



WORLD SPINA BIFIDA AND HYDROCEPHALUS DAY

SOCIAL MEDIA TOOLKIT 2017

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25 OCTOBER
WORLD
SPINA BIFIDA &
HYDROCEPHALUS
DAY



WHAT IS WSBHD?

The World Spina Bifida and Hydrocephalus Day (WSBHD) has been established and designated by IF's General Assembly in Guatemala 2011 with the aim of raising awareness and understanding about Spina Bifida and Hydrocephalus. It serves also as 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 our story [here](#)

2017 TOPIC: MENTAL HEALTH

- Lack of understanding of mental health needs of persons living with complex physical conditions, such as Spina Bifida and Hydrocephalus, failure to address them in a systemic manner by healthcare professionals, and lack of accessible mental health services have led to an ever increasing stigmatisation of the mental health issue.
- Mental health problems can have a higher prevalence among persons with lifelong disabilities. Frequent medical interventions, chronic pain, unexpected complications, can all contribute to feelings of anxiety. Physical barriers and lack of appropriate support can lead to loneliness and exclusion.

Read our [reflection paper](#) on mental health to know more!

WHAT DOES THIS TOOLKIT CONTAIN?

- Within this toolkit, you will find key links, a video animation (coming soon), posters, key events, hashtags, logos and banners for download, and suggested messages.
- We need you to join us in this special day so please, share this toolkit with colleagues, partners and friends. Help us to spread awareness about the importance of mental health as part of integrated care for people with Spina Bifida and Hydrocephalus and their families!

SOCIAL MEDIA CHANNELS



[International Federation for
Spina Bifida and Hydrocephalus](#)



[@ifsbh](#)

Hashtags

#WSBHD
#SpinaBifida
#Hydrocephalus
#MentalHealth
#integratedcare
#SDG3

Accounts to tag

@WHO
@eupatientsforum
@MyEDF
@WHO_Europe
@MHESME
@SustDev
@UN
@DrTedros

KEY LINKS

We have different materials related to WSBHD 2017 and its main topic, Mental Health, for you to publish on your website, share through social media channels, and to distribute within your network.

Help to raise awareness!

[Download posters in english and spanish](#)

[Download WSBHD logo](#)

[Download infographic on MH](#)

[Mental Health video-animation - *coming soon, keep up to date!*](#)

[Download website banner](#)

[Download cover Facebook](#)

[Download cover Twitter](#)

[Sustainable Development Goal 3](#)

[CRPD Art. 25](#)

KEY DATES

These are the main events leading up to WSBHD 2017 with a focus on mental health. Feel free to follow or join us!

| Date | Topic | Focus |
|------------------|---|--|
| 4-6 October 2017 | 6th European Conference on Mental Health (Berlin) | IF Deputy SG, Ewa Kampelmann will speak about MH on people with disabilities |
| 10 October 2017 | World Mental Health Day | 'Mental Health in the workplace' |
| 25 October 2017 | World Spina Bifida and Hydrocephalus Day | Mental health of people with SBH/integrated care |

KEY MESSAGES

You can use the example messages below to help raise awareness on social media. Feel free to adapt and share!

Facebook

- There are at least around 1.5 million people globally living with neural tube defects. People with #spinabifida and #hydrocephalus need timely and affordable access to appropriate, specialised and multidisciplinary care throughout their lifespan. Let's celebrate #WSBHD today and keep working together for an #integratedcare system which includes mental health services!
- Happy World Spina Bifida and Hydrocephalus Day! There are at least 1.500.000 people living with #SpinaBifida but how many persons feel comfortable sharing their #mentalhealth problems? Help us to break the stigma and let's talk! #WSBHD

- People usually think about being healthy as not having a physical disease. But what about #MentalHealth and well-being? People with complex disabilities such as #SpinaBifida and #Hydrocephalus need an #integratedcare system with access to #mentalhealth care! Raise your voice and celebrate #WSBHD
- How do we break the stigma about #mentalhealth? Through advocating for an #integratedcare system for people with disabilities like #SpinaBifida and #Hydrocephalus. We encourage you to watch and share this animation about the importance of keeping a balance between physical and mental well-being. Join us today on #WSBHD!
- The #SDG3 highlights the need to ‘Ensure healthy lives and promote well-being for all at all ages’. In connection with #Agenda2030, International Federation for Spina Bifida and Hydrocephalus is celebrating the #WSBHD and takes the opportunity to raise awareness on the importance of #mentalhealth for people with #SpinaBifida and #Hydrocephalus to live a healthy life.

- Young people with #SpinaBifida and #Hydrocephalus need special understanding and guidance to be able to become independent. Today, while celebrating the #WSBHD, let's stand for #integratedcare where #mentalhealth is included to help them to be as healthy as possible!
- Today, on October 25th, we are supporting the International Federation for Spina Bifida and Hydrocephalus in the #WSBHD to promote #mentalhealth care as a key element of #integratedcare . Do you want to join us? Feel free to share the message!
- Professionals and activists agree that the way society treats people with #disabilities has the most direct impact on their #mentalhealth and well-being. In this way, we all have the responsibility to help break the stigma through advocating for an #integratedcare system which includes mental health services. Support the #SDG3 on health and well-being by promoting the #WSBHD message!

Twitter

- Today's the World #Spina Bifida & #Hydrocephalus Day! #WSBHD - watch this animation on #mental health and share the message! ([link](#))
- Contenance issues & reduced mobility of people w/#SpinaBifida & stigma of #Hydrocephalus can cause #discrimination #mentalhealth #WSBHD + [poster MH](#)
- On #WSBHD we call 4 more attention for #mentalhealth and wellbeing of ppl w #SpinaBifida & #Hydrocephalus @WHO + [WSBHD logo/web](#)
- People w/#disabilities are at risk of being blamed for being a financial burden to society, which can affect their #mentalhealth #WSBH
- Multidisciplinary care for people w/#SpinaBifida & #Hydrocephalus includes access to timely and disability-sensitive #mentalhealth care #WSBHD + [poster MH](#) + [WSBHD website](#)

- Let's support #SDG3 on #health & #well-being by sharing this animation on #mentalhealth of ppl w #SpinaBifida & #hydrocephalus #WSBHD + [link SDG3/animation](#) + [SDG3 image](#)
- Do you know #CRPD Art. 25? It ensures the right for ppl w/#disabilities to #health services, here #mentalhealth is key! #WSBHD + [link to CRPD Art. 25](#)
- Positive body image & self-esteem have a protective influence on #mentalhealth of people w #spinabifida & #hydrocephalus #WSBHD + [poster MH](#)
- More research is needed to understand how living w/ #SpinaBifida & #Hydrocephalus may affect #mentalhealth #WSBHD + [poster MH](#)
- An #integratedcare system incl #mentalhealth is needed to achieve #SDG3 for ppl w #spinabifida & #hydrocephalus #WSBHD + [link to SDG3](#) + [WSBHD logo](#)

THANK YOU FOR BEING PART OF WORLD SPINA BIFIDA AND HYDROCEPHALUS DAY 2017

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