



Beacons of hope: using light to raise awareness

For World Meningitis Day 2024, the **Japan Child Meningitis Organisation (JaCMO)** lit up an iconic local landmark. They also used the day as an opportunity to engage school students and the local community. This project was funded by CoMO via the World Meningitis Day 2024 Advocacy Fund pilot.



Organisation

Japan Child Meningitis
Organisation (JaCMO)



Background

Civil society organisation
focused on preventing
meningitis in children



Location

Japan

Lighting up a landmark

The Japan Child Meningitis Organisation (JaCMO) were delighted when their request to illuminate Osaka Castle for World Meningitis Day was approved. For their first time participating in CoMO's "Light the road ahead"

campaign, getting their most widely recognised local landmark on board was a triumph.

JaCMO's lead-up social media posts explained their choice of lighting colour. For them, the citrus green shade represents a desire to achieve equitable health outcomes

for sufferers of infectious diseases such as meningitis.

Engaging students and locals

On 5th October, JaCMO held a workshop for high school students. Participants were given paper



lanterns to decorate, continuing the theme of light and hope. During the workshop, chairperson Miki Tanaka shared the personal stories of three families affected by meningitis, including her own. Vice-chair Dr. Hajime Takeuchi also gave a presentation about meningitis symptoms, epidemiological data and the national vaccine programme. This powerful combination of creativity, emotion and science helped to engage students and their teachers.

In the evening, JaCMO held a symbolic “light relay” event. The location was a running track on the roof of a shopping centre within

view of Osaka Castle. Students and families carried their decorated lanterns around the track, drawing the attention of shoppers. The lanterns were then lined up by the finish line, near a banner using the [Meningitis Flag](#) design, creating beautiful photo displays.

Media coverage

JaCMO used some of the project funding to print high-quality advance information flyers to distribute to local broadcasters. As a result, the events were featured on the morning news segment of local television station MBS, which has a broadcast area containing 22 million people.

JaCMO have combined the television coverage with their own footage to create an [overview video](#) giving a flavour of the special atmosphere they created.

Impact

The project successfully boosted awareness of both meningitis and World Meningitis Day in this region of Japan. Through television coverage with a potential reach of 22 million people, and a landmark lit up in a city of 2.7 million, JaCMO’s project gained considerable attention.

Further resources

- [JaCMO website](#)
- [JaCMO Facebook page](#)

Contacts

Meningitis Research Foundation:

- meningitis.org

Confederation of Meningitis Organisations:

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“The Advocacy Fund allowed us to get a school and commercial facility involved in our work. It also enabled us to hire a professional to record footage that we will use as a record and to raise further awareness in the future.”

Dr. Hajime Takeuchi, JaCMO vice-chair