



Meningitis for the Media

An Online Resource Guide



The following editorial calendar lists suggested story ideas for meningococcal disease and prevention throughout 2007. Please note that most story ideas focus on disease prevention among the high-risk groups of adolescents and young adults.

2007 Meningococcal Disease Editorial Calendar

January	February	March	April	May	June
<ul style="list-style-type: none"> • New Year's resolution – Fresh start to protecting your family's health • Feeling symptoms of the flu? – It could be meningitis • College transfers – Have you been immunized? • Take advantage of time at home – Schedule those immunization appointments! 	<ul style="list-style-type: none"> • Valentine's Day – Pre-teen/teenage dating: serious health caution of sharing kisses • Increasing troops in Iraq – What this means for health standards in close living quarters • Home schooling: Maintaining your child's vaccination schedules • Late Winter/Early Spring – Peak Meningitis Seasons 	<ul style="list-style-type: none"> • "Spring ahead" – Getting a head start on college to-dos; check your school's vaccination requirements • Keep your child healthy during "sports season" (can be used for any sport) • Public health concern – Officials recommend vaccination among teens and college students • March Madness – Don't "pass" meningitis on the basketball court 	<ul style="list-style-type: none"> • Preparing for summer vacation trips abroad – Find out recommended vaccines for your travel destinations • Ready for summer camp? – Before bunking up, learn about meningococcal disease • Spring break: Perfect time to schedule your pre-teen's routine physical and ask about recommended vaccinations • Disease in the dorm – Are you at risk? 	<ul style="list-style-type: none"> • A Mother's Wish – "I wish I had known" • Get vaccinated before final exams - immune system may be low • "It happened to me – it can happen to you:" One survivor's story to overcome meningitis • Meningitis vaccine – Add it to your list of protective sports gear 	<ul style="list-style-type: none"> • Proper dorm etiquette: Sharing is not always caring • Leaving Jr. High; Heading to High School – CDC recommends meningitis vaccination for those who never received it • Meningitis Vaccination: The best high school graduation gift • What your child's summer camp may not tell you – Get Immunized! • The best father's day gift – A protected child
July	August	September	October	November	December
<ul style="list-style-type: none"> • Infectious diseases in the community – How to protect yourself and your family • Preparing for back-to-school: Get vaccinated • Why meningitis strikes teens • A parent's worst nightmare – The story of an unexpected loss of a child • Another reason teens should not smoke: Cigarette smoking linked to meningitis 	<ul style="list-style-type: none"> • Your college checklist – Include meningitis vaccination • Don't take a shot with your child's health – Give them a shot to prevent meningitis • Important vaccines for teens including meningitis • Keep your child healthy during the back-to-school Fall sports season 	<ul style="list-style-type: none"> • Sometimes it's OK to not share – encouraging pre-teens to protect themselves by not sharing personal items • How close is too close? Certain group activities may put teens and young adults at risk for meningitis • Labor Day marks the end of summer – Keep your children healthy as they head back to school 	<ul style="list-style-type: none"> • Sibling Story – "I never imagined I'd have to grow up without my big/little brother/sister" or "I'll never forget the day I lost my best friend" • Sports physicals: A good opportunity to ask about meningitis prevention • Don't "Fall" Behind – meningococcal immunization recommended 	<ul style="list-style-type: none"> • November 15 is the Great American Smokeout: cigarette smoking linked to meningitis in teens • Giving thanks for our children's health – vaccination a key measure to keeping kids healthy during peak meningitis season • November is Child Safety and Protection month – talk to your child's doctor about vaccination 	<ul style="list-style-type: none"> • Winter is peak meningitis season. Are your children protected? • Keep your kids healthy during the holiday season • Is your child up-to-date on their adolescent vaccinations?