



WORLD SPINA BIFIDA & HYDROCEPHALUS DAY

SOCIAL MEDIA TOOLKIT 2025





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INTRODUCTION

25 OCTOBER
WORLD
SPINA BIFIDA &
HYDROCEPHALUS
DAY



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

WSBHD25 THEME



Accelerate action for Spina Bifida and Hydrocephalus

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

Individuals with SBH continue to face numerous barriers, including stigma, discrimination and a widespread lack of awareness - all of which limit full participation in life's opportunities. Addressing those challenges and accelerating action on key issues affecting the SBH community is more important than ever.

This World Spina Bifida and Hydrocephalus Day, on October 25, we invite you join us in taking meaningful steps toward progress for our global SBH community.

**Together we can accelerate action
and drive change!**



#Action4SBH

WSBHD25 TOOLKIT



WHAT DOES THIS TOOLKIT CONTAIN?

- **Description of the WSBHD25**
- **Information about this year's social media challenge**
- **Social media profile picture frame**
- **Key links to resources, posters, hashtags and visual materials to share through your social media channels**

For this year's WSBHD, IF is organising a webinar to give further awareness on how we can 'Accelerate Action for Spina Bifida and Hydrocephalus (SBH)'.

Detailed information on this event will follow soon on IF's website, social media channels and newsletter, as well as on WSBHD's website. Stay tuned!

IF is also launching a social media challenge on this year's theme:

#Action4SBH





Join the

WSBHD25

CHALLENGE



WSBHD25 CHALLENGE:

As we mark World Spina Bifida and Hydrocephalus Day (WSBHD) on 25 October, we invite YOU to join the #WSBHD25 challenge by raising your voice and sharing your vision for change.



On which domain do YOU wish to accelerate action?



Choose a domain that matters most to you, and express creatively:

- What is the problem you face in this domain?
- What change do you want to see in this domain?



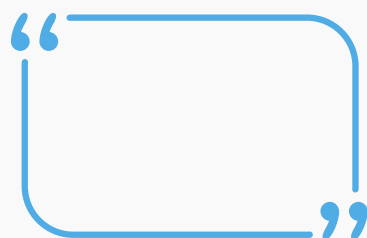
HOW TO JOIN THE WSBHD25 CHALLENGE

Use your creativity to raise awareness and inspire 'Action for Spina Bifida and Hydrocephalus', in one of the following ways:



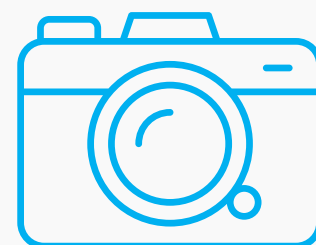
OPTION 1

 Send a short text about this year's theme



OPTION 2

 Send a photo with a short text or explanation



OPTION 3

 Send a video (max. 2 min) in English or with English subtitles



OPTION 4

 Send your drawing with a short explanation



By email at  info@ifglobal.org or via WhatsApp  +32 471 84 41 54, **before 15 October.**

On **25 October**, we'll post all contributions on our official social media pages. Share your post and encourage your community to like and support it!



How to win:

The submission that will collect the most likes and reactions on our social media (Facebook, Instagram, LinkedIn and Bluesky) by **30 October**, will be this year's winner, and they will be announced on IF's social media. The winner's contribution (text, video or picture) will be featured, among others, on IF's website, newsletter and social media.

CHALLENGE TEMPLATES



Short text
about this year's theme

Photo with short text
or explanation

Video (max. 2 min) in English
or with English subtitles

Drawing
with short explanation



**WORLD SPINA BIFIDA AND
HYDROCEPHALUS DAY**
WSBHD25 challenge

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INTERNATIONAL FEDERATION
FOR SPINA BIFIDA
AND HYDROCEPHALUS

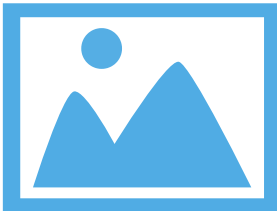
#WSBHD25 #Action4SBH

www.worldspinabifidahydrocephalusday.com

[Download](#)



**WORLD SPINA BIFIDA AND
HYDROCEPHALUS DAY**
WSBHD25 challenge



Name, country

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AND HYDROCEPHALUS

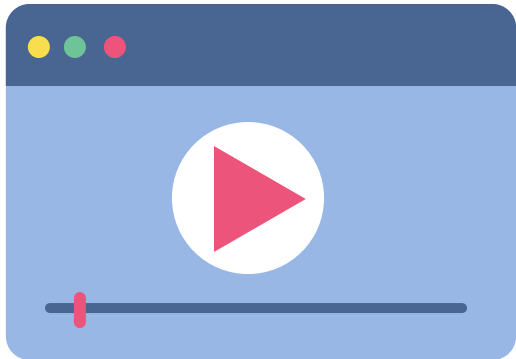
#WSBHD25 #Action4SBH

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WSBHD25 challenge



Name, country

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Name, country

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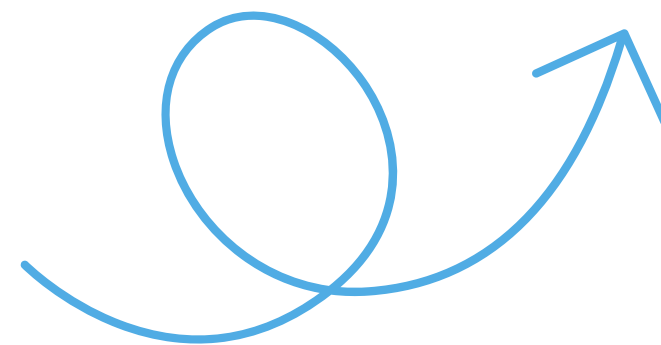


WSBHD25 SOCIAL MEDIA PROFILE PICTURE

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 WSBHD25 official logo.

How?

[Download the frame here](#)
and add your photo to 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:

www.worldspinabifidahydrocephalusday.com

25 OCTOBER
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Hashtags:

#WSBHD25

#SpinaBifida

#SBH

#Action4SBH

#Hydrocephalus

#DisabilityRights

Accounts to follow:



[@ifsbh](https://www.facebook.com/ifsbh)



[@ifsbh.bsky.social](https://twitter.com/ifsbh.bsky.social)



[@international-federation-for-spina-bifida-and-hydrocephalus](https://www.linkedin.com/company/international-federation-for-spina-bifida-and-hydrocephalus)



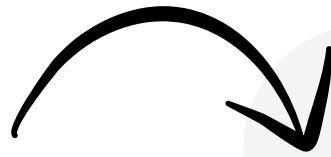
[@ifsbh](https://www.instagram.com/ifsbh)





MORE WSBHD MATERIALS

Download



- [WSBHD25 general logo](#)
- [WSBHD25 logo with this year's theme](#)
- [WSBHD25 banner](#)
- [WSBHD25 general poster](#)
- [WSBHD25 social media challenge poster](#)
- [WSBHD25 profile picture for social media](#)
- [WSBHD25 social media quote template](#)
- [WSBHD25 social media picture frame](#)
- [WSBHD25 social media story frame for quotes](#)
- [WSBHD25 social media story video](#)





KEY MESSAGES



Feel free to adapt, use and share the example messages below and spread the word on [#WSBHD25](#)!
Do not forget to tag IF @ifsbh

- [#WSBHD25](#): Our vision is a society that guarantees the human rights of all people with [#SpinaBifida](#) and [#Hydrocephalus](#) and celebrates their contributions in all areas of life. Let's accelerate [#Action4SBH](#) together! [#WSBHD25](#)
- [#WSBHD25](#): Individuals with [#SBH](#) continue to face numerous barriers, including [#stigma](#), [#discrimination](#) and a widespread lack of awareness - all of which limit full participation in life's opportunities. Addressing those challenges and accelerating [#Action4SBH](#) on key issues affecting the SBH community is more important than ever!
- On [#WSBHD25](#), I call for [#Action4SBH](#) in... [\[which domain? Complete the sentence.\]](#)
- We should continue joining forces to ensure that the rights of persons with [#SpinaBifida](#) and [#Hydrocephalus](#) are protected and promoted in line with the [#UNCRPD](#)! [#WSBHD25](#) [#Action4SBH](#)
- The [#UNCRPD](#) states that persons with disabilities have the right to equal opportunities in life. On [#WSBHD25](#), let's accelerate action for [#inclusion](#) and [#equality](#) for all! [#Action4SBH](#)



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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

WORLD SPINA BIFIDA AND HYDROCEPHALUS DAY 2025

For further information please contact IF at:

✉ info@ifglobal.org

☎ +32 (0) 471 84 41 54

