastating disease that is vaccine preventable. Although there is a new school requirement for 7th graders to be immunized against meningococcal disease, a large population of students between the ages of 11 and 18 are still not immunized. This initiative helped target the high school-aged population in hopes of protecting them against meningococcal disease and ensure they are immunized before college. The Texas state legislature now requires all incoming college freshmen that will be residing in a dormitory to show proof of vaccination against meningococcal disease. In order to ensure that this new requirement does not pose as a barrier for our students to attend college, we have implemented this initiative to ensure that our population that is primarily uninsured, underinsured, or below the income poverty level is given an opportunity to get vaccinated while they are still eligible to receive vaccine through the Texas Vaccines for Children Program.

04. Campaign Materials Used 01;02;03;04;05;06;08;09;13;14

05. Other Materials Used Banner, McAllen ISD local TV, Univision (local TV stations),

06. Key Learnings Through the Jaime Schanbaum Act, I learned that it was a good opportunity to provide an immunization clinic for meningococcal vaccines during college night. The "Vaccinate Before You Graduate Campaign" was an innovative way to offer both education to students and parents as well as an onsite opportunity to get vaccinated. In order to target the high risk and under immunized students, I felt a creative way to ensure that students got vaccinated was to have a clinic available onsite for them. Teens do not visit their physicians as often as when they were children unless they are sick. For this reason, I felt that taking advantage of events such as college night, would be the perfect place for graduating seniors to get immunized. The easy access and low cost of the vaccine allowed parents who otherwise did not have insurance or could not afford to pay for the vaccine the opportunity to help protect their child and vaccinate them before they graduate. I was impressed by the number of students who asked questions about the disease and why it is a requirement for first-time college students. I learned that we still need to do a lot of outreach to the community to inform them about meningitis and the importance of vaccination because many parents did not know that by getting this vaccine it can help protect their child against this potentially devastating and preventable disease.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1444

Mary D. Rhodes, RN, BSN

01. Date of Activity	04/08/2010
02. Location of Activity	Grandview Consolidated School District, Grandview, Missouri
03. Description of Activity	<p>April 8, 2010: School nurses and health professionals attended a Sanofi Pasteur workshop in Independence, Missouri, on vaccine-preventable diseases. April 27: I met with a Sanofi Pasteur representative and the director of our local health department. We discussed the possibility of hosting school-based meningococcal vaccine clinics in the fall with a target audience of 800 students between 11–18 years of age with no meningitis vaccination. On the same day, I met with members of Central Office administration to plan activities and received the “go ahead.” July 21: I determined which students, according to school records, had not received a meningitis vaccination, compiled lists for each of the four schools, and wrote a cover letter to attach to Voices of Meningitis fact sheet and permission forms. July 27 – July 30: Nurses and health professionals talked to parents during the enrollment process and distributed Voices brochures/fact sheets and permission forms. August 24: Health professionals mailed Voices fact sheets and permission forms to parents. September 2: I hosted an information table at our high school's back-to-school night, played the Voices video on a loop, and distributed Voices brochures, fact sheets, and permission forms. September 13 – 24: we ran public announcements at the high school about upcoming meningococcal vaccine clinics, reminding students to turn in completed permission forms. September 24, November 12 &amp; 19: Held Menactra clinics with Jackson County Health Department nurses and vaccinated 369 students onsite at the high school, 2 middle schools and the alternative high school (46% participation). Additionally, in response to our informational letters that were mailed home, many parents sent updated immunization records to school. This allowed us to further update school records so the process also had an unexpected benefit.</p>
04. Campaign Materials Used	03;04;05;06;15
05. Other Materials Used	Voices videos
06. Key Learnings	<p>We found that collaboration is the key to success. We got our initial motivation during a workshop hosted by representatives of Sanofi Pasteur. I would be remiss if I did not give credit to Marge Cole at the Missouri Department of Health and Senior Services for encouraging Missouri school nurses to participate in these kinds of health-promotion activities. Approval from Central Office administration was needed in order to proceed. Then we had to have the cooperation of building administrators and teachers in order to set clinic dates that wouldn't interfere with other school activities and to pull students out of class on clinic days. We needed cooperation from library staff in order to have comfortable and convenient venues for clinics. We needed help from health room professionals who stuffed envelopes, kept track of permission forms, answered parent questions, pulled student schedules, rounded up the students on clinic days, and then input information into student immunization records. The school nurses had to work out schedules that would allow us to assist the county nurses on clinic days and to answer student questions about meningitis as they waited in line. Most importantly, we needed the assistance of the nurses from our local health department who ordered the vaccine and went to four different schools on three different mornings in order to administer the vaccine to 369 students. It was a great experience and one that we do not fear repeating.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1454

Julia A Bigler, BSN

01. Date of Activity	10/06/2010
02. Location of Activity	Manor Heights Elementary
03. Description of Activity	<p>Our state passed a new law that every child has to receive two doses of the varicella vaccine to be enrolled in school. Of course the new law went into effect after we had completed our 30 day conditional enrollment for mandatory vaccines. This was a perfect time for me to reach families about the importance of the meningococcal vaccine. In our school, we have one 6th grade class with 12 kids. Out of those 12 kids, four of them had both doses of varicella and one dose of the meningococcal vaccine. My goal was for 100% compliance with the meningococcal vaccine. When I sent out letters to the parents of the students that need the varicella vaccine, I also sent out a letter that urged parents to consider the meningococcal vaccine and to talk with their physician about it. About a month later, I sent home the Voices "Get the Facts" information sheet with all the kids in the 6th grade. I also hung up Voices posters in the halls. Finally, I put information in our weekly newsletter about the meningococcal vaccine.</p>
04. Campaign Materials Used	03;04;06
05. Other Materials Used	A letter urging parents to get the meningococcal vaccine when they receive the varicella vaccine.
06. Key Learnings	<p>Providing parents with information on vaccines and strongly encouraging them to protect their children can go a long way. I think that many people don't get their children vaccinated due to lack of information. I found the perfect opportunity to provide parents with meningitis information and get them into their child's physician office with a mandatory vaccine. Parents did not have to make a special trip to the doctors. Every year, I plan on sending information home before the 6th graders move up to middle school to educate parents about the meningitis vaccine.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1440

Kathryn Hahn Pickering, RN

01. Date of Activity	03/15/2010
02. Location of Activity	Northwood School
03. Description of Activity	I work in a small school for special needs students. There is no parent organization. I sent home the Voices fact sheets and had my nursing students at the University of Missouri-Kansas City write an article for our newsletter. I put up posters in the teachers' lounge and gave all staff members a fact sheet. I had a few questions from staff who had college-bound children, as it is the Missouri state law that all students going to college get the meningitis vaccine. I didn't feel like this was enough coverage of the disease, so I took a different approach, which is described in another submission.
04. Campaign Materials Used	06
05. Other Materials Used	School newsletter
06. Key Learnings	After the student nurses and I talked about the disease, I realized there were other places to reach people. I made a plan, and not everything worked out but I kept going.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1442

Kathryn Hahn Pickering

01. Date of Activity 04/15/2010

02. Location of Activity Fairmount Community Center, Independence, MO

03. Description of Activity I had a table with posters and handouts at the entrance of a free clinic/health fair. Most of the people at the health fair were parents and grandparents. They all were interested in meningitis as they didn't know there was a vaccine to help prevent it. I shared the age recommendation to receive the vaccine and the fact that the vaccine has been around for years, so it is safe and effective with little or no side effects. Some parents wanted to know if I would give my children the shot; I reassured them that my grandchildren received the vaccine when they were adolescents. Some people wanted to tell me that vaccines aren't safe, and they even told me where they got the information about autism and other negative effects. None of their sources were anything I had heard of, so I smiled and thanked them for the news and told them I'd look into it. They were very interested in the difference between viral and bacterial meningitis. Most people did not know that in Missouri college-bound students were required by law to have the vaccine. One elderly gentleman wanted to know if meningitis was the "kissing disease"? I asked him if he was currently dating. He said that he was but he didn't share drinks with her, and they didn't live together, so he thought he would be safe. He didn't answer me when I asked him if they kissed; he just smiled and winked at me. I think about 100 adults came to my table during the day. They were not only interested in meningitis but also school nursing. I believe they took the information to their children, and many of them took three or four fact sheets to share with friends. I feel like I was able to educate far more people than just those that attended the health fair.

04. Campaign Materials Used 06

06. Key Learnings We need to think outside the box when we want to educate the public and try as many avenues to impart information that helps to keep children and young adults safe. I learned to smile and listen to different opinions.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1445

Kathryn H. Pickering, RN

01. Date of Activity	06/15/2010
02. Location of Activity	Lowes
03. Description of Activity	<p>As I entered the store I walked into a group of teens. They were in a circle laughing and talking while passing a large soda around. Each person was taking a drink out of the cup. I almost screamed out STOP!!!!. I walked over, and asked if I could join the group. I explained I was a school nurse, and asked if I could talk with them. They were happy to tell me all their stories about going to the school nurse and how much they liked her, and they asked where I worked.</p> <p>They had questions about special needs students that I work with; the perfect lead into a discussion about meningitis. I told them meningitis is a serious disease that can take a life in just a single day. I explained that sharing drinks is one way to contract bacterial meningitis. Kissing is another way the disease is spread. Living in dorms and close quarters is also conducive for the disease to spread because the bacteria is carried by droplets just like the common cold. After I finished talking, one of the people in the group took the cup and threw it in the trash. One of the boys asked if he could die from meningitis, and I told him the disease can kill a healthy young person in as little as a day if they don't receive immediate treatment. They all stood there in silence for a second, which made me think I had made my point. I thanked them for including me in the group, and we went on our separate ways. Weeks later, I went back to pick up my order, and the young man who helped me to the car asked if I remembered him. I did since he was the one who asked about dying. He told me his mom took him and his brother to the doctor to get vaccinated against meningitis. He thought his Mom had told her friends, and he told his girlfriend.</p>
04. Campaign Materials Used	06
06. Key Learnings	<p>Never be afraid to step up and talk with teens. After you listen to what they have to say, tell them their school nurse has good information about meningitis and other important health topics. Don't be afraid to be a little different in your approach. Know that teens like to have good information even if they act like they don't. I was a little nervous when I stepped forward that day, but I took a chance because I believe in the effectiveness of the vaccine. These are the things I learned that day in June at Lowes.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1446

Kathryn H. Pickering, RN

01. Date of Activity	07/15/2010
02. Location of Activity	UMKC radio sation KCUR
03. Description of Activity	<p>Elena Gordon from the radio station called, and we talked for about 30 minutes about meningitis and school nursing. She asked how I felt about other vaccines and the law in Missouri regarding school attendance and immunizations. In Missouri, you can't be in school unless you have all your shots or recognized exemptions. The radio segment aired, and I recieved several phone calls from friends who heard the interview. Most people didn 't know anything about meningitis, and they were glad to have that kind of health information on the radio. Later in the summer, I was invited to go to the station to be on a panel to talk about school nursing along with two other nurses, which included a discussion about immunizations and the meningococcal vaccine. During this interview, we had people call in; there were people who supported vaccinations as well as those that asked questions about their safety and effectiveness. One of the other nurses answered this question first, and she said all the things I would have said - namely that vaccination has been available for decades and is a safe and effective way to help prevent meningitis.</p>
04. Campaign Materials Used	06
06. Key Learnings	<p>I never relized how many people listened to National Public Radio (NPR), which proved to be a very good way to get the word out. I think we should try to reach out to other local stations to help further raise awareness about immunizations .</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1448

Carolyn L. Seifert, RN, BSN, NCSN

01. Date of Activity	12/03/2010
02. Location of Activity	Apopka High School, Apopka, Florida
03. Description of Activity	On Friday, December 6, I was able to speak with Nikki Stephens from the West Orange Times. Qualifications for the interview included living in the news area of the publication. Fortunately, even though I worked at a school not in the designated area, I lived in the appropriate district. Not knowing what the publication would focus on, I was ready with the Voices of Meningitis core messages and more! The dialogue was basically one-sided; mine. This gave me an opportunity to place facts in an outline form and provide answers to frequently asked questions that the average reader may have. Care was taken to emphasize the importance of getting vaccinated, locations where people can receive immunizations and I directed people to visit the Voices website for more information.
04. Campaign Materials Used	01;05;06;12;15
05. Other Materials Used	CDC Podcast; CDC Q & A; <a href="http://orchd.com/immunization.index.asp">http://orchd.com/immunization.index.asp</a>
06. Key Learnings	I had the opportunity to focus on an assertive, informative dialogue to promote the importance of the campaign. The use of an outline also served as a wonderful tool in directing the interview to help keep it targeted.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1449

Kathryn H. Pickering, RN

01. Date of Activity	07/15/2010
02. Location of Activity	Independence Mo.
03. Description of Activity	Toward the end of summer, Independence Missouri celebrates National Night out with four community picnics. There are usually about 500 hundred people at each site. My plan was to have a table at each of the sites with the Voices of Meningitis posters and fact sheets. Each table was going to be staffed by a school nurse. Due to an unexpected illness and the weather temperature well over 105, I did not get to follow through with this plan the way I wanted, but I still think a community event as large as this is a good idea for spreading the word about the importance of meningitis vaccination as well as introducing the public to school nurses in the community. I am describing this activity as a case study so that someone else might be able to pick up on the idea and organize a large event in their city. I would like to try again to be a part of this event next August.
04. Campaign Materials Used	04;06
06. Key Learnings	Don't be upset or discouraged when illness or the weather keeps you from carrying out your plans. Stay positive and have backup plan to talk with people about meningitis.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1451

Kathryn H. Pickering, RN

01. Date of Activity	08/15/2010
02. Location of Activity	School or home
03. Description of Activity	<p>Since the beginning of the Voices of Meningitis project, I have sent in names of school nurses to receive the packet of information about meningitis. I have also asked for and received numerous packets with all the posters, fact sheets and DVDs that I have used at church events and the community center. I leave a trail of meningitis information everywhere I go. I have passed out many fact sheets to school nurses through Greater Kansas City School Nurses as well as my own school district. I even made my daughter take fact sheets to her preschool and church. The FedEx man and I are on a first name basis, and I even gave him the meningitis talk. I gave my little talk to all the people getting their flu shot at Walgreens the day I got mine. Most people have questions about kissing. While talking with one man there he was telling about his wife who had to have a splenectomy. They gave her a meningitis shot, and I never thought about that before. I can understand why they also gave her the influenza vaccine. I still continue to pass out the fact sheets and keep a stash in the car. My own children call me Ms. Meningitis. I encourage everyone to look at the Voices website as well as watch the DVDs. There was an article in one of the local newspapers that featured a family with a child who had meningitis, and I was mentioned briefly as a school nurse who was active in the meningitis campaign.</p>
04. Campaign Materials Used	04;05;06
06. Key Learnings	I learned never to pass up a chance to talk about an issue you believe in, be it at Walgreens, church or your grandchildren's preschool.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1453

Kathryn H. Pickering, RN

01. Date of Activity	08/15/2010
02. Location of Activity	School, home, church, community center
03. Description of Activity	<p>I do a newsletter for our Block Watch group, so I included the fact sheet in the newsletter as well as listing the Voices website. I left several fact sheets at the community center and passed out the fact sheet to the Board members of the City Board that I am on. This board meets at the community center as do several other groups, one of which is a class for pregnant teens. The teacher let me have some time to talk to the girls and their mothers. They had more questions about shots for their babies than they did for themselves. Many of the mothers told me that they didn't have all their shots. Most of the mothers appeared to be very young, and when I told them that the meningitis vaccine was recommend for teens 11-18 and college freshmen living in dorms, they wanted to know if I would recommend the vaccine, and I told them yes. I heard concerns about the safety of vaccines, and I listened to what they had to say. I spoke up on behalf of the meningitis vaccine as well as all vaccines. I spoke up because of the young teens in hopes that they would remember what I told them.</p> <p>This group of teens wanted to know where I was a school nurse. One girl wanted to know how you can become a school nurse. They all thanked me for coming. The teacher said she never thought about giving vaccine information to the girls, but she thought it was a good idea.</p>
04. Campaign Materials Used	04;06
06. Key Learnings	<p>I learned that teens like to have good factual information. Adults also like to have good health information; however, I learned they may not do anything with the information. I learned to listen and not judge the speaker. That small group of girls will be our future; their babies will surely be some of our next community leaders, and I felt that the time spent with them was worth every mintue to help ensure a healthy future population.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1464

Dorothy E. Lindner, RN, MSN

01. Date of Activity	03/17/2010
02. Location of Activity	Comfort High School, Comfort, Texas
03. Description of Activity	<p>In March of 2010, I was approached by an excited Cathy Harris, our NASN Director for the Texas School Nurse Organization (TSNO), who informed me that NASN had selected San Antonio to be the target city for the national “Voices of Meningitis” educational initiative. She asked me to help recruit a contact person to lead the San Antonio campaign. I was excited to be part of the endeavor and started calling TSNO school nurse colleagues to solicit a volunteer. The Region 20 Texas School Nurse Organization is very active and sponsors nursing educational programs throughout the year. Dalia Garza, TSNO President – Elect, agreed to take on the project. Also several school nurses agreed to participate and be the contact person for their school districts. Later that month at the TSNO State Leadership Meeting in Houston, Cathy Harris unveiled the first NASN “Voices of Meningitis” posters and educational materials. I brought the materials to my school district, Comfort I.S.D., for the clinics and the nurses. I distributed the information to the other Comfort I.S.D. nurses. At my campus, I posted both the English and Spanish “Voices of Meningitis” posters in the clinic. The posters were professional and bilingual and provoked questions and comments from the students. Also in March, the Texas immunization law changed requiring all first time students of institutions of higher education planning to live in campus housing to be immunized against bacterial meningitis. I began an education program for the senior students to inform them of the new law and the importance of vaccinating against meningitis. In April, I mailed letters to parents in English and Spanish about the new college requirements. Also I spoke to the senior class sponsor to inform them of the new immunization requirement and the Texas Vaccines for Children program. If a student was eligible and needed the vaccination, I could administer it. Because of the letters, personal recommendations, and “Voices of Meningitis” literature, many of the senior students were vaccinated against meningitis.</p>
04. Campaign Materials Used	;03;04;05;06;
06. Key Learnings	<p>When Cathy Harris called and asked me to find a contact person for the “Voices of Meningitis” project, her enthusiasm was infectious and I agreed to help. I learned that excitement is contagious. I was glad to be asked and worked diligently to find the best nurse for the position. As I spoke to my school nurse colleagues, I learned that in the past one nurse had a student on her campus with serious complications from bacterial meningitis. She told me about first hand experiences with the student and the nursing care required during the school day. This nurse understood the severity of the disease and the subsequent lifelong problems. I learned that several nurses had extensive knowledge of meningococcal meningitis and the devastation that it causes in families. These school nurses were excited about the educational campaign and understood the importance of prevention. As I talked with students and parents at my own school about the new Texas immunization mandate for seniors, I realized how much encouragement and education is needed for parents to understand the new law and the importance of vaccination. Meningitis is a rare disease that is not talked about in the media. Most parents do not know about it. They asked many questions and needed reassurance about the importance of vaccination. And finally, as I read the “Voices of Meningitis” information and talked to other school nurses, I learned about meningitis and the importance of prevention.</p>

## Campaign Materials Key:

01. Template school nurse presentation	08. Template letter to editor
02. Template parent presentation	09. Template newsletter article/listserv e-mail
03. Parent letter	10. Template state mandate letter
04. Posters	11. Report card sticker
05. Brochure	12. Web site widget
06. Fact sheet	13. Template letter to local community organizations
07. Public service announcement	14. Template letter to local public health officials
	15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1465

Dorothy E. Lindner, RN, MSN

01. Date of Activity	08/12/2010
02. Location of Activity	Comfort High School, Comfort, TX
03. Description of Activity	<p>In August of 2010, Dalia Garza, the NASN "Voices of Meningitis" chairperson for the San Antonio area, presented a "Voices of Meningitis" program at the Region 20 Education Service Center in San Antonio, Texas. The meningitis education program was presented at the annual "Back to School" nurse in-service day. Dalia Garza, the Texas "Voices of Meningitis" chairperson, arranged for an eloquent and heart breaking presentation. A beautiful young woman who was a victim of meningitis and had suffered several amputations as a result of the disease spoke to the school nurses. The young woman and her mother came to share their story. They showed a video about the disease that detailed her personal struggle. Many area school nurses were in attendance at this meeting. This personal and emotional message inspired me to promote the NASN "Voices of Meningitis" message at Comfort High School during the month of August. I used the "Voices of Meningitis" information as part of an educational bulletin board message in the school cafeteria area. Also I displayed the literature in the school clinic and used it to discuss the importance of vaccination with students and parents. During the Comfort High School student registration on August 12th and 13th, I met and talked to parents about the importance of vaccinating their child in order to prevent the disease. Information in both English and Spanish was displayed on a registration table at the entrance of the high school building. Low cost or free vaccinations were offered with the Texas Vaccines for Children program to eligible students. If a student needed vaccinations for school enrollment, I encouraged the meningitis vaccination too. Several meningitis vaccinations were administered at this time. For the "Voices of Meningitis" initiative, I reached 100% of the parents who attended the school registration. A teacher who chose to have her son vaccinated said she was "glad to work with a school nurse that informed me about meningitis. I knew right away the thing I should do was to have my son vaccinated. Now I am worry free from the horrible effects of the disease."</p>
04. Campaign Materials Used	;04;05;06;
06. Key Learnings	<p>I learned that the personal appearance and message of the meningitis survivor is a powerful way to present the prevention "Voices of Meningitis" message. I increased my knowledge about the disease and my desire to be part of the program. The meningitis survivor gave meaning to her illness by talking to health professionals and educating school nurses. I learned that meningitis can cause amputations of feet and fingers. I did not know this before the presentation. I learned that it takes something special to encourage me to add additional things to my already hectic beginning school year schedule. The meningitis victim speaker was the catalyst for me to make the commitment to promote meningitis education and prevention. During registration, I talked to parents and students about the meningitis vaccination during the vaccination record review. It was easier to promote the meningitis vaccination for a child already getting another required shot. I learned the vaccination is not painful and doesn't make the arm sore. The back to school vaccination clinic visit was a good way to meet parents and offer nursing expertise about health issues including meningitis. For students and parents new to the district, it was a good way to introduce myself and develop a relationship. The school registration days are an important way to meet, greet, and offer vaccination administration services to parents.</p>

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1466

Dorothy E. Lindner, RN, MSN

01. Date of Activity	12/07/2010
02. Location of Activity	Comfort High School, Comfort, TX
03. Description of Activity	<p>On November 16th, I attended the Region 20 Texas School Nurse Organization Fall meeting and Dr. Eric Benning, from Atlanta, Georgia, was the guest speaker. The presentation was on the topic "Voices of Meningitis – Burden of the Disease". I learned specifics about the disease, the pathophysiology, the risk factors, and the national statistics about meningitis. My enthusiasm for the NASN "Voices of Meningitis" was renewed. During this school year, I have been talking with parents and encouraging vaccination. I have had success, but I knew I could do more. So, I spoke with our Health Science teacher to arrange for classroom presentations about meningitis and the importance of getting vaccinated. She agreed and we planned a "Voices of Meningitis" presentation for all of her classes. On December 7th and 8th I taught the classes using the teaching strategies of lecture, discussion, and handouts. Also, I used the "Voices of Meningitis" DVD with the public service announcement and the spokesperson testimonials. The personal testimonial of the 19 year old survivor was inspirational. The messages from the parents who lost a child were heartbreaking. The students were impressed by these personal stories and the serious complications and medical problems. Also last spring, in Texas, a new law was passed requiring meningitis vaccination for all first time college students living in campus housing. During the class I informed the students of this new law and discussed the different ways to make sure they were vaccinated; private physicians, local clinics, and the Texas Vaccines for Children program. My goal is to ensure all the high school students are vaccinated with an emphasis on the college bound seniors. Since the classes earlier this month, one student told me she has already received the vaccination. Another student told me she had spoken to her parents about the importance of getting the vaccination. And several students have asked for the Texas Vaccines for Children paperwork so I can administer the vaccination in the school clinic. I know the "Voices of Meningitis" message is being heard by our Comfort High School community.</p>
04. Campaign Materials Used	;01;05;06;07;15;
05. Other Materials Used	Voices of Meningitis spokesperson testimonials DVD
06. Key Learnings	<p>During the classroom presentations, I realized the messages from the "Voices of Meningitis" DVD are powerful and grabbed the attention of the students. Real people talking about their story and the devastating effects of meningitis are a message that cannot be ignored. During the classes, some students cried and all of them listened attentively. The students were impressed by the rapid progression and severity of the disease and they asked relevant questions. Although the testimonial messages on the DVD were developed for parents, they are appropriate for these high school students. I learned that high school students, with the input from parents, make many of their own health care decisions. The decision to be vaccinated is one of them. The poignant messages on the DVD got the attention of the students in a way that a lecture method does not. The Health Science teacher said, "If it gets them in the heart, I think it affects them. The students are talking about it and the word will get out." I agree with her that personal stories are the best motivator for the students. I learned that a multifaceted teaching approach with lecture, media, and fact sheets is the best way to grab the attention of the students. I learned that I feel proud to be part of this effort to keep our Comfort ISD kids safe from the devastating effects of Meningitis.</p>

## Campaign Materials Key:

01. Template school nurse presentation	08. Template letter to editor
02. Template parent presentation	09. Template newsletter article/listserv e-mail
03. Parent letter	10. Template state mandate letter
04. Posters	11. Report card sticker
05. Brochure	12. Web site widget
06. Fact sheet	13. Template letter to local community organizations
07. Public service announcement	14. Template letter to local public health officials
	15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1468

Kathryn H. Pickering, RN

01. Date of Activity	12/15/2010
02. Location of Activity	School, community center, and neighbors
03. Description of Activity	I sent home the fact sheet and passed out the information in at least a dozen places, but did anyone get the vaccine? You can imagine how I felt when my follow-up calls and visits netted about a dozen people who got the vaccine. I had expected at least 100 or so. I learned that factors that kept people from getting the vaccine were cost, if you are over 18 in Jackson County the vaccine costs \$125.00, not enough time to go to get the vaccine, it's a rare disease people didn't feel a need to get the vaccine. I started making plans to get the information out again and to talk with parents and neighbors one more time.
04. Campaign Materials Used	;06;
06. Key Learnings	It is not enough to have a parent meeting or send home educational information. We need to follow-up with phone calls and visits. We need to let our student and friends know we care about them and help them get where they need to be, if that is what it takes. I learned to get over my disappointment of a poor result, inspite of my hard work and develop a new plan. I came to realize that school nursing doesn't have to only take place in a school, however when speaking with individuals outside of school I did always introduce myself as a school nurse. This project did give us the opportunity to let people know about meningitis as well as the importnat role school nurses paly in disease education. I am glad I had the chance to be part of this campaign.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1469

Deborah Gregor, BSN, RN

01. Date of Activity	10/09/2010
02. Location of Activity	Keller High School, Keller, TX
03. Description of Activity	<p>Deborah Gregor BSN, RN</p> <p>Several years ago, as a new school nurse, I experienced the death of a ninth grade student on the last day of school. I will never forget the mother calling to say that her son would not be at school for his final exams because he had died the night before after being ill for less than 24 hours. The following school year I organized an immunization clinic through the health department and targeted seniors. We sent out letters to all the seniors about meningitis. It was advertised in our school newsletter and through word of mouth. Even though the cost was \$100 and we had to have enough students to open a 10 dose vial we vaccinated 40 students that year. I continued this push for the next several years until the health department called in 2007 and informed me that the state of Texas had added the meningitis vaccine to their list of outreach vaccines and we could offer it for \$14.00. With great joy I advertised this through morning announcements, the district and campus newsletter, letters to seniors and through groups in the school such as the Band Boosters and Choir Boosters. We vaccinated 135 students that year. Two years ago the state of Texas required the vaccine for college freshman to live in dorms and seventh grade students to enter their seventh grade year. For the last 2 years I have had parents call and ask when we are having this clinic.</p> <p>On December 9, 2010 I organized my first immunization clinic of the year. We did our usual advertising as well as information about the new laws. When students come to pick up their permission form for other vaccines we encourage them to take a form home for the meningitis vaccine as well. Most parents take advantage of the opportunity even those who are not seniors. I have also organized clinics for the other high schools in our district and by 2015 every student in our school district will be immunized against Meningitis!</p>
04. Campaign Materials Used	;03;05;06;07;09;10;15;
05. Other Materials Used	CDC and local health department information; School and district newsletters
06. Key Learnings	I have learned that education is so important in this disease because it is not that common. When parents learn how deadly it can be in such a short time they do not care how much it costs. Learning the facts and statistics about this disease has opened my eyes and also the eyes of those that I am trying to educate. Once the parents were made aware of the facts, they became a source of advertisement. They made sure all their friends with children knew about the disease and how to get them immunized. I also learned that working closely with the local health department can make things happen, so that everyone can have access to the vaccine at a price they can afford. Working with the local agency can also make a difference getting laws passed statewide. Texas was one of the first states to make meningitis vaccine mandatory for students.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1470

Laura L McKenna, RN, BSN, MBA, MHA,BC

01. Date of Activity	12/01/2010
02. Location of Activity	Spring Woods High School, Houston, TX
03. Description of Activity	<p>We reviewed the immunization status of all of the high school seniors, many of whom plan to attend college in the fall of 2011. Of 446 students, 357 had not received the meningitis immunization per the history provided to the school. We prepared an informational letter for the school newspaper, Tiger Times, and a letter for parents to inform them about meningitis and how teens can be protected through vaccination. We also provided each student with a copy of the "Voices of Meningitis" brochure and a form recommending that they get the vaccine. This was given out to each student along with information about where they could get the immunizations for free in our local area. Each student was given a brief description about meningitis and the benefits of vaccination as they were given the packets prepared for them. Students were asked to return a form with the date and provider when they receive the immunization. Information was also placed on the school clinic web page for parents and students to access.</p>
04. Campaign Materials Used	;03;05;09;12;
06. Key Learnings	<p>Informed students and parents want to receive the immunization. Students are returning the forms with newly acquired vaccinations. Although we did this initiative December 1, we have had returns. We also expect that many students will receive this vaccination over the school break. Parents who called the clinic with questions stated they would get this vaccination over the school holiday. We will be able to report on our success with numbers of immunizations obtained at a later date.</p>

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1473

Carrie A Clarke, RN

01. Date of Activity	10/26/2010
02. Location of Activity	Axtell Park Middle School, Sioux Falls, South Dakota
03. Description of Activity	<p>I became passionate about trying to increase the South Dakota immunization rate for meningococcal disease after learning more about the disease via the Voices of Meningitis campaign. Currently, South Dakota has a 24.9% rate of meningococcal vaccination among adolescents 13-17 years of age. I began my journey by wearing the "Ask me about Voices of Meningitis" button on my lanyard everyday to work. I've had numerous people ask me what the button is about, so I told them about meningitis, the higher death rate for young teenagers, and how they can prevent the disease. On October 26th, 2010 I sent a copy of the Voices parent letter home with my fifth graders to educate parents about meningococcal disease. In December, the Voices parent letter will be in my middle school's newsletter and that will reach approximately 755 homes. On October 27th, 2010 I presented the Voices PowerPoint (with video clips) to my middle school staff. Approximately ninety staff members were present. I had several staff approach me after the presentation asking for the name of the vaccine so they could make sure their children were vaccinated. My next plan was to show the Voices presentation during the three evenings of parent-teacher conferences. The conferences were held in the gym so I had access to every parent that came to conferences. The first night of conferences I showed the PowerPoint on two lap tops sitting on a table. The second night I wanted to try something different, so I projected the presentation on the wall in the gym with the volume turned up. On the final night of conferences, I ran the presentation on the wall and I also displayed the video clips intermittently throughout the evening. One of my final tasks entails sending the Voices fact sheet home with the 8th grade report cards and the Voices brochure home with the 7th grade report cards. Within the next two months I plan to show the Voices presentation to my fellow school nurses so they can start educating parents that they come into contact with on a daily basis.</p>
04. Campaign Materials Used	;01;02;03;05;06;
06. Key Learnings	<p>I initially did not know where to start with this project since I had numerous ideas and goals of what I wanted to accomplish. Eventually I figured out the best way to relay the information to the families that I work with, and I came up with a plan. We usually have over 70% of our parents attend conferences so I decided to start there. I ordered Voices materials, but unfortunately they came later than expected. I did what every school nurse does in that situation....I came up with "plan B". I plan to continue with my new found passion, and educate parents about meningitis in everyday contacts I have with them.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1475

Christine Chapman, RN

01. Date of Activity	08/05/2010
02. Location of Activity	Russell Elementary School, Health Fair, Hazelwood, Mo.
03. Description of Activity	<p>During the 2010 NASN Annual Conference I met Tyler Johnson, a meningitis survivor. Meeting Tyler in person created a life changing moment for me. To someone so young with so much courage and spirit was humbling as well as inspiring. Upon returning from the conference in Chicago, I outlined a plan and assembled materials. I also watched the "Voices" videos with my family, and within a week my granddaughters were vaccinated during their school physicals. I created a portable kit which included a large presentation board, a bear wearing a "Voices" button to use as a mascot as well as copies of Voices educational materials sorted them into labeled folders. The presentation board utilized the posters, brochures and fact sheet. On Aug. 5th, I began with my fellow district nurses and was able to use a large projection screen to show the "Voices" videos. Tyler and his mom made a bigger impression than I ever could have. I made sure each nurse had a packet including the PowerPoint, a button and the website to order "Voices" materials. I encouraged all to get on board and spread the message. After speaking to my principal, I was able to show the video and hand out materials to staff at our first meeting on Aug. 10th. Feedback was positive and relevant questions were asked. On Aug. 14th, our district had a health fair where I set up the display board and bear and handed out materials. I had my computer so I could show the video at intervals through the afternoon. On Aug. 24th and 26th, I again used the display board, mascot and materials at "Meet the Teacher" and "Open House" nights. Feedback from parents was positive. Several returned to me asking questions after reviewing the fact sheet. I keep a button pinned to my purse at all times and I have frequently been asked about it while running errands or standing in checkout lines. You never know who you may touch. By speaking out, Tyler, his mom and all in the video are saving lives. When I see the video now, I don't see victims, I see heroes.</p>
04. Campaign Materials Used	;01;
05. Other Materials Used	Project Board, Stuffed Bear
06. Key Learnings	<p>I am fortunate to have a supportive principal who values a health professional in a school setting. He was, however, concerned about time constraints in presenting to staff members. I used the video to persuade him and he was convinced of the value for our staff and the importance of the message. I have learned to look out for opportunities to share this information. In review, I would develop a follow-up for fellow nurses in my district. I also think I can do more to raise awareness by networking and contacting nurses in local colleges so materials could be distributed to incoming freshmen.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1478

Lynne Marie Dawson, RN

01. Date of Activity	08/02/2010
02. Location of Activity	Shelby East, Memphis, TN
03. Description of Activity	<p>On August 2, 2010, I gave PowerPoint presentation on meningococcal disease and the vaccine to all of the school nurses in our district during the School Nurse In-service Week at Shelby-East in Memphis, TN. I had attended the 42nd Annual (NASN) Conference in Chicago and had contact information for our local Challenge Champion. With her assistance I was able to obtain enough posters, brochures, fact sheets and post cards for all of the school nurses to "paint" each of their schools with Voices information. I spoke with my School Health Supervisor, Kathleen Johnston, RN, MS, regarding my desire to present the information and she was agreeable and supportive. Furthermore, the presentation was timed to be given the day before school registration day. The Shelby County School district requires that every student register at the school in which they will attend. Therefore students would be present as well as their parents! What a great opportunity to share our information. Approximately 50 school nurses were in attendance at the in-service. Approximately half were newly hired to the school nursing program. During the meeting I used the Template school nurse presentation to review the disease and the vaccine information. I was also able to supplement the presentation with a hand out with the names, addresses and operating hours for local clinics that provided the vaccine. I had also been in touch with the Immunization Supervisor for the Shelby County Health Dept. and obtained approximate cost information for the vaccine for those not on Medicaid. I was able to download the "Voices of Meningitis" public service announcement from the NASN website which I played for the other school nurses. I also shared information regarding the Voices of Meningitis Challenge campaign, and the possibility of winning a trip to the 2011 NASN Conference in Washington DC. I provided them with the NASN website address to obtain more information. The brochures, posters, post cards, fact sheets were passed out to all school nurses at the end of the presentation.</p>
04. Campaign Materials Used	;01;04;05;06;15;
05. Other Materials Used	Hand out of local clinics addresses and operating hours
06. Key Learnings	<p>I was very enthusiastic about the Voices Challenge and eager to share my excitement. The newer nurses were a bit over-whelmed with all of the information that they had been given during the in-service and required more time with the details of how to carry out awareness efforts. I was also anxious to demonstrate to the Health Department Administrators how school nursing was a vital component of Public Health. I felt that the Voices Challenge would be a great demonstration of that connection. However, I did not do enough to inform the administrator of my desire or plans and therefore it went largely unnoticed. In retrospect I wish I had done more on that level.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1479

Lynne Marie Dawson, RN

01. Date of Activity	08/03/2010
02. Location of Activity	Arlington High School, Arlington, TN
03. Description of Activity	August 3, 2010 was School Registration Day for Shelby County Schools. In Shelby County, all students must register at the school which they will attend on School Registration Day. I am the school nurse for Arlington High School which is the largest public school in Tennessee and growing – the previous year our census had reached 2,200 students. I obtained permission from our school principal and obtained a “booth” to set up for a busy school registration day. Among many the articles necessary for School Registration Day, I had Voices brochures and fact sheets as well as a handout of the addresses and the operating hours of local clinics that provide the vaccine available for pick-up at my booth. I also had a Voices DVD on continuous play at my booth during the course of the day. The DVD attracted a lot of attention and many parents had questions about the disease and vaccine. Most were satisfied with taking one of the brochures and/or fact sheet for later reading. One of my parents whom I have known for several years and know that she is very strongly opposed to vaccinating her child watched the video and had some questions. I’m not sure what she was thinking, but I do believe it had an impact on her.
04. Campaign Materials Used	;04;05;06;
05. Other Materials Used	Handout of addresses and operating hours of local clinics that provide the vaccine. DVD of Voices of Meningitis videos
06. Key Learnings	Registration Day ended with over 2,400 students being registered. I learned that it was hard to provide adequate attention to the Voices campaign during such a hectic time and was grateful for the handouts and the DVD. Also, the parents believed that their child had received the vaccine, but were not sure. Were they confusing it with the Hib vaccine? Since the vaccine is not a required vaccine for entry into our school system, I did not have a record indicating whether the student had received the vaccine either.

## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1480

Lynne Marie Dawson, RN

01. Date of Activity	08/07/2010
02. Location of Activity	Memphis Grizzlies Athletic Center
03. Description of Activity	On August 7, 2010 I participated in the Memphis & Shelby County Health Dept. TenderCare Program Health Fair. Approximately 350 citizens attended the Health Fair. I placed brochures and fact sheets on the table. A couple of the posters were displayed across the front of my table/booth. Also set up my laptop computer to play the Voices videos. A bowl of snacks were also placed as an incentive to visit the booth. The organizers of the event were giving away prizes to the attendees if they attended all of the booths – so I had several visiting my booth. Overall feedback was positive.
04. Campaign Materials Used	;04;05;06;07;
05. Other Materials Used	Voices DVD
06. Key Learnings	The environment was very noisy and difficult to hear the DVD. However, many parents had questions and showed concern regarding the disease and the vaccine. Some said they were going to check with their doctor to see if their child had received the vaccine.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1481

Lynne Marie Dawson, RN

01. Date of Activity	10/14/2010
02. Location of Activity	Arlington High School, Arlington, TN
03. Description of Activity	<p>On October 14 I participated in my school's "College and Career Night" by having a booth titled "College Health." I spoke with the guidance counselor regarding the possibility of participating in this event after she had shared with me that many parents had questions regarding college requirements for vaccines etc. Approximately 1,500 people attended the event. During the night I used the Voices videos and a another DVD titled "Meningitis: A Disease A vaccine". I also had a display board that included CDC's vaccine recommendations, and the VOM fact sheet. I had a Voices posters displayed on the wall behind my booth. There were posters, brochures and fact sheets available for pick up as well. I had several parents say they had heard of meningitis before, but not that it could kill a child in hours. I was able to explain that there are several types of meningitis and not all advanced as quickly. They voiced their appreciation for the information. Many said their child was already vaccinated.</p>
04. Campaign Materials Used	;04;05;06;07;
05. Other Materials Used	DVD: Meningitis: A Disease A Vaccine and Voices DVD
06. Key Learnings	<p>I learned that several parents did not understand that there was more than one type of meningitis. Nearly all of them were not certain if their child had received the vaccine or they believed that since they had all of the required vaccines their child was covered. (The vaccine is not required in Tennessee.) There was some resistance to hearing that their child may need another vaccine, but were appreciative of the information. Many of the attendees thought that I was another college for health careers as well. I may talk with the school's counselor prior to next year's event to set up an area for those of us who are not a post-secondary institution, so that there will be less confusion regarding our purpose for the event. Even though I had the brochures and handouts available, I wish I had done more to promote the event in advance.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1482

Lynne Marie Dawson, RN

01. Date of Activity	08/19/2010
02. Location of Activity	Arlington High School, Arlington, TN
03. Description of Activity	Met with the PTSA's Health and Safety Officer regarding an article to put in the PTSA's newsletter. Shared the brochure and some information regarding the Voices campaign and the impact on the students affected with the disease. The Health and Safety Officer has a "spot" to fill in the newsletter and was excited to be able to have important and pertinent information to place in the newsletter.
04. Campaign Materials Used	;05;06;07;
06. Key Learnings	The Health and Safety Officer was very excited to write the article, but in retrospect I wish I had shared the newsletter template with her.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1483

Lynne Marie Dawson, RN

01. Date of Activity	08/09/2010
02. Location of Activity	Arlington High School
03. Description of Activity	Placed posters in key locations as allowed by principal as well as in the clinic. The clinic also has a posting of the addresses and operating hours of clinics that provide the meningitis vaccine. Showed the Voices videos or the DVD "Meningitis: A Disease A Vaccine: in the waiting area of my office to be seen by students waiting to be served. It is on "continuous play" so that it continues even though I may be occupied with my duties. Brochures and Fact sheets are available for pick up in the waiting area. Approximately 40 students are served in the clinic on a daily basis. Many of them who saw the DVDs asked some questions. Few pick up the brochures or fact sheets. Most are not sure if they've had the vaccine.
04. Campaign Materials Used	;04;05;06;07;
05. Other Materials Used	Voices Videos and DVD "Meningitis: A Disease A Vaccine"
06. Key Learnings	Sharing the information with the students does not guarantee that their parents will get the information. Though I have raised the student 's awareness of the disease and the availability of the vaccine, I have not reached the ones who could assure that they get the protection they need. I need to increase my effort to get information to the parents.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1467

Gail Littlejohn Steele, RN,BSN

01. Date of Activity	12/03/2010
02. Location of Activity	High School News Letter, Brownsville, TN
03. Description of Activity	<p>On December 3, 2010, I e-mailed information to the high school principal and asked if I could submit some information about meningitis in the next school newsletter. She agreed and I emailed her information about how the National Association of School Nurses' Voices of Meningitis educational initiative encourages parents to vaccinate their preteen and teenage children to help protect them from meningococcal disease, a rare but serious bacterial infection that can cause meningitis and take the life of a child in just a single day. Preteens and teens are at increased risk of getting meningococcal disease, which is potentially vaccine-preventable.</p> <p>I explained what age groups the Center for Disease Control and Prevention (CDC) recommended to be vaccinated and encouraged them to talk to their child's health-care provider at their next visit about meningococcal vaccination or visit <a href="http://VoicesOfMeningitis.org">VoicesOfMeningitis.org</a> for more information. I used information from the Voices of Meningitis website and fact sheets. I displayed a poster at the high school as well. I had one parent come and ask me if I thought her children should get the vaccine since they were going to college, and I told her "yes. " She made an appointment for both of her children to receive the vaccine.</p>
04. Campaign Materials Used	04
05. Other Materials Used	fact sheet
06. Key Learnings	<p>I thought the staff member was not going to publish the information I gave her because she was concerned the community would think we had a case of meningitis in our school district, but after I shared with her the information and the importance of educating the public, she agreed to let me distribute the information. I need to be more assertive about medical issues the next time I approach school personnel and give them all the information available to help alleviate any concerns. I look forward to educating more students and parents in the future.</p>

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1491

Cynthia A. Murphy, RN

01. Date of Activity	12/20/2011
02. Location of Activity	Main Street Middle School Newsletter
03. Description of Activity	<p>I put Voices of Meningitis on my to do list, but kept putting it off as I couldn't come up with a time efficient and effective way to get the message out. In October, a friend's 14-month-old baby girl was in critical condition with meningitis. She recovered, but was left with total hearing loss in one ear and moderate to severe hearing loss in the other. She now has hearing aids and a life long disability. It was not possible to positively identify the strain of meningitis this child had. This case inspired me to discuss the of meningitis and importance of vaccination. On December 2010, I submitted the following in the school newsletter that is mailed out to all families: Immunization Information regarding NON-mandated Meningococcal Vaccine: Although not mandated by the Vermont Department of Health, The Centers for Disease Control and Prevention (CDC) recommends meningococcal immunization for all adolescents 11-18 years of age, college freshmen living in dormitories, children 2 through 10 years of age who are at increased risk or if elected by their health-care providers and parents. Meningococcal disease, commonly known as meningitis, is a rare but potentially fatal bacterial infection that can occur among teenagers and college students. Teenagers and college students are at increased risk for meningococcal disease compared to the general population, accounting for nearly 30 percent of all U.S. cases annually. Meningococcal disease can be misdiagnosed as something less serious, because early symptoms like high fever, severe headache, nausea, vomiting and stiff neck, are similar to those of common viral illnesses. The disease can progress rapidly and can cause death or permanent disability within 24 hours of initial symptoms. Up to 83 percent of all cases among teens and college students may potentially be prevented through immunization, the most effective way to prevent this disease. A meningococcal vaccine is available that protects against four out of five strains of bacterium that cause meningococcal disease in the U.S. Please consider discussing this with your child's health-care provider or visit the CDC website at <a href="http://www.cdc.gov">www.cdc.gov</a>.</p>
04. Campaign Materials Used	06
05. Other Materials Used	Collaboration with school principal
06. Key Learnings	Although the school district has a policy not to distribute information from outside sources, the principal was willing to publish the information I had composed for the newsletter.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1499

Melissa Bird, RN, ADN

01. Date of Activity	01/06/2011
02. Location of Activity	St. Rose Elementary and Albert Cammon Middle School
03. Description of Activity	With the holidays over it's time to hit the ground running on upcoming and past due immunizations in my schools. I first searched our state data base to see which students had outdated records. Then I prepared packets to send home including the Voices of Meningitis fact sheet and an upcoming Shot bus location offering FREE immunizations to students. I sent this packet home along with a phone call to parents and guardians to be sure that they received the information. When I brought the students in to distribute the packets I spoke with each one individually on the risks of meningitis and about the vaccine.
04. Campaign Materials Used	06
06. Key Learnings	What I learned today as I called some of the parents about their child needing the vaccination was that only a few parents knew that the meningococcal vaccine was required in our state for all 11-year-olds. I was also amazed how the students were so interested in learning and about meningitis and the vaccine to help prevent it.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1502

Patricia L. Gomes, RN, BSN, MEd

01. Date of Activity	03/20/2007
02. Location of Activity	El Capitan Middle School, Fresno California
03. Description of Activity	<p>Meningitis Outbreak! A Middle School in my district experienced an outbreak of bacterial meningitis in 2007 when three students were diagnosed within a few days. Health Services took the lead in collaborating with the public health department in an effort to provide prophylactic medication to 92% of the student body and 97% of the staff at the exposed school. As the emergency unfolded it was determined immediate action was needed to protect students and staff at the school from further exposure. School nurses worked with district administration to devise a plan in less than 8 hours notice to provide prophylaxis to all 800 students and staff at the school. Using the district Emergency Plan an Incident Commander in collaboration with district school nurses identified key district personnel and services needed for the event. Coordination of resources with the community health department and Centers for Disease Control and Prevention was critical. Key roles included specific school nurses assigned to facilitate collaboration and communication with the health department personnel insuring smooth running of the medical clinic, school nurses to assist health department personnel in case management, identification of contacts and a school nurse to supervise the overall clinic details, staffing and supplies. In addition, district school nurses assisted the clinic with registration, assessment and vaccine distribution. Several areas were revealed as critical to success. We focused on clear, consistent, open and efficient lines of communication with parents, students, district staff, board president, superintendent, and community agencies to reduce fear and anxiety. Communication also included use of translators. Staff were assigned to clinic areas where they had the best experience and included all district staff and leadership students providing a familiar environment to families. Computerized data systems allowed ongoing review of the effectiveness of our plan and allowed us to modify procedures as needed for increased effectiveness.</p>
04. Campaign Materials Used	15
05. Other Materials Used	CDC letters, posters, information sheets
06. Key Learnings	<p>Collaboration and communication were essential to successfully keeping all players informed and to reduce anxiety. Communication included parent letters, phone calls, media blurs, websites, and daily debriefings. School nurses played key roles in case-management at the school site, serving as clinic coordinator with the health department, and overall program management to coordinate media messages, supplies, staffing and assessment of program. For more information: See ACSA Leadership article "Planning for School Success" March 2008 Vol 37, No.4 written by Smith/Gomes/Ashlock</p>

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1522

Denise T. Bishop, RN, BSN

01. Date of Activity	04/16/2011
02. Location of Activity	Hopper Middle School, Cypress, TX
03. Description of Activity	<p>On Saturday, April 16th, our school will be hosting a Spring Health Fair at Hopper Middle School. The purpose of the health fair will be to educate and bring awareness to our community about health-care issues and services that are available. Some of these issues include educating the community about healthy blood pressure, healthy nutrition, diabetes prevention, dental health, and the importance of vaccinations. I will have several health professionals who have offered their time to attend and provide information about their services. One booth that I plan to have is an exhibit about meningitis disease and the importance of immunizations. I will have a tri-fold exhibit with the Voices of Meningitis posters displayed. This particular booth will be inside the gymnasium. Part of the exhibit will have the Voices of Meningitis website and I will play the personal stories page to visitors at the booth. I will display a list of common causes of the spread of meningitis, early warning signs and symptoms as well as the need to seek immediate medical treatment. Other offerings at this booth will be parent letters, Voices of Meningitis brochures and fact sheets, as well as lists of free and low cost clinics offering the vaccine in our area.</p>
04. Campaign Materials Used	01;03;04;05;06;10;15
05. Other Materials Used	List of free or low cost immunization clinics
06. Key Learnings	<p>The state of Texas mandates that all 7th graders have the meningococcal vaccine for enrollment in school. My goal is to educate parents, students, and community members about the importance of preteens and teens getting vaccinated against this dreaded disease. Other key learnings I hope to accomplish is to educate the public on ways the disease is transmitted as well as early warning signs. Too often this disease is mistaken for the flu; and early intervention may help to save a person's organs, limbs, or even their lives. My school is a Title I school meaning it serves a mostly low socioeconomic population. Often times I am the only health-care provider a student might see in the course of a year. I hope to be able to bring awareness and action to my community and possibly save a life.</p>

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1536

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	06/08/2010
02. Location of Activity	Memphis, TN -- Radio-WRVR-FM
03. Description of Activity	As the incoming president of the Tennessee Association of School Nurses, I was asked to appear on a radio show in Memphis to discuss the low immunization rates in the Mid-South and Tennessee, as well as the potentially devastating consequences of this disease. The immunization rate in Tennessee is approximately 36%, and the purpose of the interview was to raise awareness about meningococcal disease, the seriousness of the disease, and why parents need to have their preteens, teens, and college-aged children vaccinated. I explained the signs and symptoms of meningitis, and why these age groups are particularly vulnerable to this disease. I was also able to explain action currently being taken by school nurses in the Mid-South to raise awareness about meningitis and to use school nurses as an informational resource for parents and students.
04. Campaign Materials Used	06
06. Key Learnings	I learned the importance of repeating key phrases about vaccination, and avoiding complicated answers that could easily confuse people during a fast-paced radio interview. The interviewer was interested in recognizing symptoms, and I continually repeated that symptoms can be similar to any viral illness, and that the illness progresses rapidly. Therefore, vaccination is the key to prevention.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1537

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	07/26/2010
02. Location of Activity	CBS Live at 9 Morning Show in Memphis, TN, Filmed at Peabody Place
03. Description of Activity	As a member of the Tennessee Association of School Nurses, I was asked to appear on a morning talk show in Memphis to discuss the low immunization rates in the Mid-South and Tennessee as well as the potentially devastating consequences of this disease. The immunization rate is approximately 36% in Tennessee, and the purpose of the interview was to raise awareness about meningococcal disease, the seriousness of the disease, and why parents need to have their preteens, teens, and college-aged children vaccinated. I explained the signs and symptoms of meningitis, and why these age groups are particularly vulnerable to this disease. I explained that with the beginning of a new school year, it was an excellent time to discuss vaccination with your health-care provider.
04. Campaign Materials Used	05
05. Other Materials Used	Fact Sheet
06. Key Learnings	A mother who had lost her daughter to meningitis also participated in the interview. Both interviewers asked several times about symptoms, and it was confusing to them that not all people will exhibit the exact same symptoms. I continued to reiterate that vaccination is the key to prevention.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1538

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	08/14/2010
02. Location of Activity	WMC-TV Saturday Morning Show, Memphis, TN
03. Description of Activity	I was asked to appear on a morning talk show in Memphis to discuss the devastating effects of meningococcal meningitis, the common signs and symptoms, and the availability of the meningitis vaccine. The immunization rate is approximately 36%. I provided facts for the viewers, and encouraged them to discuss vaccination with their health-care providers and school nurses. I explained the activities of the Tennessee Association of School Nurses, and its partnership with the National Association of School Nurses to raise awareness of the disease and vaccination. The segment opened with the Voices of Meningitis website and powerful stories from families and those affected by the disease.
04. Campaign Materials Used	06
05. Other Materials Used	Public Service Announcement shown by TV station before interview
06. Key Learnings	I stayed focused on the key message of vaccination and gave the average cost of the vaccine to emphasize the easy access and availability of the vaccine. I also re-stated answers to convey important messages and provide clarification to the listening audience.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1539

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	08/25/2010
02. Location of Activity	Channel 24, WPTY, Memphis, TN
03. Description of Activity	I was asked to appear on a morning talk show in Memphis to discuss meningitis. I informed the audience about the rapid onset of meningococcal disease and the potentially devastating consequences. I discussed the age groups most vulnerable to meningitis. I was able to discuss the work of school nurses in Tennessee to provide education and improve awareness about meningitis. The low immunization rates in the Mid-South and Tennessee are always a topic for discussion. The immunization rate is approximately 36%, and the CDC goal is 90%. August is the perfect time to get visit your health-care provider and get immunized before heading back to school to help protect your prettens and teens children against meningitis.
04. Campaign Materials Used	06
06. Key Learnings	I continue to learn that restating answers to limit confusion for the listening audience is very important. I continue to stay committed to the key messages about meningitis.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

<b>SubID: 1540</b>		Johnnie L. "Cindy" Hogg, RN, BSN
01. Date of Activity	09/21/2010	
02. Location of Activity	University of Memphis, Jazz Radio at 12 noon	
03. Description of Activity	I was asked to appear during a segment of the radio program at the University of Memphis to discuss with college age students the importance of being vaccinated against meningitis. The interviewer asked why students are not vaccinated, and that provided the opportunity to discuss the low immunization rates in the Mid-South and Tennessee, and the healthcare providers who can provide the vaccination at a low cost to students.	
04. Campaign Materials Used	05	
05. Other Materials Used	website given over radio	
06. Key Learnings	I try to quickly get the important message of vaccination out to the listening audience, and to break down any confusing questions into short sentences with a relevant message. This forum allowed me to focus on the college age and try to focus on issues that may keep them from receiving the vaccination. In the majority of cases, people are not aware, and once they are educated, they understand the importance.	

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1541

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	10/08/2010
02. Location of Activity	Memphis Magazine, Phone Interview-Memphis, TN
03. Description of Activity	As the incoming President of the Tennessee Association of School Nurses, I was asked to participate in a phone interview with Memphis Magazine to discuss the seriousness of meningococcal disease, and why parents need to have their preteens, teens, and college-aged children vaccinated. I answered several questions about signs and symptoms, consequences, and emphasized the importance of vaccination.
04. Campaign Materials Used	06
05. Other Materials Used	Brochure; website information
06. Key Learnings	I found that the phone interview was more difficult because I could not make eye contact and see that the interviewer understood me. It was more difficult also because I did not know what the finished product (magazine article) would look like until it came out in print.

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1542

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	10/20/2010
02. Location of Activity	First Baptist Church, Millington, TN
03. Description of Activity	I lead a class at my church about child-rearing, and often teach CPR and First Aid classes for various church groups. During this particular class, I provided information about meningitis using the brochures and fact sheet to discuss the seriousness of the disease. I also showed the videos of personal stories from the website to bring a more personal approach to the facts and information. My group of 18 consisted of parents of all ages, with children of all ages. There were lots of questions about why this vaccine isn't required, and how to approach the health-care provider with questions. Most people who attended were not educated about meningitis, and were shocked by how quickly it can take a life.
04. Campaign Materials Used	02
05. Other Materials Used	Fact Sheets, Brochures, website
06. Key Learnings	I learned that opportunities for sharing information about meningitis may present themselves in non-traditional settings, and parents are hungry for information to protect their children. I received several positive comments about the information and lots of discussion occurred.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

<b>SubID: 1543</b>	Johnnie L. "Cindy" Hogg, RN, BSN
01. Date of Activity	11/10/2010
02. Location of Activity	Annual Conference for Tennessee Association of School Nurses
03. Description of Activity	I spoke during a reception at the opening of our annual state conference. I gave out packets of materials from the Voices of Meningitis campaign, and explained the activities I had been involved in during the past 5 months. I used the template for the presentation, and I showed the video clips from the website and explained different ways these resources could be used by school nurses to raise awareness. I also allowed time for discussion, and creative ideas were shared by several nurses. I also had materials set up in the vendor area for school nurses to take as well as information on how to order more materials.
04. Campaign Materials Used	01
05. Other Materials Used	Parent letter, brochure, fact sheet, posters
06. Key Learnings	School nurses needed a forum for networking. Creative ideas were shared and lots of discussion occurred. There were several stories shared about how meningitis education occurred in the different districts across the state. Many school nurses had personal stories to share about students who contracted meningitis, and how devastated their schools were when a death occurred. They verbalized throughout the conference how much they enjoyed the reception and networking time. Participation and a willingness to share what worked was the highlight of the evening.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1544

Johnnie L. "Cindy" Hogg, RN, BSN

01. Date of Activity	12/07/2010
02. Location of Activity	Channel 24, WPTY-TV, Memphis, TN
03. Description of Activity	I was asked to return to the morning talk show on WPTY in Memphis to discuss meningitis again now that school has resumed. I repeated the information about the importance and availability of meningitis vaccination, and the devastating consequences of the disease. The age groups recommended for vaccinations were again highlighted. Viewers were encouraged to discuss immunization with their health-care provider and school nurse. Key facts were reviewed and a mother who lost her child was present to give her story and share the importance of vaccination.
04. Campaign Materials Used	06
05. Other Materials Used	website information
06. Key Learnings	The scheduled interviewer was out sick, and the show was taped with a person asking the questions and then taping my answers. It seemed more fragmented, and I found it more difficult than previous interviews. The interviewer had some confusing questions, and I was concerned that I might add to the confusion. I tried to answer the questions simply and emphasize the key messages to get vaccinated and discuss questions with your health-care provider.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1555

Diane M. Jackson, RN

01. Date of Activity	01/12/2011
02. Location of Activity	MD School for the Blind, Baltimore, MD
03. Description of Activity	Created an information bulletin board "Learning an Immunization a Month" and started with meningococcal vaccination
04. Campaign Materials Used	;04;05;06;
06. Key Learnings	Five strains of meningitis cause most cases in US. There is a total of 12 groups of Neisseria Meningitidis. MCV4 is preferred shot for ages 2-55 and MPSV4 can be used in its absence and protects for A,C, Y, W135 strains since 2005. There is a new vaccine against strain A which at this time is used for family members and other close exposures. The four Serogroups of Neisseria meningitidis MCV4 protects against are A,C,Y,W-135. There is no vaccine for type B yet.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1557

Diane M. Jackson, RN

01. Date of Activity	01/17/2011
02. Location of Activity	Washington State University, Pullman WA
03. Description of Activity	<p>Initially I had planned on doing the Voices of Meningitis Challenge in the Fall of 2010 after my daughter was admitted to Washington State University and I learned the only vaccines required were MMR. Oddly enough, at the same time I was about to begin my campaign Challenge, WSU's health and wellness center sent out a notice that said, "along with county public health officials, we are recommending that all students get vaccinated against meningitis or re-vaccinated if their last vaccine was more than two years ago." My daughter called me from WSU, wondering if she had been vaccinated 5 years ago, really needed a booster. I then began the following campaign: I emailed or spoke to the following people and told them my concerns at WSU, and sent them the <a href="http://www.voicesofmeningitis.org">www.voicesofmeningitis.org</a> website to use for free educational purposes. Ms. Adams, the Health Promotion Coordinator at WSU, Whitman County, WA Dept. of Health, Dr. Jessica Garcia, medical director at WSU Health and Wellness Center, Representatives Joe Schmick (Ranking minority leader), Susan Fagan, and Mark Schoesler from the Health Care and Wellness Committee of the WA State Government, in Olympia WA Trang Kuss, at WA State Dept. of Health. I also inquired from the following people: Dr. Garcia WA Dept of Health Donna Maczyk, MDSE, Ken Lull, Manager of Communications at NASN, CDC WA State Dept. of ED, Nichole Bobo, Nursing Education Director, NASN. 1) Who determines the college standards in each state for meningitis vaccine for incoming freshmen 2) Which states have regulations requiring vaccination for meningitis in college. 3) I passed on the fact that WSU was recommending a booster dose for anyone who had had the shot more than two years ago. I went to the websites given me by Donna Mazyck and Trang Kuss <a href="http://edcp.org/html/meningupdate.cfm">http://edcp.org/html/meningupdate.cfm</a>, <a href="http://www.meanctra.com/what-is-menactra-state-regulations-tool.html">http://www.meanctra.com/what-is-menactra-state-regulations-tool.html</a>, and <a href="http://www.immunize.org/laws/menin.asp">www.immunize.org/laws/menin.asp</a>. I now have access to names of states that 1) do not require meningitis vaccine 2) require it but don't ask for proof and 3) copies of their state law on meningitis vaccine policy.</p>
04. Campaign Materials Used	;15;

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# *Voices of Meningitis Challenge Case Study*

## 06. Key Learnings

What I learned: State Dept. of health governs recommendations for immunizations in state schools through high school, but not for institutions of higher learning. ACIP stands for Advisory Committee on Immunization Practices and makes recommendations to the CDC. The website <http://www.immunize.org/laws/menin.asp> can tell me what states are recommending colleges and has a host of free information. The requirements for college immunization rests with the Dept. of Health and Mental Hygiene. The Post Secondary Institution <http://edcp.org/html/meningupdate.cfm> is another link to information on college requirements. MCV4 is preferred vaccine for ages 2-55. MPSV4 is ok to use if MCV4 not available. I participated in the CDC-NASN survey. The ACIP is suggesting a booster of vaccine after 5 years up to age 21, but The local Dept. of Health in Whitman Co. WA had the ability to recommend one sooner. [http://www.menactra.com/what is menactra state regulations tool.html](http://www.menactra.com/what%20is%20menactra%20state%20regulations%20tool.html) gives all the states latest passed bill on menactra requirements for colleges. As of July 2009, fourteen states do not mandate MCV4 for colleges, and 21 that do mandate it do not require proof of vaccination, but most mandate information is giving out to all incoming freshmen living in dorms and their parents. Dr. Garcia, Ms. Adams, and Representative Schmick all said they'd look at the information at [www.voicesofmeningitis.org](http://www.voicesofmeningitis.org). Getting requirements passed for required immunizations in institutions of higher learning is a political process.

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## Campaign Materials Key:

- 01. Template school nurse presentation
- 02. Template parent presentation
- 03. Parent letter
- 04. Posters
- 05. Brochure
- 06. Fact sheet
- 07. Public service announcement

- 08. Template letter to editor
- 09. Template newsletter article/listserv e-mail
- 10. Template state mandate letter
- 11. Report card sticker
- 12. Web site widget
- 13. Template letter to local community organizations
- 14. Template letter to local public health officials
- 15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1559

Diane M. Jackson, RN

01. Date of Activity	01/29/2011
02. Location of Activity	MD School for the Blind, Baltimore, MD
03. Description of Activity	Having submitted two previous case studies I was inspired to make a chart of the states that do not require Menactra for incoming freshmen or do not require proof of vaccination. I also made a tripod poster of how to influence Lawmakers. Both will be presented at my next February 2011 staff meeting and displayed in our health suite.
04. Campaign Materials Used	;15;
05. Other Materials Used	One book, One magazine article
06. Key Learnings	I learned how to address government officials. Legislators like to know they are dealing with a constituent.

## Campaign Materials Key:

- |  |  |
|--|--|
| 01. Template school nurse presentation | 08. Template letter to editor                        |
| 02. Template parent presentation       | 09. Template newsletter article/listserv e-mail      |
| 03. Parent letter                      | 10. Template state mandate letter                    |
| 04. Posters                            | 11. Report card sticker                              |
| 05. Brochure                           | 12. Web site widget                                  |
| 06. Fact sheet                         | 13. Template letter to local community organizations |
| 07. Public service announcement        | 14. Template letter to local public health officials |
|  | 15. Other  |

# Voices of Meningitis Challenge Case Study

SubID: 1561

Georgene C. Westendorf, RN, BSN, NCSN, MPH

01. Date of Activity	03/07/2011
02. Location of Activity	Putnam City Middle Schools, Oklahoma City, OK
03. Description of Activity	<p>With the knowledge that the Tdap immunization was going to be required of all students entering 7th grade in the fall of 2011, it seemed a perfect time to also promote the meningococcal vaccine for this age group. To do this, the following steps were taken. Step 1: October 2010 - Presented a program to the PTA council on the diseases of meningitis and pertussis knowing that the school nurses would need the help of their school's PTA to conduct an immunization clinic in each of the middle schools. Step 2: October 2010 - Met with the middle school nurses to plan how to reach and educate parents on the importance of having their child immunized against these two diseases. The plan was formulated to meet with parents on parent-teacher conference night in February before or after their child's conference. The Voices of Meningitis information from NASN would be used. Laptop computers would be brought to each school to show the videos plus hard copies of information on Meningitis would also be made available. The nurses, including student nurses from two local universities would be there to answer questions and to help parents fill out the forms correctly. A list of parents that do not attend the conferences would be compiled after the conferences and information regarding these immunizations and clinics would be mailed to them. Step 3: January 2011 - Contacted the Oklahoma Caring Van, a coordinated project between the health department and Blue Cross Blue Shield, to set up times for the immunization clinics at the schools. Dates in March 2011 were reserved for the van to be at each middle school and immunize all students whose parents had completed the forms. Also, a letter was emailed to each middle school nurse detailing what the Health Services Office would do to prepare for the clinics and what the school nurses in each middle school needed to do. For example, the Health Services Office would print the consent forms; the nurses were asked to advertise the event in the school newsletter and on the school's web site.</p>
04. Campaign Materials Used	;04;05;06;
05. Other Materials Used	CDC VIS Statements for Meningococcal Vaccines, Voices of Meningitis pins
06. Key Learnings	<p>These are the key learnings so far: Many parents do not understand the disease of Meningitis and are not aware that there is a vaccine that can protect their child from it. Having all that are involved, the nurses and the student nurses, educated so that they can answer questions regarding meningococcal disease and vaccination is important. Our goal is to educate parents, not scare them. The response from parents on conference nights will determine how much more education regarding these immunizations will be needed to encourage parents to have their child immunized and protected from this disease.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other

# Voices of Meningitis Challenge Case Study

SubID: 1564

Mary Jo Beining, RN, BSN

01. Date of Activity	11/11/2010
02. Location of Activity	Parkview Middle School, Ashwaubenon, WI
03. Description of Activity	<p>On November 11 and 18, 2010, I strategically placed a table outside the main office of the school during parent/teacher conferences that had an appealing tri-fold display promoting meningococcal vaccination. A poster from the Voices of Meningitis campaign was used, along with fact sheets and brochures. On January 5 and 6, 2011, I was a guest speaker in 7th grade health class. The topic was the prevention and spread of communicable diseases. I used this opportunity to teach about immunizations in general. I discussed with the students about how vaccines work in our bodies. I used that discussion as a springboard for introducing meningitis, as it is a vaccination that is not mandated for school entry in the state of Wisconsin. I had students watch a brief video on meningitis that had personal accounts from victims of meningitis and/or their loved ones. It had a profound impact. At the end of class, I gave each student a brochure to take home to discuss with their parents.</p>
04. Campaign Materials Used	;04;05;06;
05. Other Materials Used	DVD: "Getting It: a Disease...a Vaccine" by the National Meningitis Association
06. Key Learnings	<p>Some interest was stirred from the display table, as a few parents brought questions to me later. However, the table was not "manned", and not many brochures were taken. I think there might have been more interest and opportunity for informing parents had I been present at the table to reach out to them and answer any questions. Teaching students about bacterial meningitis and the devastating effects it can have on an infected person was highly effective. Using this approach, the students became advocates for themselves! Providing each student with a brochure was a great way to help them start up a conversation with their parents. Many students told me that they had never heard of bacterial meningitis and that they definitely wanted to get the vaccine. Lastly, going forward, I feel using as many avenues as possible to inform parents and students about meningitis and the vaccination available will help to motivate participation in immunization. Later this spring I plan to send mailings home to the parents of every middle and high school student who is not immunized against bacterial meningitis to provide them with information about the disease and the vaccination.</p>

## Campaign Materials Key:

01. Template school nurse presentation  
02. Template parent presentation  
03. Parent letter  
04. Posters  
05. Brochure  
06. Fact sheet  
07. Public service announcement

08. Template letter to editor  
09. Template newsletter article/listserv e-mail  
10. Template state mandate letter  
11. Report card sticker  
12. Web site widget  
13. Template letter to local community organizations  
14. Template letter to local public health officials  
15. Other