

IF GLOBAL PREVENTION INITIATIVE 2ND ANNIVERSARY

Social media toolkit 2018

Contact: Martine.Austin@ifglobal.org



WHAT IS THE GLOBAL PREVENTION INITIATIVE?

- The Global Prevention Initiative (IFGPI) was launched on 28th October 2016, with the aim of tackling the primary prevention of neural tube defects (NTDs) and hydrocephalus as a united global community.
- It's goal is to unite all relevant organisations, NGOs, Governments, policy makers, health services, health professionals and individuals around the world to maximize the risk reduction of NTDs and hydrocephalus.
- The IFGPI is working towards WHO accreditation, with its aims being directly aligned with the UN Sustainable Development Goals.

CONTENTS

- Within this toolkit, you will find links, hashtags, and suggested messages to share throughout the coming week.
- We need you to join us this week to mark this anniversary so please, share this toolkit with colleagues, partners and friends. Help us to spread awareness about the importance of the global prevention of NTDs and hydrocephalus.
- Throughout the week we will be posting messages that we also ask you to share.

SOCIAL MEDIA CHANNELS

#Hashtags

#IFGPI

#folicacid

#Preventioniskey

#folicacidfortification

#WomensHealth

#NTDprevention

#hydrocephalus

Accounts to tag

@FFI

@WHO

@SustDev

@PMNCH

@Vitabiotics

LINKS

- More info about the IFGPI: <https://www.ifglobal.org/our-work/prevention/>
- More info about fortification: <http://www.ffinetwork.org/>
- Follow us on Facebook: <https://www.facebook.com/ifgpi/>

KEY MESSAGES

- NTDs affect around 500,000 pregnancies every year, with over 300,000 new babies being born with these conditions every year. Up to 72% of these cases could be prevented if all women took an additional 400mcg #folicacid preconceptionally, and for the first 12 weeks of pregnancy. #IFGPI #folicacid #NTDprevention
- In countries where staple foods (such as bread, flour, rice and maize flour) have been fortified, the risk of NTD has been reduced by an average of 40-50%. #fortification #folicacid #IFGPI
- All women of childbearing age that could become pregnant need to take a daily supplement of 400mcg folic acid, ideally for 3 months before conception, continuing until the 12th week of pregnancy. **3 months before, 3 months after.** #IFGPI

- Health education is key to maximising NTD prevention. Women with lower levels of education, and lower social economic status are shown to be among those at greatest risk. #IFGPI #educationiskey
- NTDs occur in the first 28 days of pregnancy, before most women are even aware that they are pregnant. #IFGPI #preconception #educationiskey
- #Folicacid supplementation, #folicacid fortification and education are all key to maximising folic acid preventable NTD. #IFGPI
- Over 80 countries around the world now have a mandate to fortify at least one staple grain with #folicacid.

- We are currently only preventing around 15% of #folicacid preventable NTDs. There is lots more work to be done. #IFGPI
- Up to 90% of babies affected by #spinabifida are also affected by #hydrocephalus. By reducing the risk of #NTD we also reduce the risk of associated #hydrocephalus. #IFGPI
- Premature birth increases the risk of #hydrocephalus. By reducing the risks associated with premature birth we hope to further reduce the risk of #hydrocephalus. #IFGPI
- Infections occurring shortly after birth or in childhood (such as meningitis) increase the risk of #hydrocephalus. Reducing the risks associated with these infections will help to reduce the risk of #hydrocephalus. #IFGPI



Thank you all for helping to celebrate our anniversary and continuing to help share important messages about prevention

Very special thanks to our global partner

Vitabiotics Pregnacare.