



It's About Time: Help Stop the Clock on Meningitis

is a disease awareness campaign led by the National Meningitis Association (NMA), in collaboration with Sanofi. Together, we're calling on parents of 11 to 12 year olds and 16 year olds, two critical ages when the Centers for Disease Control and Prevention (CDC) recommends vaccination. *It's About Time* encourages parents to have timely talks with their child and their child's healthcare professional about the MenACWY vaccine, as well as MenB and other important adolescent vaccines, and to get their children vaccinated.

ABOUT THE CAMPAIGN

Parents may not be able to stop the clock on their pre-teen or teen growing up, experiencing some of life's growing pains, like heartbreak or acne breakouts or to avoid asking the tough questions about challenging topics, however they can help to protect them from potentially deadly and vaccine-preventable diseases such as meningococcal meningitis.¹

This is why the *It's About Time: Help Stop the Clock on Meningitis* campaign is leaning into those times when parents and their kids have special milestone conversations about important things in life, one of those being the topic of vaccination.



As a parent to an 11 year old daughter, award-winning actress, mother and campaign ambassador Tiffani Thiessen will focus on the power of those necessary, yet sometimes challenging, conversations through a series of thought-provoking videos with exciting special guests.

The video series is aimed at helping to educate parents about meningococcal meningitis and how to have timely talks with their child about the importance of meningococcal and other adolescent vaccinations to help protect their current and future health.^{1,2}

WHY THIS MATTERS

Adolescents are at increased risk

for meningococcal disease. While rare, this disease can potentially take a life in as little as **one day**.^{1,3}

Vaccination is the best defense

against meningococcal meningitis, but nearly **1 in 10 pre-teens** do not receive their first dose of the MenACWY vaccine and approximately 50% of teens do not receive the crucial second dose at 16 years old.⁴

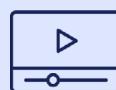
Take action today

to help stop the clock on meningitis, parents are encouraged to **talk to their child's healthcare professional** today about MenACWY vaccination, as well as MenB and other important adolescent vaccines.^{1,2}



Reminders

to schedule the 11-12 and 16-year **CDC-recommended and routine vaccine visit** for pre-teens and teens. When parents do, they'll be entered for a chance to have their own virtual chat with Tiffani*



Video series

to access special monthly content from Tiffani as well as **hear from survivors and families** who have been impacted and other special guests



Spread the word

Spread the word on social media using **#Time2TalkMeningitis**

* NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of the 50 United States or D.C., 18 years of age and older. Void where prohibited. Sweepstakes begin 6/2/22 at 9:00 AM ET and end 8/31/22 at 11:59 PM ET For Official Rules, prize descriptions and odds disclosure, [click here](#). Sponsors: Sanofi, 1 Discovery Drive, Swiftwater, PA 18370; The National Meningitis Association, Inc. (NMA), P.O. Box 60143, Ft. Myers, FL 33906

1. "Meningococcal Vaccination for Preteens and Teens: Information for Parents." Centers for Disease Control and Prevention, 10 October 2021, www.cdc.gov/vaccines/vpd/mening/public/adolescent-vaccine.html.

2. "Recommended Vaccinations for Children 7 to 18 Years Old, Parent-Friendly Version." Centers for Disease Control and Prevention, 17 February 2022. <https://www.cdc.gov/vaccines/schedules/easy-to-read/adolescent-easyread.html>

3. "Disease and Prevention Information." National Meningitis Association, <https://www.nmaus.org/disease-prevention-information/>.

4. "National, Regional, State, and Selected Local Area Vaccination Coverage Among Adolescents Aged 13-17 Years – United States, 2020." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 3 September, 2021.