

25 OCTOBER 2026

WORLD SPINA BIFIDA & HYDROCEPHALUS DAY

SOCIAL MEDIA TOOLKIT 2026





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INTRODUCTION

World Spina Bifida and Hydrocephalus Day (WSBHD) is a global awareness and advocacy campaign established by the International Federation for Spina Bifida and Hydrocephalus (IF) during its General Meeting in Guatemala in 2011. Since the first World SBH Day was celebrated on 25 October 2012, the campaign has brought together individuals, families, organisations, healthcare professionals and advocates from around the world to raise awareness of Spina Bifida and Hydrocephalus (SBH).

WSBHD aims to increase understanding of SBH, promote inclusion, and advocate for the rights of persons living with these lifelong conditions. Through shared experiences, education and collective action, the campaign encourages greater access to healthcare, participation and equal opportunities for all.

[More information about World Spina Bifida and Hydrocephalus Day here.](#)

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TOWARDS A UNITED NATIONS-RECOGNISED WSBHD

For more than a decade, World Spina Bifida and Hydrocephalus Day (WSBHD) has united people around the world to raise awareness, promote inclusion and advocate for the rights of persons with Spina Bifida and Hydrocephalus.

IF is taking the next step by calling for the official recognition of World Spina Bifida and Hydrocephalus Day by the United Nations. Official UN recognition would strengthen global awareness, encourage greater political commitment, and help ensure that the rights and needs of persons with Spina Bifida and Hydrocephalus receive greater visibility worldwide.

How can you help?

As an IF Member or supporter, you can make a difference.

- Share IF's Policy Brief with your national authorities.
- Contact your Ministry of Foreign Affairs, Ministry of Health or your country's Permanent Mission to UN.
- Encourage your government to support the recognition of World Spina Bifida and Hydrocephalus Day.
- Raise awareness through your own networks and advocacy activities.

Together, we can make World Spina Bifida and Hydrocephalus Day a globally recognised day of awareness, inclusion and action.

[Read IF's Policy Brief and learn how you can support this initiative.](#)



WSBHD26 TOOLKIT



SAVE THE DATE

What's inside?

This toolkit has been designed to help you take part in World Spina Bifida and Hydrocephalus Day 2026 and amplify this year's campaign.

Inside, you will find:

- Information about this year's global campaign
- Social media templates
- Posters, logos and other visual materials
- Key messages, hashtags and communication guidance
- Resources to help you organise and promote your own awareness activities.

Join us on 25 October 2026 for IF's annual World Spina Bifida and Hydrocephalus Day Conference.

Each year, the webinar brings together persons with Spina Bifida and Hydrocephalus, organisations, healthcare professionals and advocates from around the world to mark World SBH Day and discuss this year's campaign theme.

Further details, speakers and registration information will be announced soon on the IF and WSBHD websites and social media channels.

STAY CONNECTED

Throughout October, IF will share campaign updates, resources and activities on its website, social media channels and newsletter. Follow the campaign and join the conversation using:

#WSBHD2026 #SBHAcrossLife

WSBHD26 THEME

Spina Bifida & Hydrocephalus are lifelong conditions that affect people in different ways throughout their lives.

From prevention and maternal health, to childhood care, adolescence, independent living, employment and ageing, persons with Spina Bifida and Hydrocephalus may experience changing needs and barriers at every stage of life.

This year's theme highlights the importance of lifelong support, inclusion, accessibility and dignity for all. World Spina Bifida and Hydrocephalus Day 2026 also aims to celebrate the experiences, resilience and contributions of persons with Spina Bifida and Hydrocephalus across generations.

[More information about WSBHD26 theme.](#)

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**A lifetime of
EXPERIENCES**
From preconception to ageing

#WSBHD2026 #SBHAcrossLife



INTERNATIONAL FEDERATION
FOR SPINA BIFIDA
AND HYDROCEPHALUS



JOIN THE CHALLENGE

A lifetime of
EXPERIENCES
From preconception to ageing

#WSBHD2026 #SBHAcrossLife



WSBHD26 CHALLENGE

SHARE YOUR JOURNEY

This year, World Spina Bifida and Hydrocephalus Day celebrates **A Lifetime of Experiences: From Preconception to Ageing.**

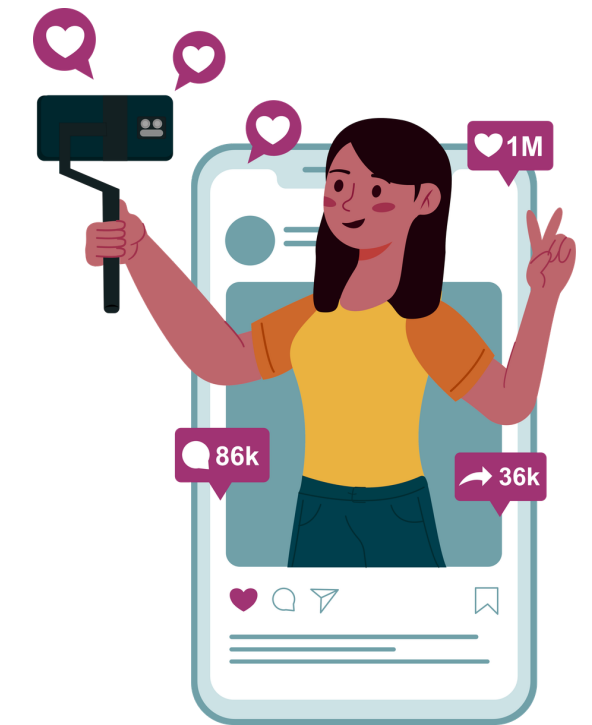
We invite persons with Spina Bifida and Hydrocephalus, family members, caregivers, healthcare professionals and organisations to take part in our global campaign by sharing a meaningful moment from your journey.

YOUR CONTRIBUTION CAN BE:

- 📷 a photograph
- 🎥 a short video (up to 2 minutes)
- ✍️ a short written story or reflection.

Tell us about a moment that has shaped your life or inspired you. It could be a personal achievement, an important milestone, a challenge you overcame, or simply an everyday moment that reflects your experience.

Every contribution helps raise awareness, promote inclusion and celebrate the diversity of experiences within the global Spina Bifida and Hydrocephalus community.



WSBHD26 CHALLENGE

NEED INSPIRATION?

- Early childhood
- School or education
- Graduation
- Employment
- Family and relationships
- Advocacy
- Sport or hobbies
- Accessibility
- Community
- A proud moment
- Growing older with SBH

There is no right or wrong story, every journey is unique.

HOW TO PARTICIPATE?

- Use our templates (available on the next pages)
- Create your photo, video, or quote/story
- If you need help to do it, feel free to contact us
- Send us your contribution **before October 1st, 2026**
 - By email: info@ifglobal.org
 - Or via Whatsapp: +32 471 84 41 54

Contributions will be featured throughout the campaign on IF's social media channels and website.

HOW TO WIN?

Once the campaign entries have been shared on IF's social media channels, vote for your favourite by liking, commenting or sharing the post. The contribution receiving the highest level of engagement by 30 October 2026 will receive the WSBHD2026 Community Award and will get extra features on IF channels.



WSBHD26 CHALLENGE TEMPLATES

[DOWNLOAD](#)



[DOWNLOAD](#)



[DOWNLOAD QUOTE CARD 1](#)

[DOWNLOAD QUOTE CARD 2](#)

[DOWNLOAD QUOTE CARD 3](#)



WSBHD26 SOCIAL MEDIA PROFILE PICTURE

SHOW YOUR SUPPORT

Help raise awareness for World Spina Bifida and Hydrocephalus Day by adding the official WSBHD2026 profile picture frame to your social media profile.

- Download the WSBHD2026 profile picture frame.
- Add your photo.
- Update your profile picture on your favourite social media platform.
- Encourage your friends, colleagues and community to join the campaign!

Together, we can make World Spina Bifida and Hydrocephalus Day visible around the world.



DOWNLOAD

JOIN THE CONVERSATION

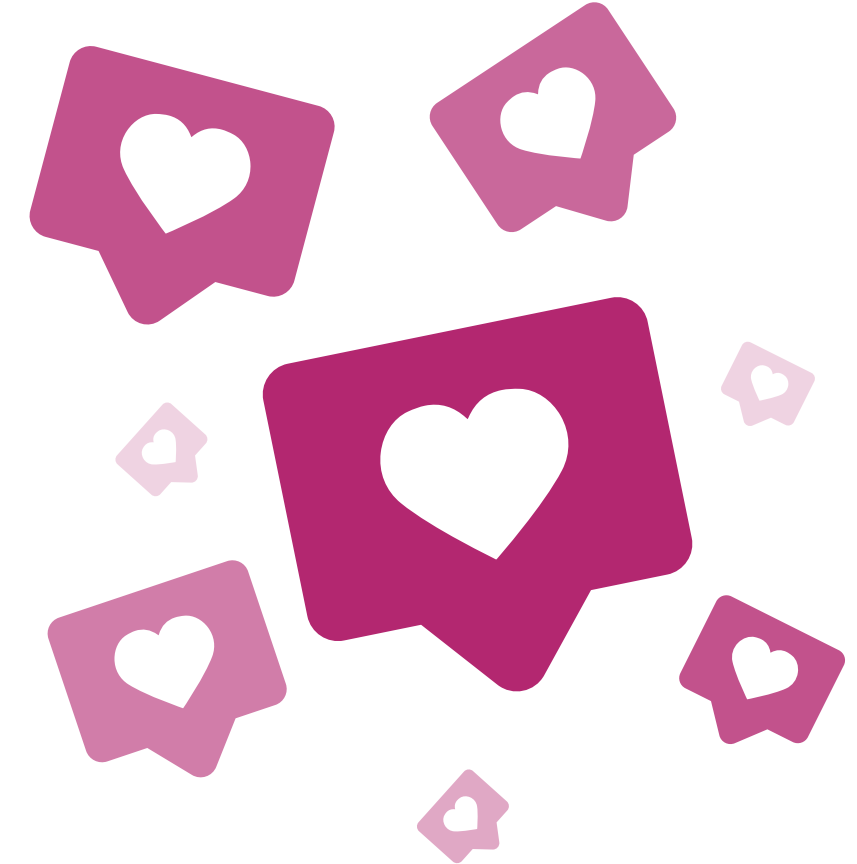
World Spina Bifida and Hydrocephalus Day is a global campaign, and everyone can help raise awareness. Follow IF on social media to stay up to date with campaign news, resources, events and inspiring stories from around the world.

We encourage you to:

- Share your activities and experiences.
- Use the official WSBHD2026 hashtags.
- Tag IF in your posts so we can see, celebrate and share your contributions.
- Engage with the global community by liking, commenting on and sharing campaign posts.

Visit the World Spina Bifida and Hydrocephalus Day website for campaign resources and updates:

www.worldspinabifidahydrocephalusday.com



WSBHD2026 hashtags:

#WSBHD2026 #SBHAcrossLife

FOLLOW AND TAG IF:



MORE WSBHD MATERIALS

- [WSBHD26 Logo](#)
- [WSBHD26 Social Media banner](#)
- [WSBHD26 Website banner](#)
- [WSBHD26 Poster](#)
- [WSBHD26 Profile Picture Frame](#)
- [WSBHD26 Challenge Template – My Journey](#)
- [WSBHD26 Challenge Template – My Journey, Then & Now](#)
- [WSBHD26 Challenge Template – Quote card 1](#)
- [WSBHD26 Challenge Template – Quote card 2](#)
- [WSBHD26 Challenge Template – Quote card 3](#)
- [WSBHD26 Challenge Template Story – My Journey](#)
- [WSBHD26 Challenge Template Story – My Journey, Then & Now](#)
- [WSBHD26 Challenge Template Story – Quote card 1](#)
- [WSBHD26 Challenge Template Story – Quote card 2](#)
- [WSBHD26 Challenge Template Story – Quote card 3](#)

↓ DOWNLOAD



WSBHD26 KEY MESSAGES

- #WSBHD2026: Every person with #SpinaBifida and #Hydrocephalus has a unique journey. This World SBH Day, let's celebrate a lifetime of experiences and promote inclusion, dignity and equal opportunities for all. #SBHAcrossLife
- #WSBHD2026: Living with #SpinaBifida and #Hydrocephalus is a lifelong journey. From preconception to ageing, everyone deserves access to quality healthcare, education, employment and full participation in society. #SBHAcrossLife
- On #WSBHD2026, I am sharing one meaningful moment from my journey with #SpinaBifida and #Hydrocephalus. Every story helps raise awareness and inspire others. #SBHAcrossLife
- Together, let's continue working towards a society where the rights of persons with #SpinaBifida and #Hydrocephalus are protected and promoted in line with the #UNCRPD. #WSBHD2026 #SBHAcrossLife
- The #UNCRPD recognises the right of persons with disabilities to participate fully and equally in society. On #WSBHD2026, let's champion inclusion and equal opportunities at every stage of life. #SBHAcrossLife

Feel free to adapt, personalise and share the messages below to help raise awareness on World Spina Bifida and Hydrocephalus Day 2026.

Don't forget to tag IF and use the official campaign hashtags:
#WSBHD2026 #SBHAcrossLife

SUPPORT OUR WORK

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



SUPPORT OUR WORK



Thank you for being part of
**WORLD SPINA BIFIDA &
HYDROCEPHALUS DAY**



For further information please contact IF:

- info@ifglobal.org
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