



World Folic Acid Awareness Week

6- 12 January 2020

Social Media Toolkit

Contact:

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About World Folic Acid Awareness Week

Every January the International Federation for Spina Bifida and Hydrocephalus will work with its member organisations, partners and supporters to promote World Folic Acid Awareness Week as part of the IF Global Prevention Initiative (IFGPI) to reduce the worldwide risk of Neural Tube Defects (NTDs) and Hydrocephalus.

We are asking for your support once again, by joining our united effort to raise awareness of this significant global public health issue, from **January 6 - 12**.

Please join us in sharing key information about folic acid and prevention during this important week, and share folic acid knowledge and information through your social media channels and with friends, colleagues and families. Encourage them to spread folic acid awareness too!

The message is simple: **Preconceptional folic acid is the key to preventing most NTDs.**

How you can help

- Within this toolkit, you will find links, hashtags, banners and our logo for download, and suggested messages to share throughout World Folic Acid Awareness Week (WFAAW) 2020, taking place from 6 - 12 January.
- We need you to join us in this much needed event, so please, share this toolkit with colleagues, partners and friends. Help us to spread awareness about the need to improve global prevention of Neural Tube Defects (NTDs) and Hydrocephalus.
- Throughout the week we will be posting messages that we also ask you to share.
- Like the **IFGPI Facebook page**, comment on our posts and tag us when you do.
- Use the WFAAW banners, and share the links to our other online resources listed in this toolkit.

Social media channels

IFGPI Facebook page

Hashtags

- #WFAAW
- #IFGPI
- #FolicAcid
- #NTDprevention
- #Hydrocephalus
- #FolicAcidFortification
- #educationiskey

ACCOUNTS TO TAG

- @IFGPI
- @IFSBH
- @FFI
- @WHO
- @EU_Health
- @Vitabiotics
- @Eurodis

Key links and materials

Look out for our 2020:

Facebook Banner, Twitter Banner, and information posters to be shared with you soon!

....And below are the key links for you to share below:

- [IFGPI Folic Acid leaflet](#)
- [More info about the IFGPI](#)
- [More info about fortification](#)



FOLIC ACID

What every woman needs to know BEFORE becoming pregnant

Key messages

Examples:

What are you doing to ensure that you get enough #FolicAcid BEFORE pregnancy? Tell us! #WFAAW #IFGPI

We are currently only preventing around 15% of #FolicAcid preventable Neural Tube Defects (#NTDs). There is lots more work to be done.
#WFAAW #IFGPI

Up to 90% of babies affected by #SpinaBifida are also affected by #Hydrocephalus. By reducing the risk of #NTDs we also reduce the risk of associated #hydrocephalus #WFAAW #IFGPI



Folic acid supplementation, fortification, education and health literacy are all crucial to maximizing the global risk reduction of NTDs.

#IFGPI #WFAAW

#HealthEducation is key to maximising #NTD prevention. Women with lower levels of education, and lower social economic status are shown to be among those at greatest risk #WFAAW #IFGPI

#NTDs occur in the first 28 days of #pregnancy, before most women are even aware that they are pregnant #WFAAW #IFGPI

#FolicAcid supplementation, #FolicAcidFortification and education are all key to maximising folic acid preventable #NTDs. #WFAAW #IFGPI

All women who could become pregnant need to take a daily supplement containing 400mcg #FolicAcid #WFAAW #IFGPI
#NTDprevention

Over 80 countries around the world now have a mandate to fortify at least one staple grain with #FolicAcid #WFAAW #IFGPI



Some women need a higher dose of folic acid. If you have an existing health condition, or a family history of NTD, please read our information on high risk women to see if this includes you.

#IFGPI **#WFAAW**

If all women that could become pregnant took the recommended amount of 400mcg #FolicAcid BEFORE and during the first 3 months of #pregnancy, we could reduce the incidence of #NTDs by up to 72% #WFAAW #IFGPI

Any #pregnancy can be affected by a Neural Tube Defect (#NTD). Most cases occur where there is no previous family history #WFAAW #IFGPI

Consuming a well balanced diet rich in natural #folates, eating #fortified breads and cereals in addition to #FolicAcid supplementation, will maximise the risk reduction of NTDs #WFAAW #IFGPI

Some women have a higher risk of NTDs and will need to take a higher 5mg dose of #FolicAcid. Please check [our website](#) to see if this includes you! #WFAAW #IFGPI

Over 50% of #pregnancies are unplanned. #Fortification of staple foods with #FolicAcid is vital to help protect these pregnancies #WFAAW #IFGPI



THANK YOU ALL FOR SUPPORTING WORLD FOLIC ACID AWARENESS WEEK, AND FOR CONTINUING TO SHARE IMPORTANT MESSAGES ABOUT NEURAL TUBE DEFECTS AND HYDROCEPHALUS PREVENTION.

JOIN US AGAIN FOR EVEN BIGGER CELEBRATIONS IN 2021 WHEN WE'LL BE MARKING THE 30TH ANNIVERSARY OF THE GROUNDBREAKING STUDY THAT PROVED THE ROLE OF FOLIC ACID IN PREVENTION OF NTDs!

With very special thanks to our principal global partner

