

10th edition



WORLD SPINA BIFIDA & HYDROCEPHALUS DAY

SOCIAL MEDIA TOOLKIT 2022



INTERNATIONAL FEDERATION
FOR SPINA BIFIDA
AND HYDROCEPHALUS





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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](#).

ELEVATE YOUR VOICE



Why "Elevate Your Voice"?

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.

The UNCRPD represents a major milestone in the continued advancement of the rights of persons with disabilities. The convention outlines the human rights and fundamental freedoms of persons with disabilities and the obligations of States Parties to the UNCRPD to advance and protect those rights.

Accessibility and inclusion are challenges frequently encountered by persons with SBH. With stigma, discrimination and lack of awareness creating further barriers to the full enjoyment of life. Therefore, IF shares with you the theme for the World Spina Bifida and Hydrocephalus Day 2022: "Elevate Your Voice".

Join IF in elevating your voice!

#ElevateYourVoice



WSBHD22 TOOLKIT



WHAT DOES THIS TOOLKIT CONTAIN?

- Description of the WSBHD
- WSBHD conference and regional side-events
- Invitation to join the Talent Show
- WSBHD22 call for testimonials
- 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 elevate your voice on aspects that are important 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 (#WBSHD2022) on the 25th of October 2022, the International Federation for Spina Bifida and Hydrocephalus (IF) is launching a talent show and welcoming testimonial videos on this years' topic:

"Elevate Your Voice"



WSBHD22 Regional side-events



This year the International Federation for Spina Bifida and Hydrocephalus together with Member Associations organize regional side-events to the World Spina Bifida and Hydrocephalus Day 2022 Conference on the "**Elevate Your Voice**" theme!



Regional side event organized by the
Spina Bifidal Federal Association of Sudan



Regional side event organized by the
Associazione Spina Bifida Italia (ASBI)



Regional side event organized by **tbc**



Regional side event organized by
Fundación Mónica Uribe Por Amor Colombia

More information about the dates, venue and programme will soon be uploaded on the WSBHD22 official website www.worldspinabifidahydrocephalusday.com/activities-2022

WSBHD22 Talent Show



All persons with Spina Bifida and Hydrocephalus are welcome to share with the world their talents (paintings or drawings are also welcome) by sending a MP4 recording of max. 10 minutes to be broadcasted on IF Youtube Channel on the occasion of the [World Spina Bifida and Hydrocephalus Day 2022](#).

Please send your recordings before September 30th to info@ifglobal.org



Talent Show

“Elevate Your Voice”

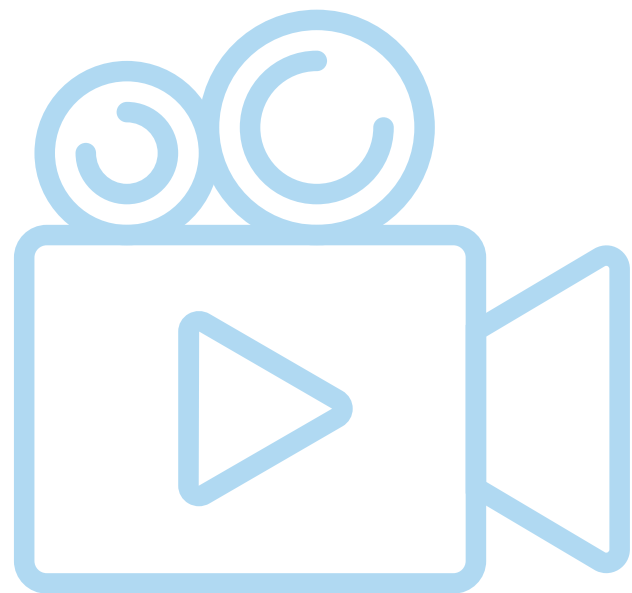
OCTOBER 25 | IF YOUTUBE CHANNEL

World Spina Bifida and Hydrocephalus Day 2022

WSBHD22 Testimonial Videos



In preparation for the World Spina Bifida and Hydrocephalus Day 2022, IF invites YOU to **ELEVATE YOUR VOICE** by sending a short 1-2minute video message.



Please email your videos to sinem.sari@ifglobal.org by **October 4** the latest

WSBHD22 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. Provide a brief description of how it is to live with SBH:
***Elevate your voice to** how it is to live with Spina Bifida and or Hydrocephalus*
or describe *how you want to elevate your voice* or *to what you want to elevate your voice to*
- d. Best wishes to share to all SBH communities for a successful WSBHD22

WSBHD22 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 WSBHD22 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

Hashtags:

#WSBHD22

#ElevateYourVoice

#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](#)
- [WSBHD22 Logo \(transparent background\)](#)
- [WSBHD22 Logo \(white background\)](#)
- [WSBHD22 Banner](#)
- [WSBHD22 Poster](#)
- [WSBHD22 Profile Picture for social media](#)
- [WSBHD22 Social media quote](#)
- [WSBHD22 Social media picture frame](#)
- [WSBHD22 Social media story frame for quotes](#)
- [WSBHD22 Social media story video](#)
- [WSBHD22 Talent Show poster](#)





KEY MESSAGES



Feel free to adapt, use and share the example messages below and spread the word on [#WSBHD22](#) and do not forget to tag IF through @ifsbh

- Elevate your voice to call society to ensure accessibility and inclusion to ALL and especially to persons with disabilities.
- Elevate your voice against discrimination in employment! We call for equal treatment in employment for persons with disabilities.
- Elevate your voice to break taboos! Persons with disabilities can also... [complete the sentence]
- We should continue joining forces to ensure that the rights of persons with Spina Bifida and Hydrocephalus are respected to fully enjoy their life, equal as anyone else!
- The [#UNCRPD](#) states that persons with disabilities have the right to the highest attainable standard of health. Elevate your voice for [#WSBHD22](#)
- Physical barriers and lack of appropriate support makes PwDs feel isolated and can harm their mental health. Ensure [#inclusion](#) to make integrated care accessible.
- The issues of climate change and sustainability have and will continue to have a severe and lasting impact on the safety and prosperity of persons with disabilities. Elevate your voice to...



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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 2022

For further information please contact IF at:

✉ info@ifglobal.org

☎ +32 (0) 471 84 41 54

