

# WORLD SPINA BIFIDA & HYDROCEPHALUS DAY

SOCIAL MEDIA TOOLKIT 2023

WORLD  
SPINA BIFIDA &  
HYDROCEPHALUS  
DAY  
ACCESSIBILITY  
FOR ALL





**Date of publication:** August 2023.

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# INTRODUCTION

## 25 OCTOBER WORLD SPINA BIFIDA & HYDROCEPHALUS DAY



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 the World Spina Bifida and Hydrocephalus Day [here](#).



# ACCESSIBILITY FOR ALL



## Why "Accessibility for All"?

Our vision is a society that guarantees the human rights of children and adults with Spina Bifida and Hydrocephalus (SBH), and celebrates their contributions in all areas of life, while guaranteeing equity at all levels and for all.

The UNCRPD represents a major milestone in the continued advancement of the rights of persons with disabilities. The convention outlines the human rights and fundamental freedoms of persons with disabilities and the obligations of States Parties to the UNCRPD to advance and protect those rights.

Accessibility and inclusion present frequent challenges for individuals with SBH. With stigma, discrimination, and a lack of awareness creating additional barriers to the full participation in life's opportunities.

Ensuring accessibility is of paramount importance for the spina bifida and hydrocephalus community. Accessible environments, adequate healthcare, social services, and opportunities empower individuals with SBH to fully participate in society, realise their potential, and lead fulfilling lives. When accessibility is prioritised, barriers that hinder inclusion are dismantled, fostering a more equitable and compassionate world where every individual can thrive and be recognized for their invaluable contributions.

**Join the SBH community in promoting accessibility for all!**

**#AccessibilityforAll**



# WSBHD23 TOOLKIT



## WHAT DOES THIS TOOLKIT CONTAIN?

- Description of the WSBHD
- WSBHD conference and regional side-events
- Invitation to join the WSBHD23 Contest
- Social media profile picture frame
- Key links to resources, posters, hashtags and visual materials to share through your social media channels

IF is organising a conference for this years' World Spina Bifida and Hydrocephalus Day to promote accessibility for the SBH community. Detailed information on this event such as the concept note and agenda will follow soon on both the World Spina Bifida and Hydrocephalus Day's and IF's website, IF's social media channels and IF's Newsletter. Stay tuned!

To celebrate the World Spina Bifida and Hydrocephalus Day (#WBSHD23) on the 25th of October 2023, the International Federation for Spina Bifida and Hydrocephalus launches a drawing, video & picture contest for this years' theme:

**"Accessibility for All"**



# WSBHD23 REGIONAL SIDE-EVENTS



This year the International Federation for Spina Bifida and Hydrocephalus together with Member Associations organize regional side-events to the World Spina Bifida and Hydrocephalus Day 2023 Conference on the "**Accessibility for All**" theme!



Regional side event organized by **tbc**



Regional side event organized by the **tbc**



Regional side event organized by  
**Spina Bifida Foundation India**



Regional side event organized by **tbc**

**More information about the dates, venue and programme will soon be uploaded on the WSBHD23 official website [www.worldspinabifidahydrocephalusday.com](http://www.worldspinabifidahydrocephalusday.com)**



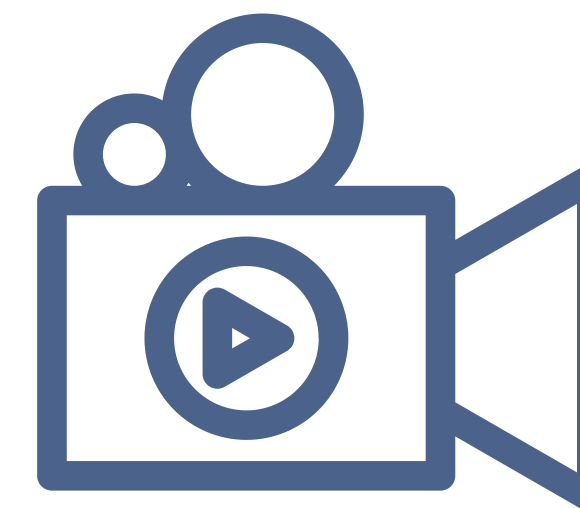
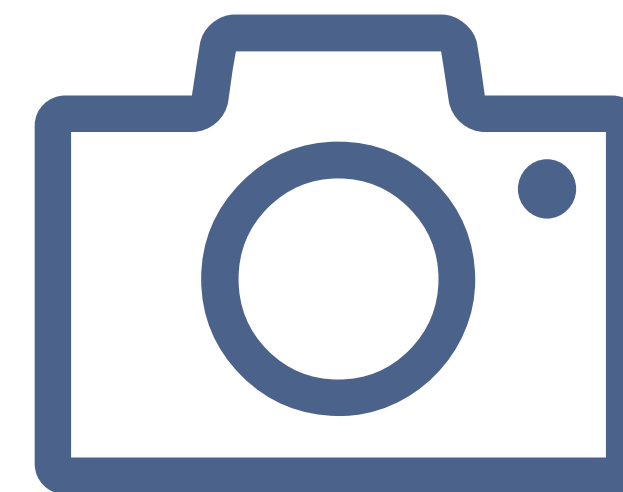
# WSBHD23 CONTEST: WHAT DOES ACCESSIBILITY MEAN TO YOU?



Let us know **what accessibility means to you** on the occasion of the **World Spina Bifida and Hydrocephalus Day 2023** by:

- ✓ Recording a **video** of max. 2 min **or**
- ✓ Making a **drawing** **or**
- ✓ Taking a **picture**

All young and older persons with spina bifida and/or hydrocephalus can join this WSBHD23 contest. The finalists in the three categories will be announced during the WSBHD23 conference. You can be as creative as you want! For instructions, see the next pages.



Please send your pictures, recordings or drawings before **October 13** to [info@ifglobal.org](mailto:info@ifglobal.org) or WhatsApp number: +32 471 8441 54

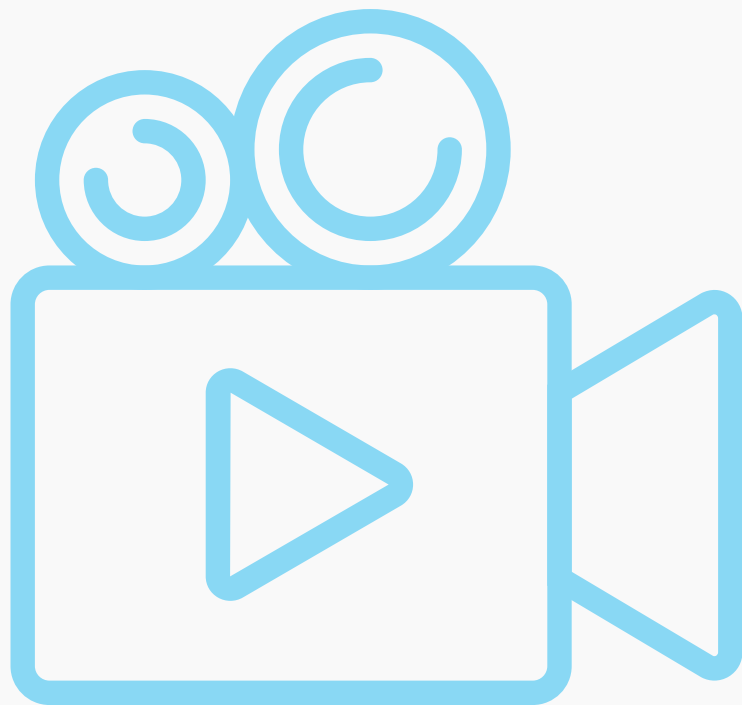


# WSBHD23 CONTEST INSTRUCTIONS

In preparation for the World Spina Bifida and Hydrocephalus Day 2023, IF invites YOU to share what **ACCESSIBILITY MEANS TO YOU** by sending either a **video**, a **drawing** OR a **picture**!

## OPTION 1

Record a video!



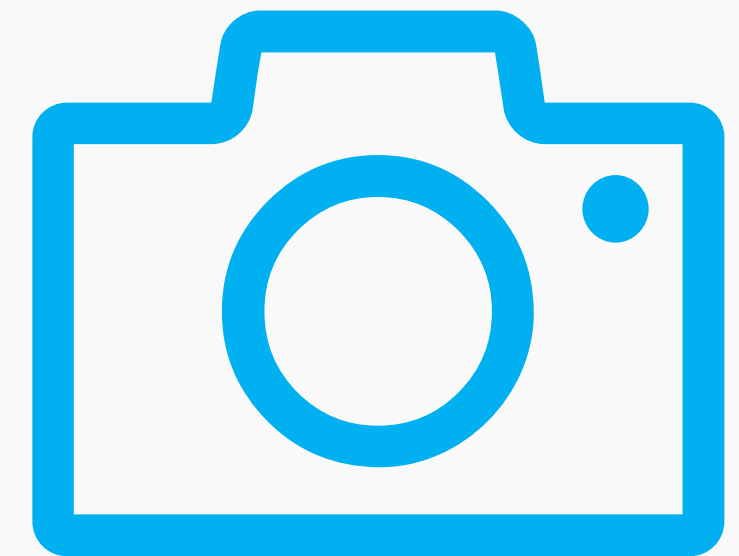
## OPTION 2

Create a drawing!



## OPTION 3

Take a picture!



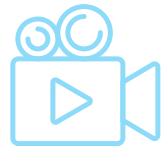
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## VIDEO

### Format & Content

1. Video mp4 file
2. Duration up to 2 minutes
3. Language in English. For other languages, you can provide us with English subtitles, so we can add them to the video.
4. **Show the global SBH community in your video what accessibility means to you**



## OPTION 2

### Create a drawing!

1. Create a paper or digital drawing
2. Provide a title and short description
3. **Show the global SBH community in your drawing what accessibility means to you**



## OPTION 3

### Take a picture!

1. Take a picture (png. or jpg. file)
2. Provide a title and short description
3. **Show the global SBH community in your picture what accessibility means to you**

Please send your pictures, recordings or drawings before **October 13** to [info@ifglobal.org](mailto:info@ifglobal.org) or WhatsApp number: +32 471 8441 54

# WSBHD23 PROFILE PICTURES



To draw the world's attention on the World Spina Bifida and Hydrocephalus Day, YOU are invited to personalise your social media profile picture with the WSBHD23 official logo.

## How?

Download the frame [here](#) and include your picture in it.



# SOCIAL MEDIA CHANNELS



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

Visit the **WSBHD website** for more information:

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[www.worldspinabifidahydrocephalusday.com](http://www.worldspinabifidahydrocephalusday.com)

## Hashtags:

**#WSBHD23**

**#AccessibilityforAll**

**#SpinaBifida**

**#Hydrocephalus**

**#SBH**

**#DisabilityRights**

## Accounts to follow:



@ifsbh



@ifsbh



@international-federation-for-  
spina-bifida-and-hydrocephalus



@ifsbh



# INFOGRAPHICS



**Download the infographics here:**

- [World Spina Bifida and Hydrocephalus Logo](#)
- [WSBHD23 Logo \(transparent background\)](#)
- [WSBHD23 Logo \(white background\)](#)
- [WSBHD23 Banner](#)
- [WSBHD23 Poster](#)
- [WSBHD23 Profile Picture for social media](#)
- [WSBHD23 Social media quote](#)
- [WSBHD23 Social media picture frame](#)
- [WSBHD23 Social media story frame for quotes](#)
- [WSBHD23 Social media story video](#)
- [WSBHD23 Contest poster](#)





# KEY MESSAGES



Feel free to adapt, use and share the example messages below and spread the word on [#WSBHD23](#) and do not forget to tag IF through [@ifsbh](#)


- Persons with disabilities constantly struggle against inaccessible environments and inadequate systems. Advocate for accessible built environments!
- Access to adequate social services and living independently, are basic human rights and key to the survival of persons with disabilities.
- To me, accessibility means... [\[complete the sentence\]](#)
- We should continue joining forces to ensure that the rights of persons with Spina Bifida and Hydrocephalus are respected in accordance with the UNCRPD!
- The [#UNCRPD](#) states that persons with disabilities have the right to the highest attainable standard of health. Advocate for accessible healthcare for all!
- Physical barriers and lack of appropriate support makes persons with disabilities feel isolated and can harm their mental health. Ensure [#inclusion](#) to make integrated care accessible.
- Lack of access to essential goods and services, in particular in the areas of health and rehabilitation, can cause additional, life-threatening, situations. Promote Accessibility for All!




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**Support IF**, small or big, in its mission to advocate for the rights of individuals with Spina Bifida and Hydrocephalus.



Support our work 

 [DONATE NOW](#)





THANK YOU FOR BEING PART OF  
THE **WORLD SPINA BIFIDA AND**  
**HYDROCEPHALUS DAY 2023**

For further information please contact IF at:

✉ [info@ifglobal.org](mailto:info@ifglobal.org)

☎ +32 (0) 471 84 41 54

