



**World Folic Acid Awareness Week**  
**Social Media Toolkit**  
*(9<sup>th</sup> - 15<sup>th</sup> January 2021)*

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# What is World Folic Acid Awareness Week?

Every January the International Federation for Spina Bifida and Hydrocephalus works together 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) in particular Spina Bifida and Hydrocephalus.

We are asking for your support once again, in a united global effort, to raise awareness of this significant public health challenge, from **January 9<sup>th</sup> – 15<sup>th</sup>**.

This year is particularly significant as it marks the **30<sup>th</sup> anniversary** of the discovery of the knowledge that folic acid can significantly reduce the risk of NTDs by up to 72%<sup>1</sup>.

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.**

<sup>1</sup> MRC Vitamin Study Research Group (1991). *Prevention of neural tube defects: results of the Medical Research Council Vitamin Study*. Lancet 338:131–137.

# How you can join

- 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) 2021, taking place from 9<sup>th</sup> – 15<sup>th</sup> January.
- We welcome you to join us in this very important event, so please, share this toolkit with colleagues, partners and friends. Help us to spread awareness about folic acid, and the need to improve global prevention of Neural Tube Defects (NTDs), in particular Spina Bifida and Hydrocephalus.
- Throughout the week we will be posting messages that we also ask you to share.
- Like our social media pages, comment on our posts and tag us when you do.
- Use the WFAAW banner, and share the links to our other online resources listed in this toolkit.

# Key links and resources

- [2021 WFAAW Banner](#)
- [IFGPI logo](#)
- [More info about fortification](#)
- [IF's partnership Smarter Futures](#)



**FOLIC ACID**

What every woman needs  
to know BEFORE becoming  
pregnant

# Social media channels

In order to engage with us for the WFAAW campaign, follow our social media channels. IF will publish messages and share your WFAAW events and activities through our different channels.

Global Prevention Initiative



IF



## Hashtags

- #WFAAW
- #IFGPI
- #FolicAcid
- #SmarterFutures
- #NTDPrevention
- #FolicAcidFortification
- #EducationIsKey
- #B12
- #Hydrocephalus

## Accounts to tag

- @IFGPI
- @IFSBH
- @FFINetwork
- @WHO
- @EU\_Health
- @Vitabiotics
- @gatesfoundation
- @DSMNutrition
- @WFP

## Accounts to tag

- @Buhler\_Group
- @NutritionIntl
- @HelenKellerIntl
- @GAINalliance
- @MNForum
- @Nouryon
- @muehlenchemie

# Key messages

Feel free to use and share the example messages below in a poster format by clicking on each of them and spread the word on #WFAAW

IF's #SmarterFutures project is an example of how #IF is developing strong and successful public-private-civil partnerships that maximise the potential for primary prevention #StrongerTogether #WFAAW #IFGPI

The #WHO recommends that “All women, from the moment they begin trying to conceive (starting 2 months before a planned pregnancy) until 12 weeks of gestation, should take a folic acid supplement (400mcg folic acid daily),” to reduce the risk of NTDs #WFAAW #IFGPI

The WHO requires that “Health education activities are conducted to raise the awareness of women and of the community on the importance of taking folic acid supplements in the preconceptional period.” #WFAAW

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



Where do you get yours? The top sources of folic acid/folate, are supplements, fortified foods, and green leafy vegetables, oranges and yeast extract.

**#IFGPI #WFAAW**

Folic Fortification is an accessible and cost-effective means to improve folate status at population level with no significant pass through costs to consumers. People with spina bifida and hydrocephalus are key to helping increase understanding and demand for these products #WFAAW #IFGPI

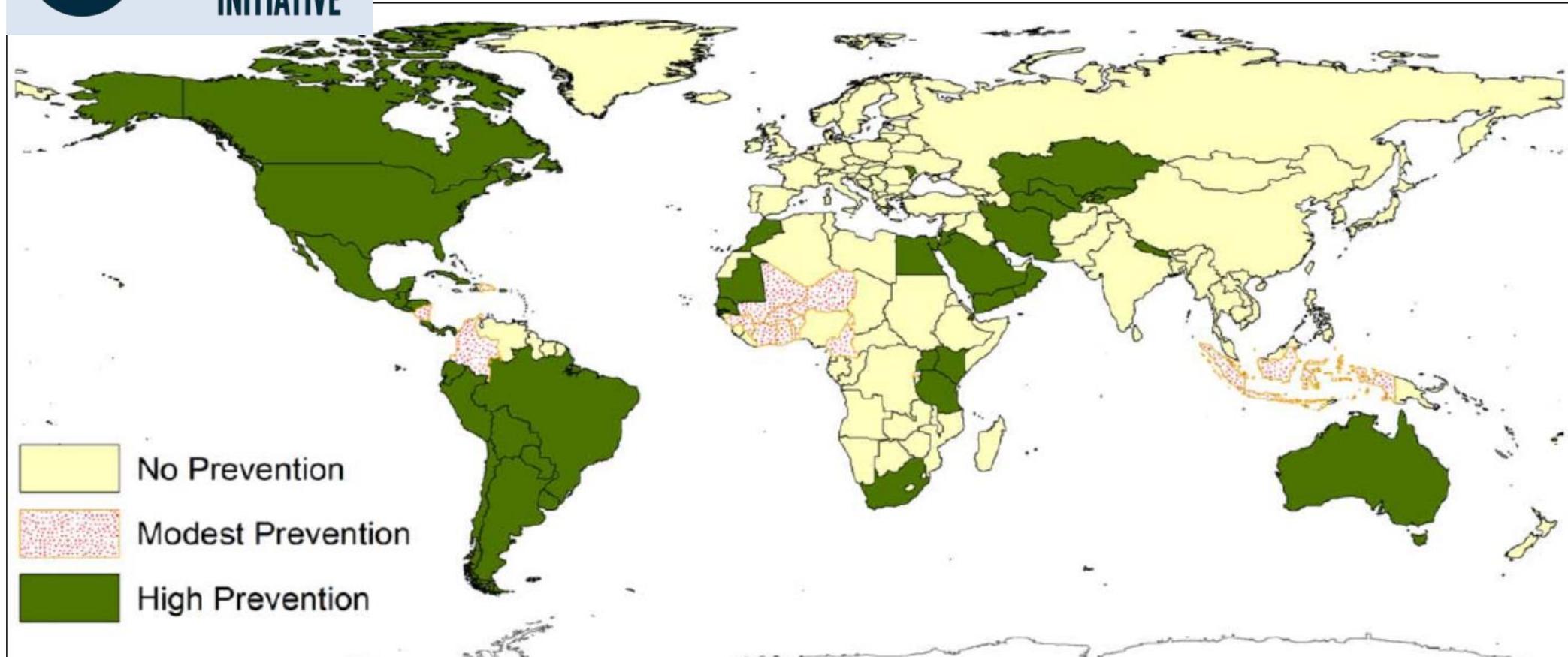
Where do you get yours? The top sources of folate/folic acid are supplements, fortified foods, green leafy vegetables, legumes and yeast extract #WFAAW #IFGPI

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

## More examples to be used in different formats:

People with Spina Bifida and Hydrocephalus are the strongest advocates for reducing the risk of NTDs. Actively engaging local communities, healthcare professionals and industry in grass-roots community based awareness raising activities #WFAAW #IFGPI

The success of #IF's Prevention Clinics is founded upon a multidisciplinary approach to NTD prevention, involving stakeholders from government, public health, healthcare professionals NGOs, scientific research, commerce and industry to maximize potential impact #WFAAW #IFGPI



We are still only preventing about 13% of preventable NTDs by fortifying flour with folic acid<sup>2</sup> **#IFGPI #WFAAW**

<sup>2</sup> Arth A, Kancherla V, Pachón H, Zimmerman S, Johnson Q, and Oakley GP, Jr. (2016), A 2015 Update on folic acid–preventable spina bifida and anencephaly. Birth Defects Research Part A: Clinical and Molecular Teratology.

#IFSBH actively advocates for #fortification. Over 80 countries around the world now have a mandate to fortify at least one staple grain with #FolicAcid #WFAAW #IFGPI

People with Spina Bifida and Hydrocephalus and their families, together with healthcare providers and millers are the best advocates to raise awareness about the importance of supplementation and to make fortification a reality #WFAAW #IFGPI

#Fortification of staple foods with #FolicAcid is vital to support the reproductive health of women globally #WFAAW #IFGPI

We can all make a difference towards reducing the risk of #NTDs by raising vital awareness about the importance of #FolicAcid #WFAAW #IFGPI

Economic and humanitarian crises, such as the current Covid-19 pandemic, exacerbate existing health inequalities and increase the number of those suffering from malnutrition. As the most effective means of combating large scale micronutrient deficiencies, food fortification has become even more important than ever #WFAAW #IFGPI



THANK YOU ALL FOR SUPPORTING WORLD FOLIC ACID AWARENESS WEEK,  
AND FOR CONTINUING TO SHARE IMPORTANT MESSAGES ABOUT SPINA  
BIFIDA AND HYDROCEPHALUS PREVENTION.

Your participation is key to support IF in raising awareness.

JOIN US AGAIN IN 2022!

With special thanks to IF's principal global partner of the GPI

