



# **World Folic Acid Awareness Week**

## **8 - 14 January 2018**

Social Media Toolkit

Contact: [martine.austin@ifglobal.org](mailto:martine.austin@ifglobal.org)

# WORLD FOLIC ACID AWARENESS WEEK

8 - 14 January, 2018

#IFGPI #WFAAW



# About World Folic Acid Awareness Week

Every January the International Federation for Spina Bifida and Hydrocephalus will work with its member organisations, partners and supporters to promote World Folic Acid Awareness Week as part of the IF Global Prevention Initiative (IFGPI) to reduce the worldwide risk of Neural Tube Defects (NTDs) and Hydrocephalus.

We are asking for your support once again, by joining our united effort to raise awareness of this significant global public health issue, from **January 8 - 14**.

Please join us in sharing key information about folic acid and prevention during this important week, and share folic acid knowledge and information through your social media channels and with friends, colleagues and families. Encourage them to spread folic acid awareness too!

The message is simple: **Preconceptional folic acid is the key to preventing most NTDs.**

# How you can help

- Within this toolkit, you will find links, hashtags, banners and our logo for download, and suggested messages to share throughout World Folic Acid Awareness Week (WFAAW) 2018, taking place from 8 - 14 January.
- We need you to join us in this much needed event, so please, share this toolkit with colleagues, partners and friends. Help us to spread awareness about the need to improve global prevention of Neural Tube Defects (NTDs) and Hydrocephalus.
- Throughout the week we will be posting messages that we also ask you to share.
- Like the IFGPI on [Facebook](#), comment on our posts and tag us when you do.
- Use the WFAAW banners, and share the links to our other online resources listed in this toolkit.

# Social media channels

<https://www.facebook.com/ifgpi>

## Hashtags

- #WFAAW
- #IFGPI
- #FolicAcid
- #NTDprevention
- #Hydrocephalus
- #FolicAcidFortification
- #educationiskey

## ACCOUNTS TO TAG

- @IFGPI
- @IFSBH
- @FFI
- @WHO
- @EU\_Health
- @Vitabiotics

# Key links and materials

- [WFAAW 2018 Facebook Banner](#)
- [WFAAW 2018 Twitter Banner](#)
- [WFAAW 2018 Posters](#)
- [WFAAW 2018 Thunderclap](#)
- [IFGPI logo](#)
- [IFGPI Folic Acid leaflet](#)
- [More info about the GPI](#)
- [More info about fortification](#)

## Folic Acid

What every woman needs to know  
*before* becoming pregnant



# Key messages

## Examples:

What are you doing to ensure that you get enough #FolicAcid BEFORE pregnancy? Tell us! #WFAAW #IFGPI

We are currently only preventing around 15% of #FolicAcid preventable Neural Tube Defects (#NTDs). There is lots more work to be done. #WFAAW #IFGPI

Up to 90% of babies affected by #SpinaBifida are also affected by #Hydrocephalus. By reducing the risk of #NTDs we also reduce the risk of associated #hydrocephalus #WFAAW #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**

**#WFAAW**



#HealthEducation 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 #WFAAW #IFGPI

#NTDs occur in the first 28 days of #pregnancy, before most women are even aware that they are pregnant #WFAAW #IFGPI

#FolicAcid supplementation, #FolicAcidFortification and education are all key to maximising folic acid preventable #NTDs. #WFAAW #IFGPI

All women who could become pregnant need to take a daily supplement containing 400mcg #FolicAcid #WFAAW #IFGPI #NTDprevention

Over 80 countries around the world now have a mandate to fortify at least one staple grain with #FolicAcid #WFAAW #IFGPI



Over 80 countries around the world now have a mandate to fortify at least one staple grain with #folicacid.

**#IFGPI**

**#WFAAW**

Antarctica

If all women that could become pregnant took the recommended amount of 400mcg #FolicAcid BEFORE and during the first 3 months of #pregnancy, we could reduce the incidence of #NTDs by up to 72% #WFAAW #IFGPI

Any #pregnancy can be affected by a Neural Tube Defect (#NTD). Most cases occur where there is no previous family history #WFAAW #IFGPI

Consuming a well balanced diet rich in natural #folates, eating #fortified breads and cereals in addition to #FolicAcid supplementation, will maximise the risk reduction of NTDs #WFAAW #IFGPI

Some women have a higher risk of NTDs and will need to take a higher 5mg dose of #FolicAcid. Please check our [website](#) to see if this includes you! #WFAAW #IFGPI

Over 50% of #pregnancies are unplanned. #Fortification of staple foods with #FolicAcid is vital to help protect these pregnancies #WFAAW #IFGPI



**THANK YOU ALL FOR SUPPORTING OUR 2<sup>ND</sup> WORLD FOLIC ACID  
AWARENESS WEEK, AND FOR CONTINUING TO SHARE IMPORTANT  
MESSAGES ABOUT NEURAL TUBE DEFECTS AND HYDROCEPHALUS  
PREVENTION**

**VERY SPECIAL THANKS TO OUR GLOBAL PARTNER**

