



# WORLD SPINA BIFIDA & HYDROCEPHALUS DAY



SOCIAL MEDIA TOOLKIT 2024



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# 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](#).



# Bridging Gaps Together



## Why "Bridging Gaps Together"?

Our vision is a society that guarantees the human rights of children and adults with Spina Bifida and Hydrocephalus (SBH), and celebrates their contributions in all areas of life, while guaranteeing equity at all levels and for all.

To the present, there are many barriers which individuals with SBH face. With stigma, discrimination, and a lack of awareness creating additional barriers to the full participation in life's opportunities. Bridging the gaps on topics relevant to the SBH community is of paramount importance for the spina bifida and hydrocephalus community.

During this year's World Spina Bifida and Hydrocephalus Day on October 25, we will bring further awareness as to how we, together with you, can bridge the gaps for our global SBH community. This day is part of our

**30th International Conference on Spina Bifida and Hydrocephalus: *Bridging the Healthcare and Prevention Gaps - A Multidisciplinary Team Approach With the Community at Heart***, organised from October 24-26 2024 in Kuala Lumpur, Malaysia.

**Join our global SBH community in promoting -  
Bridging Gaps Together!**

**#BridgingGapsTogether**



# WSBHD24 TOOLKIT



## WHAT DOES THIS TOOLKIT CONTAIN?

- Description of the WSBHD24
- Invitation to participate in the WSBHD24 Campaign
- Save the date for the WSBHD conference
- Social media profile picture frame
- Key links to resources, posters, hashtags and visual materials to share through your social media channels

IF is organising a conference for this years' World Spina Bifida and Hydrocephalus Day to give further awareness to existing gaps for the SBH community. 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. Stay tuned!

To celebrate the World Spina Bifida and Hydrocephalus Day (#WBSHD24) on the 25th of October 2024, the International Federation for Spina Bifida and Hydrocephalus launches a picture, video & text challenge for this years' theme:

**"Bridging Gaps Together"**



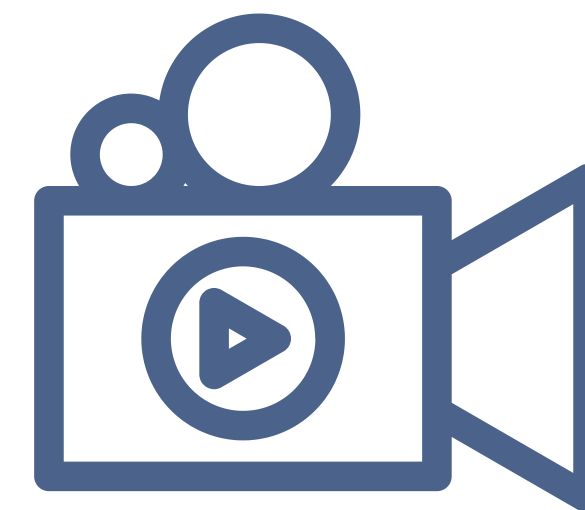
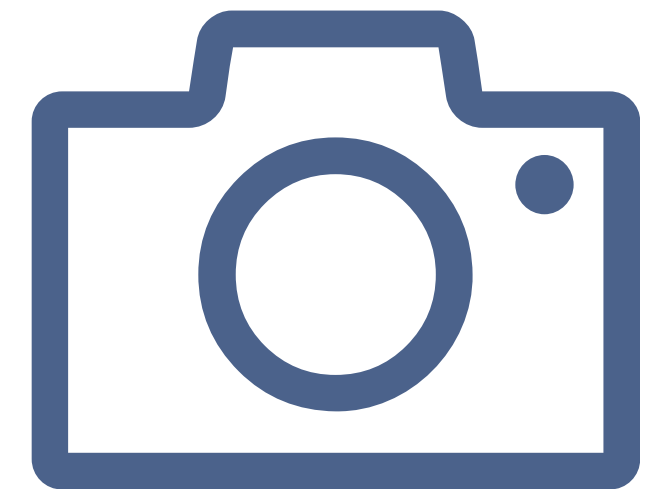
# WSBHD24 CONTRIBUTIONS: WHAT DOES INCLUSION MEAN TO YOU?



Let us know **what does inclusion mean to you** on the occasion of the **World Spina Bifida and Hydrocephalus Day 2024** by:

- ✓ Recording a **video** of max. 2 min **or**
- ✓ Taking a **picture** **or**
- ✓ Writing a **text**

All young and older persons with spina bifida and/or hydrocephalus can join this WSBHD24 campaign. You can be as creative as you want! For instructions, see the next pages.



Please send your pictures, recordings or drawings before **October 13** to [info@ifglobal.org](mailto:info@ifglobal.org) or WhatsApp number: +32 471 8441 54

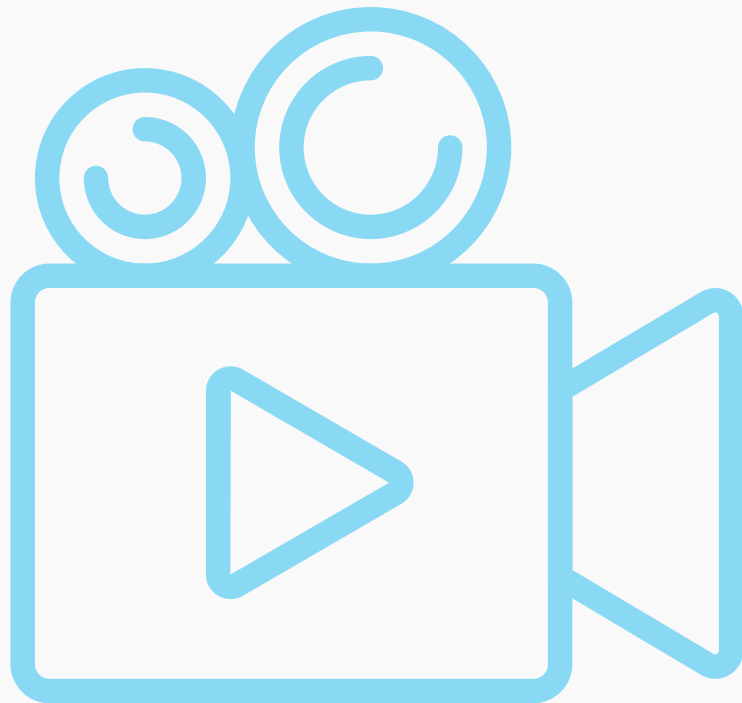


# WSBHD24 CAMPAIGN INSTRUCTIONS

In preparation for the World Spina Bifida and Hydrocephalus Day 2024, IF invites YOU to share what **INCLUSION MEANS TO YOU** by sending either a **video**, a **picture** OR a **text**!

## OPTION 1

Record a video!



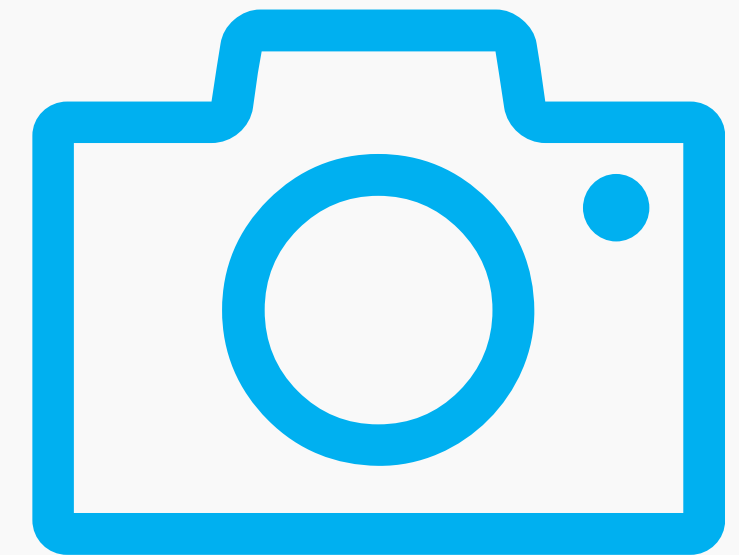
## OPTION 2

Write a text!



## OPTION 3

Take a picture!

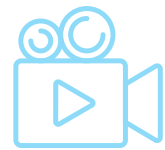


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## OPTION 1

### Format & Content

1. Video mp4 file
2. Duration up to 2 minutes
3. Language in English. For other languages, you can provide us with English subtitles, so we can add them to the video.
4. **Show the global SBH community in your video what inclusion means to you**



## OPTION 2

### Write a text

1. Create a story, poem or any kind of text.
2. Language in English. For other languages, you can provide us with English translation.
3. **Express to the global SBH community in your text what inclusion means to you**



## OPTION 3

### Take a picture!

1. Take a picture (png. or jpg. file)
2. Provide a title and short description
3. **Show the global SBH community in your picture what inclusion means to you**

Please send your pictures, recordings or text before **October 13** to [info@ifglobal.org](mailto:info@ifglobal.org) or WhatsApp number: +32 471 8441 54



# WSBHD24 PROFILE PICTURES



To draw the world's attention on the World Spina Bifida and Hydrocephalus Day, YOU are invited to personalise your social media profile picture with the WSBHD24 official logo.

## How?

Download the frame [here](#) and include your picture in it.



# 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](http://www.worldspinabifidahydrocephalusday.com)

## Hashtags:

**#WSBHD24**

**#BridgingGapsTogether**

**#SpinaBifida**

**#Hydrocephalus**

**#SBH**

**#DisabilityRights**

## Accounts to follow:



@ifsbh



@ifsbh



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



@ifsbh



# INFOGRAPHICS



**Download the infographics here:**

- [World Spina Bifida and Hydrocephalus Logo](#)
- [WSBHD24 Logo \(transparent background\)](#)
- [WSBHD24 Logo \(white background\)](#)
- [WSBHD24 Banner](#)
- [WSBHD24 Poster](#)
- [WSBHD24 Profile Picture for social media](#)
- [WSBHD24 Social media quote](#)
- [WSBHD24 Social media picture frame](#)
- [WSBHD24 Social media story frame for quotes](#)
- [WSBHD24 Social media story video](#)
- [WSBHD24 Campaign poster](#)





# KEY MESSAGES



Feel free to adapt, use and share the example messages below and spread the word on [#WSBHD24](#) and do not forget to tag IF through [@ifsbh](#)


- Persons with disabilities constantly struggle against inaccessible environments and inadequate systems. Advocate for accessible built environments!
- Access to adequate social services and living independently, are basic human rights and key to the survival of persons with disabilities.
- To me, inclusion means... [\[complete the sentence\]](#)
- We should continue joining forces to ensure that the rights of persons with Spina Bifida and Hydrocephalus are respected in accordance with the UNCRPD!
- The [#UNCRPD](#) states that persons with disabilities have the right to the highest attainable standard of health. Advocate for accessible healthcare for all!
- Physical barriers and lack of appropriate support makes persons with disabilities feel isolated and can harm their mental health. Ensure [#inclusion](#) to make integrated care accessible.
- Lack of access to essential goods and services, in particular in the areas of health and rehabilitation, can cause additional, life-threatening, situations. Promote inclusion for all!




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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 2024**

For further information please contact IF at:

✉ [info@ifglobal.org](mailto:info@ifglobal.org)

☎ +32 (0) 471 84 41 54

