



WORLD SPINA BIFIDA & HYDROCEPHALUS DAY



SOCIAL MEDIA TOOLKIT 2021



Introduction

25 OCTOBER
WORLD
SPINA BIFIDA &
HYDROCEPHALUS
DAY



The World Spina Bifida and Hydrocephalus Day (WSBHD) has been established and designated by the International Federation for Spina Bifida and Hydrocephalus' (IF) General Meeting in Guatemala in 2011 with the aim of raising awareness and understanding about Spina Bifida and Hydrocephalus (SBH).

It also serves as a means to advocate and promote the rights of persons with these conditions. The WSBHD was held for the first time on 25 October 2012 at the European Parliament in Strasbourg.

Read more about the World Spina Bifida and Hydrocephalus Day [here](#).



UNLOCK YOUR RIGHT TO HEALTH



Why "Unlock Your Right to Health"?

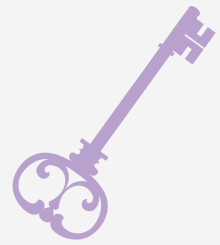
Health is an enabler of inclusion. Article 25 of the UN Convention on the Rights of Persons with Disabilities (UNCRPD) states that “persons with disabilities have the right to the enjoyment of the highest attainable standard of health without discrimination on the basis of disability”.

The right to health in accordance with article 25 of the UNCRPD is a high priority for IF and the global SBH community. Access to timely diagnosis, information, treatment and multidisciplinary care is still unattainable for many in the global SBH community. With stigma, discrimination and lack of awareness creating further barriers to the enjoyment of the highest attainable standard of health. Therefore, IF shares with you the theme for the World Spina Bifida and Hydrocephalus Day 2021 is “Unlock Your Right to Health”.

The barriers may vary between communities and individuals but the goal of advancing the right to health for all individuals with SBH remains the same. With the WSBHD21 theme “Unlock Your Right to Health”, IF invites SBH associations, individuals with SBH and their families and any other interested stakeholders to explore the barriers to the right to health in their communities and the solutions needed to overcome them.

Join IF in unlocking the right to health!





WSBHD21 TOOLKIT



WHAT DOES THIS TOOLKIT CONTAIN?

- Description of the WSBHD
- WSBHD event and side-events
- Drawing contest poster and link to practical information to participate
- WSBHD21 call for videos
- Key links to resources, posters, hashtags and visual materials to share through your social media channels

IF is organizing a main event for this years' World Spina Bifida and Hydrocephalus Day to explore the barriers to the right to health as previously explained. Detailed information on this event such as the concept note and agenda will follow soon on both the World Spina Bifida and Hydrocephalus Day's and IF's website, IF's social media channels and, IF's Newsletter and Members' Voice. Stay tuned!

To celebrate the World Spina Bifida and Hydrocephalus Day (#WBSHD2021) on the 25th of October 2021, the International Federation for Spina Bifida and Hydrocephalus (IF) is launching a drawing contest on this years' topic:

"Unlock Your Right to Health"



WSBHHD21 SIDE-EVENTS

October 25th, Zoom



SIDE-EVENTS OPPORTUNITY
is calling...



Accept



Decline

The International Federation for Spina Bifida and Hydrocephalus calls its Member Associations and partners to organize side-events to IF's main event for the World Spina Bifida and Hydrocephalus Day 2021 on the "**Unlock Your Right to Health**" theme!

Do you want to organize a side-event?
Let us know at info@ifglobal.org



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DRAWING CONTEST

*Unlock **Your** Right to Health*



Find out the details of the contest [here](#)

Please send your drawing before
September 10th to sinem.sari@ifglobal.org

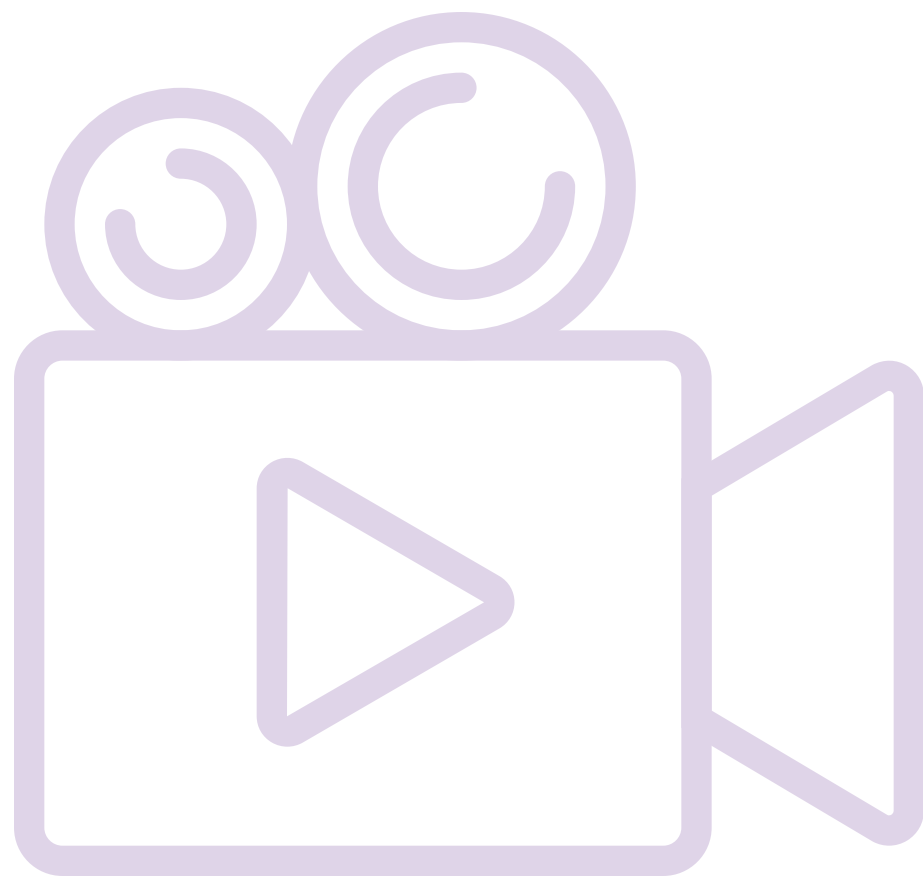
#WSBHD21
DRAWING
CONTEST



WSBHD21 Members' Videos



In preparation for the World Spina Bifida and Hydrocephalus Day 2021, IF invites YOU to send a short 1-2minute video message.



WSBHD21 Video:

1. Format

- a. Video mp4 files
- b. Duration up to 1-2 minutes
- c. Language in English
- d. For other languages, English translation might be required.
Please, provide us with English subtitles, so we can add them to the video.

2. Content

- a. Word of welcome to all WSBHD participants
- b. An introduction to your organization
- c. A comment to what this years' WSBHD21 theme means to you:
“**Unlock Your Right to Health**”
- d. Best wishes to share to all SBH communities for a successful WSBHD21

Please email the video to sinem.sari@ifglobal.org before September 10.

SOCIAL MEDIA CHANNELS



In order to engage with IF for the WSBHD campaign, remember to follow our social media channels. We will publish messages, key events and our Members' activities through our different channels.

Visit the **WSBHD website** for more information:

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www.worldspinabifidahydrocephalusday.com

Hashtags:

#WSBHD21

#UnlockYourRightToHealth

#SpinaBifida

#Hydrocephalus

#SBH

#RightToHealth

Account to follow:



@ifsbh



@ifsbh



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



@ifsbh



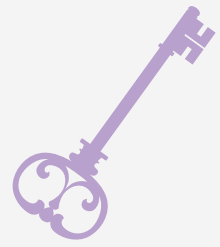
INFOGRAPHICS



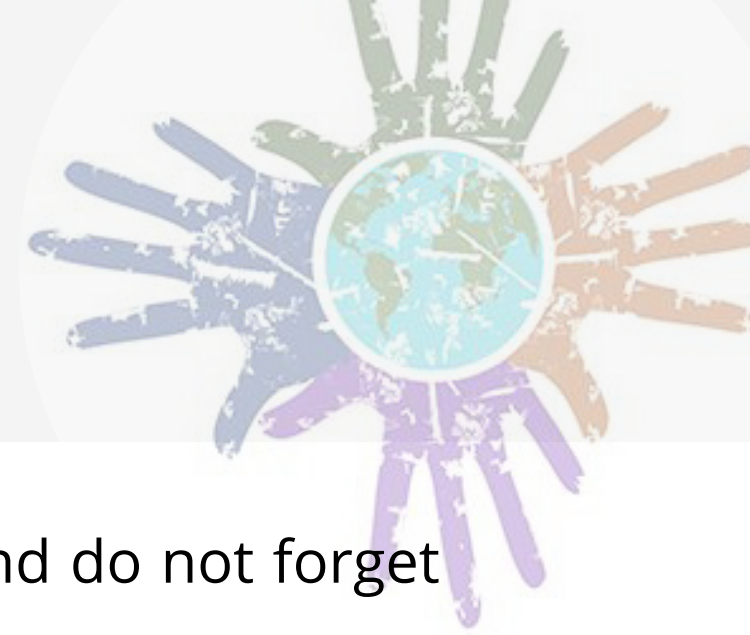
Download the infographics here:

- [World Spina Bifida and Hydrocephalus Logo](#)
- [WSBHD21 Logo \(transparent background\)](#)
- [WSBHD21 Logo \(white background\)](#)
- [WSBHD21 Banner](#)
- [WSBHD21 Poster](#)
- [WSBHD21 Social media visual](#)
- [WSBHD21 Social media quote](#)
- [WSBHD21 Social media picture frame](#)
- [WSBHD21 Social media story frame for quotes](#)
- [WSBHD21 Social media story video](#)
- [WSBHD21 Drawing contest poster](#)
- [WSBHD21 Drawing contest social media visual](#)



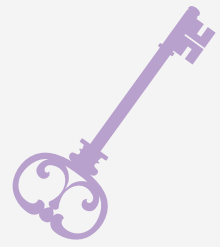


KEY MESSAGES



Feel free to adapt, use and share the example messages below and spread the word on #WSBHD21 and do not forget to tag IF through @ifsbh

- #UnlockYourRightToHealth Barriers to the full implementation of article 25 of the #UNCRPD persists for people with #SBH around the world. Join us for the #WSBHD21 in finding solutions to break those barriers down.
- #UnlockYourRightToHealth Health is an enabler of inclusion and good health is a unique experience for everyone. What do you wish that healthcare providers knew about what good health means to you? #WSBHD21
- This years theme for the #WSBHD21 is #UnlockYourRightToHealth join us as we celebrate the global #SBH community and raise awareness of their needs and rights.
- The #UNCRPD states that PwDs have the right to the highest attainable standard of health. Join us for #WSBHD21 to #UnlockYourRightToHealth
- #UnlockYourRightToHealth explore with IF on this years #WSBHD21 the right to health, what that means to the #SBH community and what can be done to achieve the full realisation of the right to health for all individuals with #SBH



KEY MESSAGES



- Multidisciplinary care for all life stages. The needs of individuals with #SBH changes with age and healthcare services need to be able to meet them. The needs may change but the rights stay the same. #UnlockYourRightToHealth #WSBHD21
- #UnlockYourRightToHealth Good health is essential for inclusion, participation and independence. #WSBHD21
- Physical barriers and lack of appropriate support makes PwDs feel isolated and can harm their mental health. Ensure #inclusion of PwDs by ensuring integrated care! #UnlockYourRightToHealth #WSBHD21
- Access to affordable high quality health care and rehabilitation is a human right of all PwDs. It is protected under the UN CRPD including mental and physical health. #UnlockYourRightToHealth
- To respect, protect, and fulfill right to health of PwDs, there needs to be available, affordable and accessible multidisciplinary care. #UnlockYourRightToHealth #WSBHD21

PwDs = persons with disabilities



KEY LINKS



We have different materials related to WSBHD21 and its main topic, Unlock Your Right to Health, for you to publish on your website, share through social media channels, and to distribute within your network.

Help to raise awareness!

Link #1: **<https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-25-health.html>**

Link #2: **<https://www.ifglobal.org/our-work/right-to-health/>**

Link #3: **IF Reclaiming my health video <https://youtu.be/igXiNqGlvHA>**

Link #4: **<https://www.ifglobal.org/publications/if-report-right-to-health-reality-of-persons-with-spina-bifida-and-hydrocephalus/>**



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Support IF, small or big, in its mission to advocate for the rights of individuals with Spina Bifida and Hydrocephalus.

Support our work

♥ DONATE NOW





**THANK YOU FOR BEING PART OF
THE WORLD SPINA BIFIDA
AND HYDROCEPHALUS DAY 2021**

For further information please contact IF at:

✉ info@ifglobal.org

☎ +32 (0) 471 84 41 54

