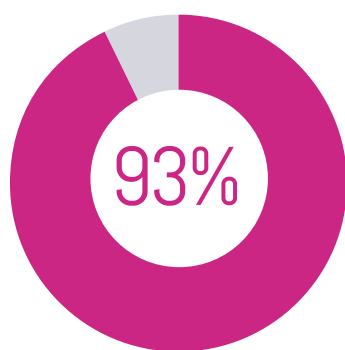


WHAT AUSSIE PARENTS NEED TO KNOW ABOUT MENINGOCOCCAL DISEASE



of Australian parents believe that they know what meningococcal disease is

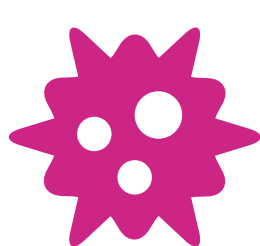


but nearly one in three (28%) Australian parents are not fully aware of key facts about the disease



22%

of parents recently surveyed misidentified the deadly bacterial infection...



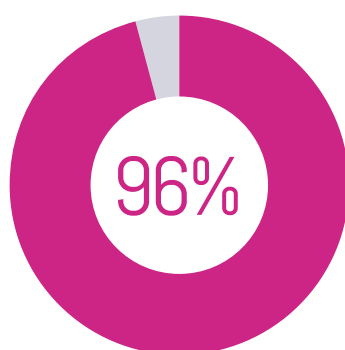
2% thought it was a type of cancer



16% thought it was flu



4% thought it was sunburn



of parents understand meningococcal disease is life-threatening however



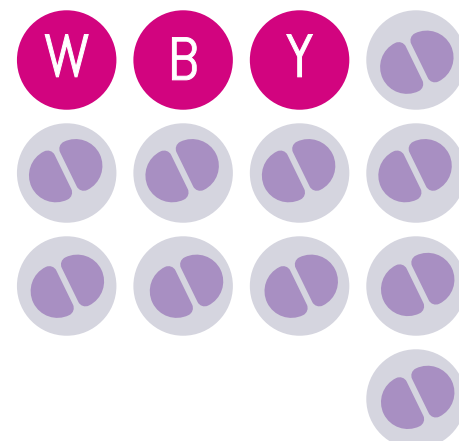
an average of 41% Australian parents are not aware of some of the more specific symptoms of the disease



Whilst rare, meningococcal disease can progress rapidly – resulting in death within 24 hours or serious long-term disabilities, including brain damage, deafness and limb loss



Globally, there are 13 different strains of meningococcal bacteria, of which, **three most commonly cause disease in Australia (B,W & Y)**



Almost a quarter (24%) of Australian parents do not know there is more than one strain of meningococcal disease

97%

of parents surveyed believe vaccinations are important because they help prevent disease

43%

of parents with a young child rely on their doctor for information about vaccinations



60%

of parents have not sought vaccination beyond the routine childhood vaccination schedule

46%

incorrectly believe that all strains of meningococcal are covered by routine childhood vaccination

When it comes to meningococcal disease, don't assume you know. Know.

Speak to your doctor and visit KnowMeningococcal.com.au

Data on file. Online research conducted by Ipsos on behalf of GSK. Online questionnaire of 1000 parents with children under the age of 4, to understand parents habits and perceptions on vaccination, meningococcal disease and general child health concerns, between 5-12 May 2017. AUS/VAC/0047/17.