



Parent **T**eacher **A**wareness

Educating About Adolescent Meningitis Prevention

A National Meningitis Association Call to Action Program

[COPY ONTO YOUR PTA'S OR SCHOOL'S LETTERHEAD]

SAMPLE RADIO PSA SCRIPT

Radio Public Service Announcement (PSA)
(:15-:30-:60- seconds)

:15 SECOND SPOT

LIVE COPY (ANNOUNCER):

ADOLESCENTS AND YOUNG ADULTS ARE AT RISK FOR A POTENTIALLY DEADLY DISEASE CALLED MENINGOCOCCAL MENINGITIS (PRONOUNCED MEN-IN-JO-KOK-UL MEN-IN-JI-TIS).

IMMUNIZATION MAY HELP PREVENT THE MAJORITY OF CASES. ASK YOUR DOCTOR ABOUT NEW RECOMMENDATIONS FOR VACCINATION.

FOR MORE INFORMATION, VISIT W-W-W- DOT-N-M-A-U-S-DOT-O-R-G.

A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY [INSERT PTA NAME] PTA AND THE NATIONAL MENINGITIS ASSOCIATION.

:30 SECOND SPOT

LIVE COPY (ANNOUNCER):

DID YOU KNOW THAT ADOLESCENTS AND YOUNG ADULTS ARE AT INCREASED RISK FOR A POTENTIALLY DEADLY DISEASE CALLED MENINGOCOCCAL MENINGITIS (PRONOUNCED MEN-IN-JO-KOK-UL MEN-IN-JI-TIS)?

THE CENTERS FOR DISEASE CONTROL AND PREVENTION RECOMMENDS MENINGOCOCCAL VACCINATION FOR ALL ADOLESCENTS 11 THROUGH 18 YEARS OF AGE. IMMUNIZATION MAY HELP PREVENT THE MAJORITY OF CASES IN ADOLESCENTS AND YOUNG ADULTS.

TALK TO YOUR CHILD'S DOCTOR ABOUT VACCINATION OR VISIT W-W-W- DOT-N-M-A-U-S-DOT-O-R-G.

A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY [INSERT PTA NAME] PTA AND THE NATIONAL MENINGITIS ASSOCIATION.

:60 SECOND SPOT

LIVE COPY (ANNOUNCER):

DID YOU KNOW THAT ADOLESCENTS AND YOUNG ADULTS ARE AT INCREASED RISK FOR A POTENTIALLY DEADLY DISEASE CALLED MENINGOCOCCAL MENINGITIS (PRONOUNCED MEN-IN-JO-KOK-UL MEN-IN-JI-TIS)?

IN FACT, ONE IN FOUR ADOLESCENTS INFECTED MAY DIE. ANOTHER 20 PERCENT ENDURE PERMANENT DISABILITIES INCLUDING ORGAN DAMAGE AND LIMB AMPUTATIONS.

THE CENTERS FOR DISEASE CONTROL AND PREVENTION RECOMMENDS MENINGOCOCCAL VACCINATION FOR ALL ADOLESCENTS 11 THROUGH 18 YEARS OF AGE. IMMUNIZATION MAY HELP PREVENT THE MAJORITY OF CASES IN ADOLESCENTS AND YOUNG ADULTS.

TALK TO YOUR CHILD'S DOCTOR ABOUT VACCINATION OR VISIT W-W-W- DOT-N-M-A-U-S-DOT-O-R-G.

A PUBLIC SERVICE MESSAGE BROUGHT TO YOU BY [INSERT PTA NAME] PTA AND THE NATIONAL MENINGITIS ASSOCIATION.