INTERNATIONAL FEDERATION FOR SPINA BIFIDA AND HYDROCEPHALUS

3 March 2025

World Birth Defects Day

Social Media Campaign

Visit:

www.worldbirthdefectsday.org

www.ifglobal.org

#WBDD

#WorldBDDay

#EveryJourneyMatters

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World Birth Defects Day

On **3 March 2025**, the world will be united to celebrate the 7th edition of the **World Birth Defects Day (WBDD)**! This year's theme is **#EveryJourneyMatters** emphasising that birth defects affect individuals, family, friends, and communities.

There are many types of birth defects and **this day recognises our collective voice in raising awareness for all birth defects.**

Starting 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.

*"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."**

*Source: World Birth Defects Day website, WorldBDDay Presentation, 2025.

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 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 3 March 2025.

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:

#EveryJourneyMatters





IF SBH

Take Part in the WBDD 2025 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 2025 taking place on 3 March 2025.

Every share is an opportunity to make a real difference!

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

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 hashtags in your posts: #WBDD #WorldBDDay #EveryJourneyMatters;
- Sharing your experiences with us;
- Sharing any videos, photos and posters from your own awareness activities;
- Using the WBDD logo, IF banner, and share the links to our other online resources listed in this toolkit;
- Disseminating and participating in the WBDD events and activities.

SOCIAL MEDIA CHANNELS

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

Hashtags:

#WBDD #WorldBDDay
#EveryJourneyMatters
#WFAAW25 #Prevention #WHA76
#DiaMundialDefectosCongenitos
#TodaExperienciaImporta

world birth defects day
march 3

CLICK **www.worldbirthdefectsday.org**

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

Follow IF:

@ifsbh

@ifsbh

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

@ifsbh

Follow the WBDD:

@WBDDay

@worldbdday

@worldbdday

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

#WBDD
#WorldBDDay
#EveryJourneyMatters

Key messages

Feel free to adapt, use and share the example messages below and spread the word on #WBDD
Don’t forget to tag IF through **@ifsbh**

- A balanced and nutritious diet benefits the growth and development of the baby and decreases the risk of many #BirthDefects. #WBDD #WorldBDDay #EveryJourneyMatters

- 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 organisations in raising #AwarenessWithoutStigma 👉 www.worldbirthdefectsday.org #EveryJourneyMatters

- The World Health Organization (WHO) recommends taking a daily #FolicAcid supplementation of 400mcg for at least 12 weeks before conception. #WBDD #WorldBDDay #EveryJourneyMatters #WFAAW25 #Prevention #WHA76

- 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. #FoodFortification #WBDD #WorldBDDay #EveryJourneyMatters

Join the 8 Seconds for Birth Defects Challenge!

Every year, around 8 million children are born with birth defects globally.

Let's take 8 seconds to raise awareness for the 8 million children affected by birth defects.

- Download and print the 8 Second Challenge sign English| Spanish



- Set up your camera, hold up the 8 Second Challenge sign, and hit record!
- State your name and country of residence if comfortable.
- In 8 seconds, talk about a birth defect you care about. (What is the birth defects? How does this birth defect affect daily life? How has this birth defected impacted you or someone you know?)
- Nominate someone within your social network to complete the 8 Second Challenge with a birth defect they care about. (i.e. family, friends, co-workers, local decision makers, and influential people).
- Once you have a video, upload it to social media using the hashtags #WBDD #WorldBDday #EveryJourneyMatters #AwarenessWithouthStigma

If you can't complete the challenge in 8 seconds don't worry! The main purpose is to promote awareness, learn about birth defects, and spread the word!

More info and resources

- IF Maternal Health and Prevention
- IFGPI Folic Acid Leaflet in EN, FR, NL, SP, IT, TR
- Smarter Futures' Fortification Work / Smarter Futures 15 Years of Impact
- IF work on Prevention
- WHA67.19 Resolution: Accelerating efforts for preventing micronutrient deficiencies and their consequences, including spina bifida and other neural tube defects, through safe and effective food fortification
- 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
- IF Statement: A Call for a Global Action to Reduce the Prevalence of Neural Tube Defects Worldwide

Resources to download and use

- Why a World Birth Defects Movement?
- WBDD Official Toolkit
- WBDD logo
- WBDD Key Messages
- WBDD Sample Press Release
- WBDD Social Media Samples
- WBDD Resource Guide – English, Spanish
- WBDD activities and events

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!

For further information please contact IF at:
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