

WORLD SPINA BIFIDA AND HYDROCEPHALUS DAY 2020



SOCIAL MEDIA TOOLKIT



Co-funded by the Rights, Equality and Citizenship programme of the European Union

WHAT IS WSBHD?

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 our story [here](#)

2020 TOPIC

'WSBHD20: united in times of COVID-19'

The lives of all persons around the world have somehow been impacted by COVID-19 from an economic, social and/or health point of view, among other aspects. The SBH community has not been an exception. For that reason, IF selected the topic 'WSBHD20: united in times of COVID-19', in order to focus on the experiences of the SBH community during the coronavirus pandemic.

For the celebration of this WSBHD, IF also wants to show the unity and engagement of the worldwide SBH community, especially during these difficult times. Therefore, IF launches the #HappyWSBHD challenge! You will find more information at the end of this toolkit.

WHAT DOES THIS TOOLKIT CONTAIN?

- Key links to IF's webpage on COVID-19 and disability related resources, posters, hashtags and visual material to share through your social media channels
- Suggested messages from IF's survey on COVID-19 and the SBH population
- Guidelines to participate in the #HappyWSBHD challenge

SOCIAL MEDIA CHANNELS

In order to engage with IF for the WSBHD campaign, remember to follow our social media channels. We will publish messages, your challenges and our Members' activities through our different channels.

Visit the WSBHD website for more information:

www.worldspinabifidahydrocephalusday.com



@ifsbh



International Federation for Spina Bifida and Hydrocephalus

HASHTAGS

For the messages:

#WSBHD20

#SpinaBifida

#Hydrocephalus

For the challenge:

#HappyWSBHD

SUGGESTED ACCOUNTS TO TAG

@ifsbh

@IDA_CRPD_Forum

@MyEDF

@iddcconsortium

@SustDev

@UN_Enable

@WHO

KEY LINKS

With the coronavirus being a new virus, there is a lot of uncertainty about who is at increased risk of getting infected or who is at risk of developing a more severe case when contracting the virus. Concerns have been expressed within the SBH community. IF gathered several useful COVID-19 and disability resources.

IF shared a webpage that includes information, leaflets and different materials from the World Health Organisation, the European Centre for Disease Prevention and Control (ECDC), the US Centers for Disease Control and Prevention (CDC), the International Disability Alliance, the European Disability Forum and various IF Member organisations.

[World Spina Bifida and Hydrocephalus Day website](#)

[IF's COVID-19 webpage resources](#)

[Posters with WSBHD messages](#)

[Logo WSBHD](#)

[WSBHD Facebook frame](#): search for '@ifsbh' and you will be able to use it!

[Convention on the Rights of Persons with Disabilities \(CRPD\)](#)

KEY MESSAGES

Feel free to adapt, use and share the example messages below and spread the word on #WSBHD2020 and do not forget to tag IF through @ifsbh

- Today, October 25, I support the #WSBHD20 focus on #COVID-19 because persons with #spinabifida and/or #hydrocephalus were not guaranteed equal access to healthcare services during the COVID-19 pandemic
- IF Member organisations provided vital services during the #COVID-19 pandemic: providing information for people with SBH, communicating with specialised health professionals and advocating on the interests of persons with SBH to national and local authorities #WSBHD20
- Access to healthcare is key, especially in #COVID-19 times: governments have to eliminate any physical or attitudinal barriers and prevent discriminatory denial of health care or health services on the basis of #disability, in line with Art. 25 of the #CRPD #WSBHD20

- People with #spinabifida and/or #hydrocephalus are disproportionately affected when health, social and education services are shut down. States must do better and formulate inclusive and human rights-based emergency plans and guidelines #WSBHD20
- #COVID-19 pandemic has revealed how vital IF's Members are in their communities: from supporting people with #spinabifida & #hydrocephalus and their families to holding authorities accountable to their obligations under the #CRPD #WSBHD20
- #COVID-19 has created unprecedented challenges and it has exacerbated the underlying inequalities and challenges that already existed. The right to health under Art. 25 of the #CRPD must be considered in the rebuilding and strengthening of healthcare systems #WSBHD20
- There is a lack of information, delays or cancellation of medical appointments and an over prioritisation of #COVID-19 that has a disproportionate negative impact on persons with #disabilities, due to insufficient crisis-response by governments #WSBHD20
- IF's Members have done incredible work by providing their members with specific info on #disability and #SBH when authorities were struggling to communicate with the public during the pandemic. Check IF's Members resources here: <https://www.ifglobal.org/covid-19-resources/> #WSBHD20
- Whilst pandemics increase the risk of #micronutrient deficiencies (increasing the risk of #NTD), IF's project #SmarterFutures provides positive preventative action through food #fortification #IFGPI #WSBHD20 <https://www.smarterfutures.net/>
- Pandemics increase health inequalities: #micronutrient deficiencies such as #folicacid & #B12 increase the risk of having a pregnancy affected by a #NTD. IF's project #SmarterFutures addresses these inequalities by improving nutritional status #IFGPI #WSBHD2020.

CHALLENGE: #HAPPYWSBHD

In order to celebrate the diversity and unity of the worldwide spina bifida and hydrocephalus community, IF launches a challenge! We encourage you all to participate. Steps to follow:

1. Film a short video saying (or shouting!) 'Happy World Spina Bifida and Hydrocephalus Day' in your own language **OR** write it on a paper and take a selfie with it. For both options, feel free to ask your family, friends and/or colleagues to join you.

2. Post it on your Twitter and/or Facebook account and do not forget to:

- Tag IF on your post (see IF's social media accounts in this toolkit) so we receive a notification of your video or photo
- Challenge 2 people by tagging them in the post

As suggestions, please feel free to use one of the following texts for your post:

October 25 is World Spina Bifida and Hydrocephalus Day and @ifsbh has launched the #HappyWSBHD challenge: to wish a happy #WSBHD20 in your own language. I did it in *(write here your language)* and now I challenge *(tag here the 2 people you want to challenge)*. Check the steps to follow here: *(link to the toolkit)*

On October 25, we celebrate #WSBHD20 by joining the #HappyWSBHD challenge. I challenge (tag here the 2 people you want to challenge) to share the message in their own language. More info here: (link to the toolkit)

Join the #HappyWSBHD challenge by posting 'Happy World Spina Bifida and Hydrocephalus Day' in your own language (video or photo). I did it in (write here your language) and I challenge (tag here the 2 people you want to challenge) #WSBHD20

Note: The challenge starts on October 5 and IF will share all the contributions through its social media accounts on October 25, to celebrate the World Spina Bifida and Hydrocephalus Day together!

25 OCTOBER
WORLD
SPINA BIFIDA &
HYDROCEPHALUS
DAY

