



March 3rd

World Birth Defects Day 2023

Social Media Campaign

Visit <https://www.worldbirthdefectsday.org> | www.ifglobal.org

World Birth Defects Day

On **March 3 2023**, the world will be united to celebrate the 7th edition of the **World Birth Defects Day (#WBDD #WorldBDDay)**. There are many types of birth defects and **this day recognizes our collective voice in raising awareness for all birth defects (#ManyBirthDefects1Voice)**.

Although started as an annual event back in 2015, this day has now become a movement, **with the aim to mobilise resources and commitment to improve birth defects surveillance, research, prevention and care**. The first priority is to increase the visibility of birth defects and disseminate what is already known on how to prevent birth defects and how to improve health and quality of life of affected individuals.

*Source: World Birth Defects Day website, [WorldBDDay Presentation](#), 2023.



*"Every year it is estimated that approximately 133 million babies are born around the world, about 4 million of them (1 in 33) are born with a serious structural birth defect."**

What is the aim of the #WBDD Movement?

The overarching aim of the #WBDD Movement is **advocating** for improving:

- **Prevention of birth defects**
- **Care of all individuals with any birth defect and related disabilities**
- **Knowledge of the burden and causes of birth defects through epidemiologic and basic research**



Join us on
March 3 2023 to:

- promote World Birth Defects Day,
- raise awareness of birth defects and
- expand birth defects surveillance, prevention, care and research worldwide

You can:

Promote on websites and social media channels

Organize a meeting for the general public

Write an article for a magazine or newspaper

Organize a press conference

Organize a social event

Organize a scientific meeting

...or any other activities to disseminate information

WBDD Partners by World Health Organization Region
Total: 191

Worldwide: 5

Region of the Americas
Canada and United States: 19
Central and South America: 41

African Region: 12

Eastern-Mediterranean Region: 12



European Region: 60

Southeast Asia Region: 39

Western Pacific Region: 8

List of WBDD Partners: available at <http://www.worlDbirthdefectsday.org/>

For more information, go to www.worldbirthdefectsday.org

Join the World Birth Defects Day together with IF

The International Federation for Spina Bifida and Hydrocephalus (IF), driven by its mission to decrease the birth prevalence of Spina Bifida and Hydrocephalus through primary prevention measures and to improve the quality of life for those living with these disabilities, will join the World Birth Defects Day on March 3 2023.

We welcome you to join IF in raising awareness on the important topic of birth defects by joining the World Birth Defects Day social media campaign, but also to seize it as an opportunity to raise awareness on Spina Bifida and Hydrocephalus.

The message is simple:

#ManyBirthDefects1Voice



Take Part in **the WorldBDDay 2023**

Social Media Awareness Raising Campaign

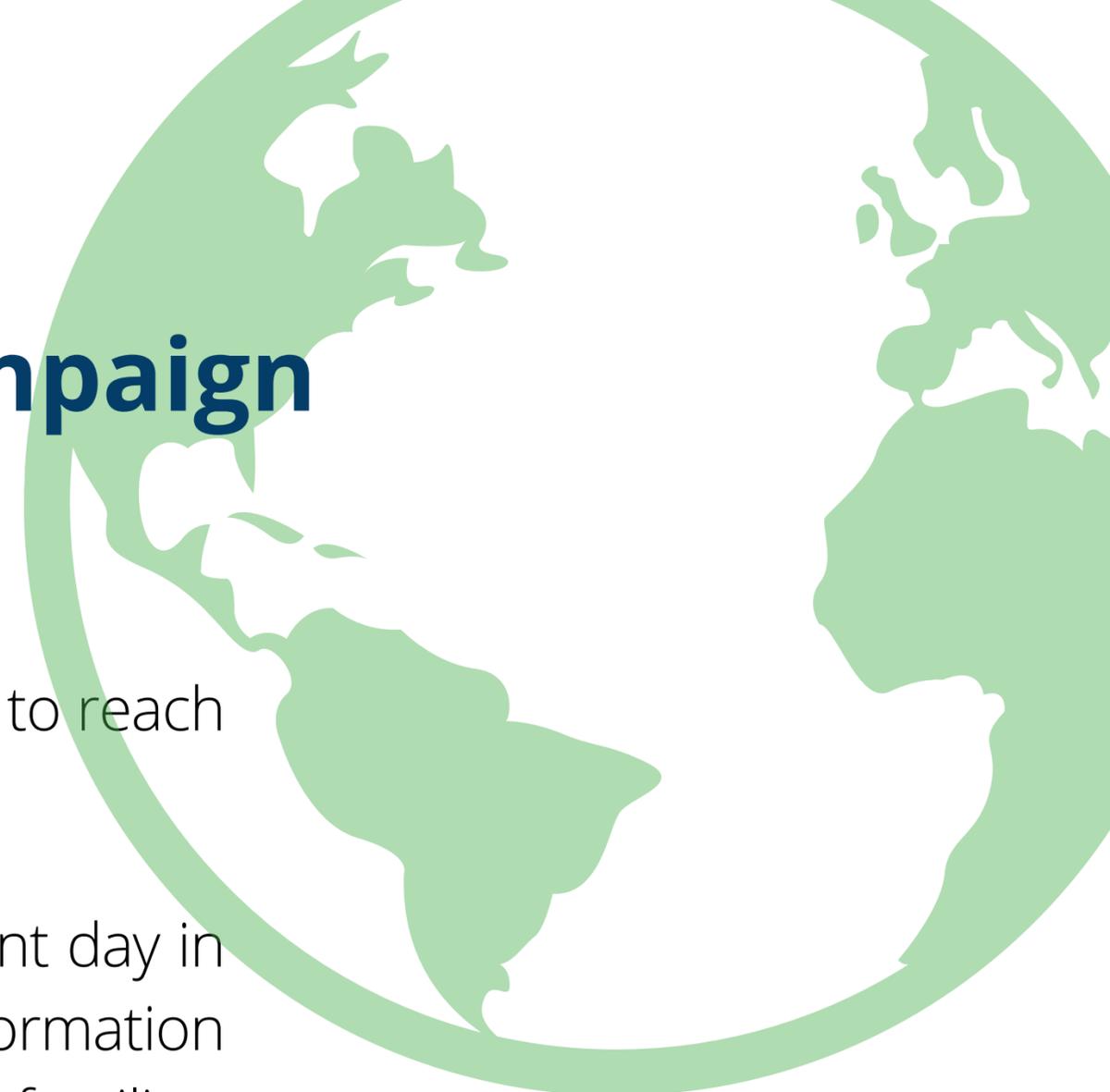
How can you join?

IF developed a social media toolkit for you to use our collective voice to reach more people through news, messages, and fact sheets.

Join IF together with our members and partners during this important day in raising awareness. You can actively contribute by sharing key information through your social media channels with friends, colleagues and families. Encourage them to spread awareness too!



Together with you we can raise awareness about birth defects all around the world!



What does this toolkit contain?

Within this toolkit, you will find links, hashtags and infographics to download, and suggested messages to share throughout World Birth Defects Day (#WorldBDDay) 2023 taking place on March 3 2023.

Every share is an opportunity to make a real difference!

Join IF, its members and partners on this important day and opportunity to raise awareness worldwide, you can actively contribute by:

- Sharing this toolkit with colleagues, partners and friends to show your support
- Sharing the social media posts from the IF social media channels
- Joining IF's social media channels, comment on our posts and tag us when you do
- Using the suggested #'s in your posts
- Sharing your experiences with us
- Sharing any videos, photos and posters from your own awareness activities
- Using the WorldBDDay logo, IF banner, and share the links to our other online resources listed in this toolkit
- Disseminating and participating in the WorldBDDay events and activities (tbd)

"Each one of us can make a difference, together we can make change!"

SOCIAL MEDIA CHANNELS

In order to engage with us for the WorldBDDay campaign, follow our social media channels. IF will publish messages through our different channels.



<https://www.worldbirthdefectsday.org/>

All materials on the World Birth Defects Day website can be found both in English and Spanish.

Hashtags:

#WorldBDDay #WBDD

#ManyBirthDefects1Voice

#DiaMundialDefectosCongenitos

#MuchosDefectosCongenitos1Voz

Follow IF:



@ifsbh



@ifsbh



@international-federation-for-spina-bifida-and-hydrocephalus



@ifsbh

Follow the WorldBDDay:



@WBDDay



@worldbdday



@worldbdday



Key messages

Feel free to adapt, use and share the example messages below and spread the word on #WBDD and do not forget to tag IF through @ifsbh

- A balanced and nutritious diet benefit to growth and development of the baby and decrease the risk of many #BirthDefects. #WorldBDDay #ManyDefects1Voice
- On average 1 in 500 newborns are affected by neural tube defects. Most NTDs, such as #SpinaBifida, are preventable thanks to #FolicAcid and #FoodFortification. #WorldBDDay #ManyDefects1Voice
- Folic acid is essential for the proper closing of the neural tube of a foetus within 28 days after conception. #FolicAcid #WorldBDDay
- The World Health Organisation recommends taking a daily #FolicAcid supplementation of 400mcg for at least 12 weeks before conception. #WorldBDDay #ManyDefects1Voice
- Research and evidence show that fortifying food with #FolicAcid—the synthetic form of folate—is a successful intervention that improves folate levels for women of reproductive age before they get pregnant to a level that provides the maximum preventive protection against #NTDs. #WorldBDDay #ManyDefects1Voice
- During #pregnancy, the body requires more micronutrients such as vitamin A, iron, iodine and folate. Deficiencies can impact both the mother and the health of the baby. #WorldBDDay #ManyDefects1Voice
- Fortification of foods with #FolicAcid is a powerful and established food systems intervention with a proven track record of virtually reducing the vitamin and mineral deficiencies that can cause #NTDs. #WorldBDDay #ManyDefects1Voice

“Many birth defects can be prevented and treated. Help spread global awareness for World Birth Defects Day.”

#WorldBDDay

#WBDD



Key messages from the WBDD toolkit

Facebook

- More than 8 million babies worldwide are born with a serious birth defect each year. Birth defects cause 1 out of every 5 deaths in infants and lead to lifelong disabilities and challenges for those who do survive. Today, we join other organizations in raising awareness about birth defects. Learn more at: www.worldbirthdefectsday.org
- Many birth defects can be prevented and treated. Help raise awareness about birth defect prevention on March 3rd for World Birth Defects Day! Learn more at: www.worldbirthdefectsday.org

Instagram

- More than 8 million babies worldwide are born with a serious birth defect each year. Birth defects cause 1 out of every 5 deaths in infants and lead to lifelong disabilities and challenges for those who do survive. Today, on #WorldBDDay we join other organizations in raising awareness about birth defects. Learn more at: www.worldbirthdefectsday.org #ManyBirthDefects1Voice
- Many birth defects can be prevented and treated. Help raise awareness about birth defect prevention on March 3rd for #WorldBDDay! Learn more at: www.worldbirthdefectsday.org #ManyBirthDefects1Voice

*Source: World Birth Defects Day website, [WorldBDDay Social Media Samples](#), 2023.



Key messages from the WBDD toolkit

Twitter

- More than 8 million babies worldwide are born with a serious birth defect each year. Today on #WBDDay, we join other organizations in raising awareness about birth defects. Learn more at: www.worldbirthdefectsday.org #ManyBirthDefects1Voice
- Many birth defects can be prevented and treated. Help raise awareness about birth defect prevention on March 3rd for #WorldBDDay! Learn more at: www.worldbirthdefectsday.org #ManyBirthDefects1Voice



Key Messages

These messages and resources can be shared with others on World Birth Defects Day as a way to promote awareness about birth defects and how to prevent them. Feel free to tailor these messages in a way that is relevant to your community or target audience.

1. Birth defects are common, costly and critical.

- ✓ Birth defects affect nearly 8 million infants, or 6% of all infants, born globally each year.
- ✓ Birth defects cause 1 out of every 5 deaths in infants.
- ✓ Birth defects cause lifelong disabilities and challenges.
- ✓ Each year, birth defects cost the United States healthcare system roughly \$2.6 billion.
- ✓ Resources
 - o Link to infographic about birth defects: <https://www.cdc.gov/ncbddd/birthdefects/infographic.html>
 - o Global burden of birth defects: <https://www.marchofdimes.org/mission/march-of-dimes-global-report-on-birth-defects.aspx>

2. Taking 400ug of folic acid daily before and during pregnancy can prevent birth defects.

- ✓ Folic acid can help prevent birth defects of the brain and spine.
- ✓ Because the brain and spine form before many women know they are pregnant, it is important for all women of childbearing age to consume folic acid.
- ✓ Eat a diet rich in folate. Foods that have folate include certain fruits and vegetables, nuts, and folate-fortified breads and cereals.
- ✓ Resources
 - o Folic acid recommendations: <https://www.cdc.gov/ncbddd/folicacid/recommendations.html>
 - o Information about folic acid: <https://www.marchofdimes.org/pregnancy/folic-acid.aspx>
 - o Folic acid safety: <https://www.cdc.gov/ncbddd/folicacid/faqs/faqs-safety.html>

3. Consult with your healthcare provider before starting or stopping any medications during pregnancy.

- ✓ Planning how to take care of your health conditions before you become pregnant can keep you and your developing baby healthy.
- ✓ Some medications are not safe to take during pregnancy.
- ✓ There may be benefits to continuing taking your current medications.
- ✓ Resources



- o Medications and pregnancy: <https://www.cdc.gov/pregnancy/meds/treatingfortwo/index.html>

4. Attend prenatal care appointments and become up-to-date on all vaccines.

- ✓ Vaccines help protect you and your baby.
- ✓ Antibodies that your body produces after receiving the Tdap vaccine during pregnancy protects your baby from whooping cough and tetanus.
- ✓ Partners and family members who will help take care of the baby should become up-to-date on vaccines to help protect the baby from serious diseases until the baby can receive his or her own vaccines.
- ✓ Pregnant women may choose to receive the COVID-19 vaccine. Talk to your healthcare provider if you are considering getting this vaccine.
- ✓ Resources
 - o COVID vaccine and pregnancy: <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/pregnancy.html>
 - o COVID vaccine and pregnancy: <https://www.acog.org/clinical/clinical-guidance/practice-advisory/articles/2020/12/vaccinating-pregnant-and-lactating-patients-against-covid-19>
 - o Tdap vaccine: <https://www.cdc.gov/pertussis/pregnant/mom/get-vaccinated.html>
 - o Flu vaccine: https://www.cdc.gov/flu/highrisk/qa_vacpregnant.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fflu%2Fprevent%2Fqa_vacpregnant.htm
 - o Vaccinations and pregnancy: <https://www.marchofdimes.org/pregnancy/vaccinations-and-pregnancy.aspx>

5. Avoid smoking, drinking alcohol, and taking other drugs during pregnancy.

- ✓ There is no safe amount of alcohol to drink during pregnancy.
- ✓ Drinking alcohol during pregnancy can result in lifelong physical and intellectual disabilities for your baby.
- ✓ Smoking during pregnancy can cause certain birth defects.
- ✓ If you are trying to get pregnant or are pregnant and take drugs, get help! A healthcare provider can help you to get counseling, treatment, and other support services.
- ✓ Resources
 - o Substance use in pregnancy: https://www.who.int/substance_abuse/activities/pregnancy_substance_use/en/
 - o Alcohol during pregnancy: <https://www.marchofdimes.org/pregnancy/alcohol-during-pregnancy.aspx>
 - o Marijuana during pregnancy: <https://www.cdc.gov/marijuana/factsheets/pregnancy.htm>



6. Birth defects surveillance and research can help improve pregnancy and infant outcomes.
 - ✓ Establishing surveillance systems enables regions and countries to get accurate and up-to-date estimates of birth defects.
 - ✓ More birth defects research is needed to identify causes of birth defects so that they can be prevented and treated.

*Source: World Birth Defects Day website, [WorldBDDay_Key_Messages](#), 2023.

Join the "I Care..." campaign



Let's show our support for birth defects tracking, research and prevention by following these 3 steps!

1. Download and print the "I care..." sign [here](#);
2. Fill it out with why we care about birth defects prevention and research including **#WorldBDDay** **#ManyBirthDefects1Voice**;
3. Post a picture holding it.



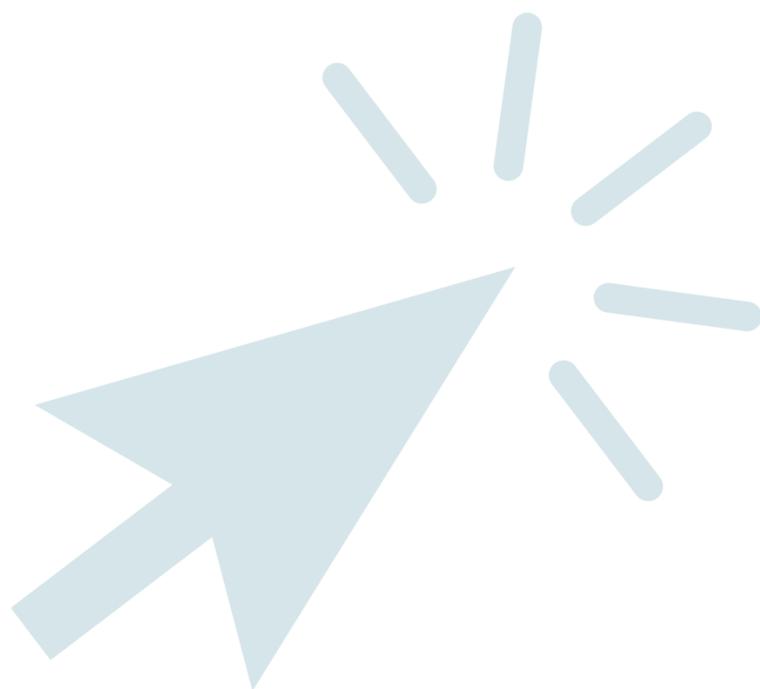
Resources to download and use

- [IF Maternal Health and Prevention](#)
- IFGPI Folic Acid Leaflet in [EN](#), [FR](#), [NL](#), [SP](#), [IT](#), [TR](#)
- [Smarter Futures' Fortification Work](#)
- [IF work on Prevention](#)
- [Why a World Birth Defects Movement?](#)
- [World Birth Defects Day Official Toolkit](#)
- [World Birth Defects Key Messages](#) - [Press Release Sample](#) - [Social Media Samples](#)
- WorldBDDay Flyer – [English](#), [Spanish](#)
- WorldBDDay Presentation – [English](#), [Spanish](#)
- [WorldBDDay activities and events](#)



Resources to download and use

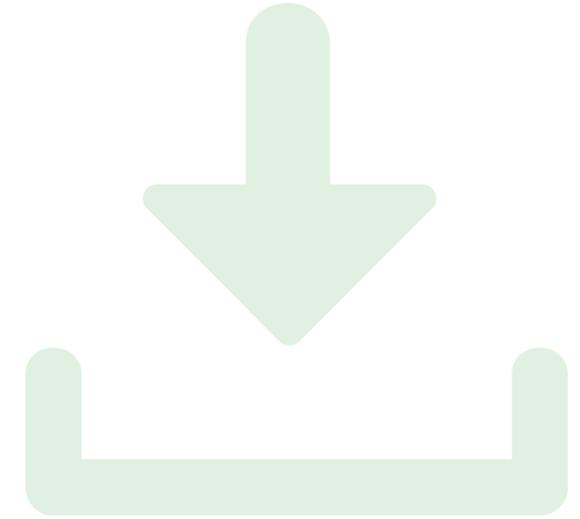
- [IF Information Package on Prevention through Food Fortification](#)
- [IF Toolkit Steps for an Advocacy Campaign](#)
- [Lancet Publication: Preventing birth defects, saving lives, and promoting health equity](#)
- [Smarter Futures 15 Years of Impact](#)
- [IF Statement: A Call for a Global Action to Reduce the Prevalence of Neural Tube Defects Worldwide](#)



Materials to download and share



- [IF WorldBDDay_Banner](#)
- [IF WorldBDDay_Poster](#)
- ["I Care..." Campaign 1](#)
- ["I Care..." Campaign 2](#)
- ["I Care..." Campaign 3](#)
- ["I Care..." Campaign 4](#)
- ["I Care..." Campaign 5](#)
- ["I Care..." Campaign 6](#)



**THANK YOU ALL FOR SUPPORTING THE WORLD BIRTH DEFECTS DAY,
AND FOR CONTINUING TO SHARE IMPORTANT MESSAGES ABOUT
SPINA BIFIDA AND HYDROCEPHALUS PREVENTION.**

Your participation is key to support IF in raising awareness.

JOIN US AGAIN IN 2024!

For further information please contact IF at:

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Funded by
the European Union

