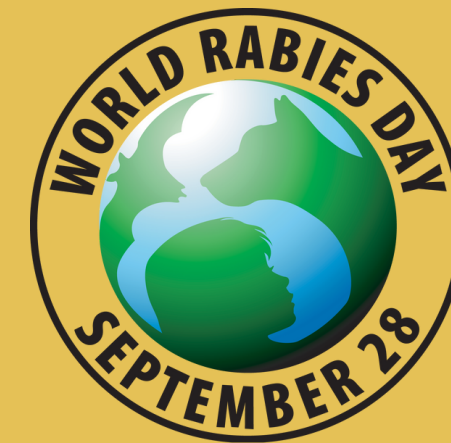


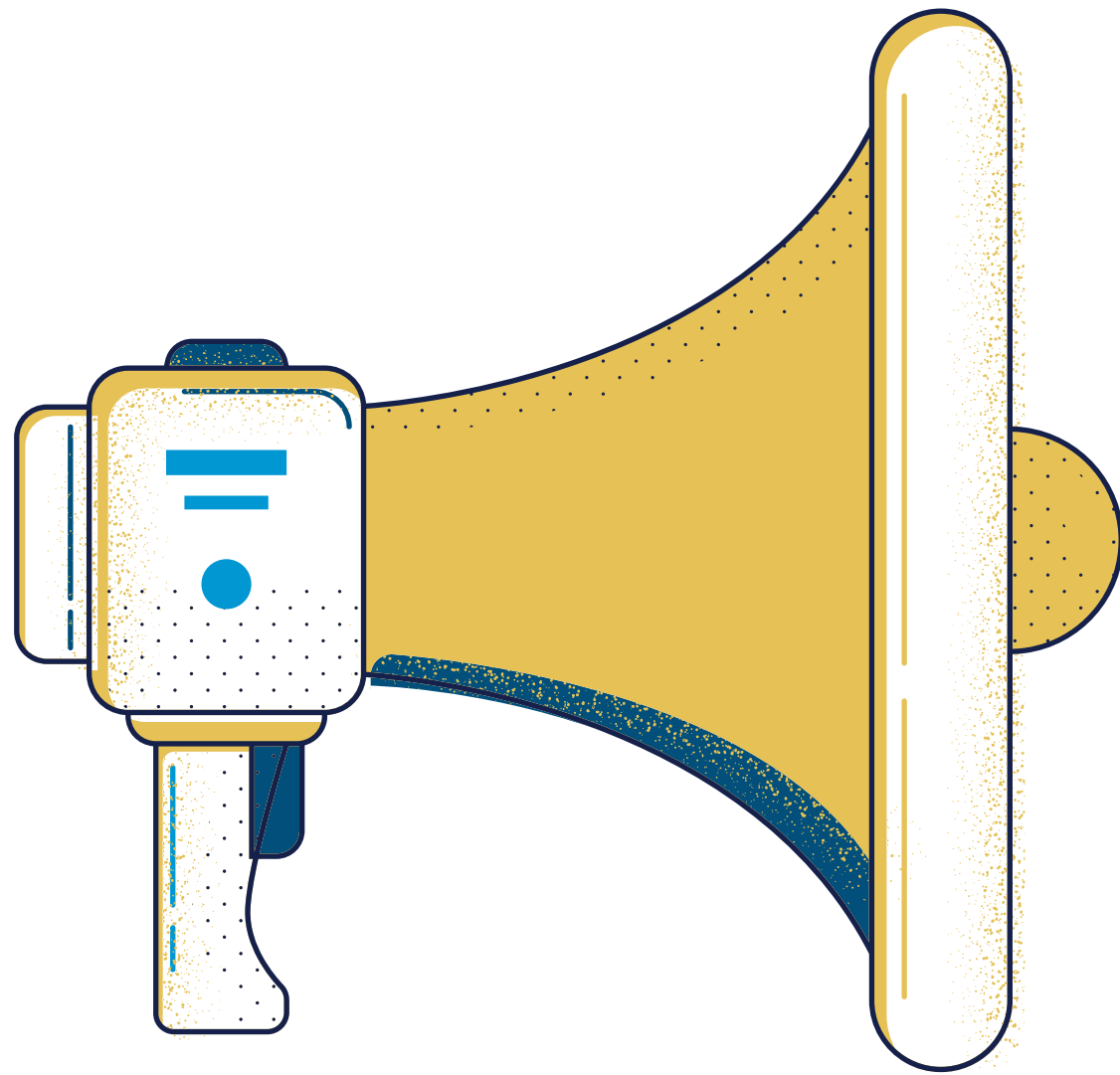
World Rabies Day 2022



—

Communications Plans





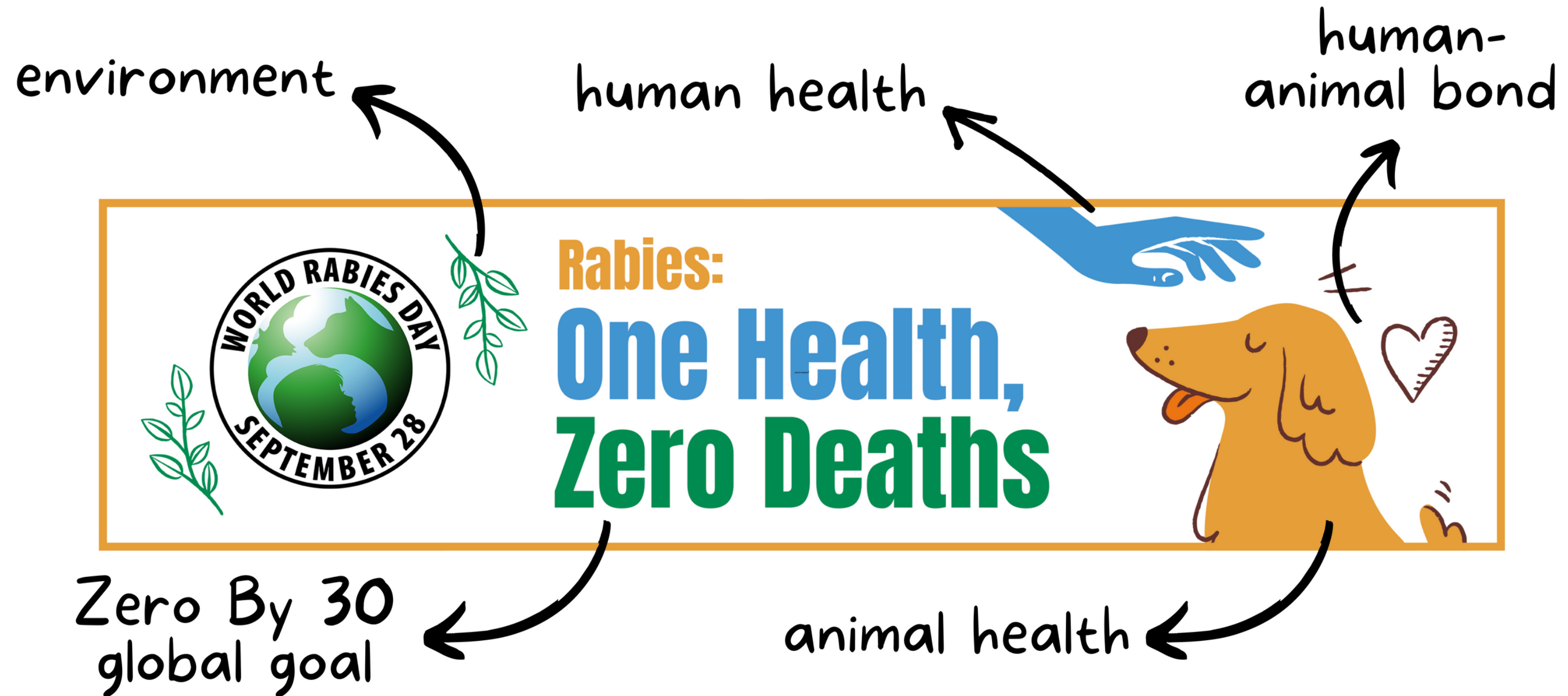
The primary focus of this year's theme will be on One Health, coupled with the reminder of the Zero by 30 goal and the fact that dog-mediated human rabies elimination is possible.



2022 THEME BANNER



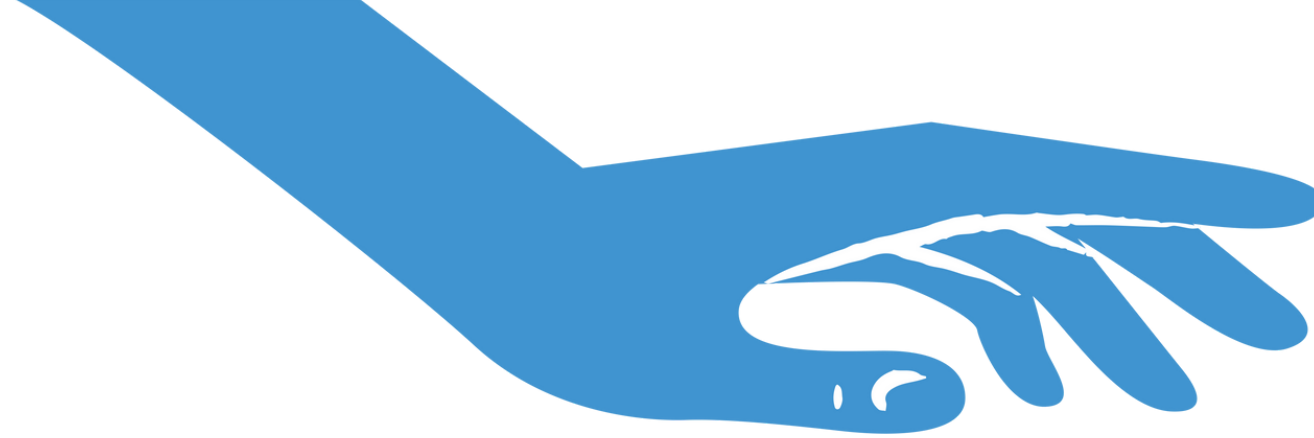
2022 THEME BANNER



THE DESIGN



Doodle, balance of informal and professional to appeal to a very wide/diverse audience, positive and all-encompassing with elements to reflect people, animals and the environment: all aspects of One Health.





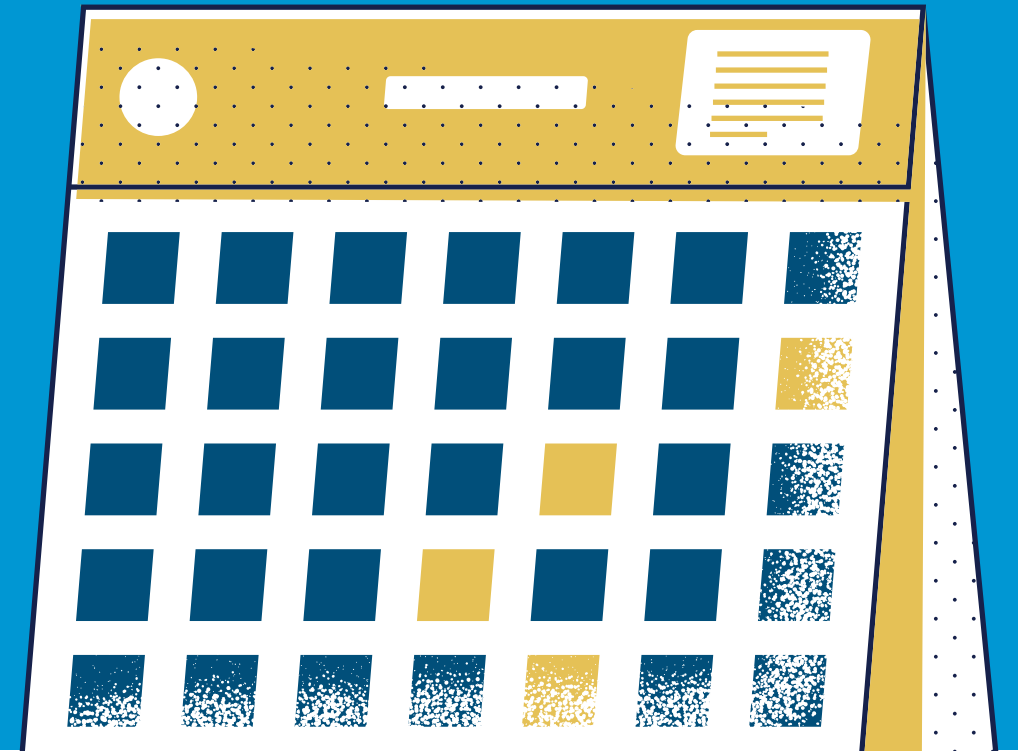
The language: positive, upbeat with collaboration as its focal point.
Avoid negative connotations linking to fear and mandatory vaccination.



Spreading the word across the world



TEASERS AND ANNOUNCEMENT



14/4/22

First teaser focusing on One Health and collaboration.

19/4/22

Second teaser focusing on Zero Deaths (ZeroBy30 goal).

25/4/22 (9am CEST)

WRD 2022 theme announcement with explanation for the choice.





EXAMPLE POSTS

TEASER-Poll:

Do you think this year's World Rabies Day theme should be focused on:

- a) One Health
- b) Feasibility of rabies elimination
- c) Collaboration

#OneHealth #ZeroDeaths #ZeroBy30
#UnitedAgainstRabies #EndRabiesNow

ANNOUNCEMENT:

This year, the World Rabies Day theme is all-encompassing, bringing people, animals and the environment under the banner of One Health. It highlights the feasibility of rabies elimination through collaborative efforts



Themed banner designs

INSTAGRAM STORIES

#WORLDRABIESDAY

There are currently over 500 million people creating and watching Instagram Stories on their mobile devices every day. And one in three people has said they become more interested after seeing stories (posts that disappear after 24hrs) about specific causes, brands or products. In short, IG Stories boost your reach and engagement and, in some cases, influence audience behavior.



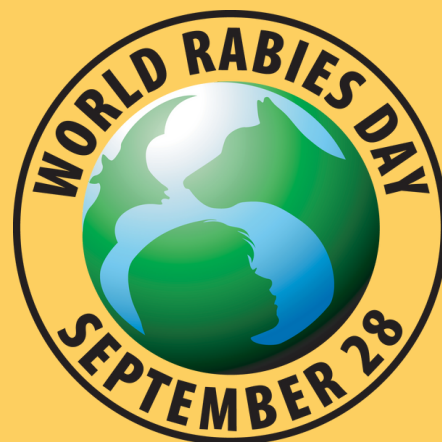
MAY - AUGUST

These months provide the essential time to build engagement around World Rabies Day and the theme as well as to properly explain and illustrate all aspects leading to the 'One Health, Zero Deaths' concept.





MONTHLY FOCUS



May: focus on the **environment**, including (but not limited to) social and cultural practices towards dogs and rabies, as well as the effects that the spread of rabies can have on it.

June: focus on **humans**, how rabies can be prevented, how it affects society as a whole and celebrating the people working against it.

July: focus on **animals**, and the role of animal health in rabies prevention and elimination. Preventing transmission in other animals (especially endangered species) is also important.

August: focus on **collaboration** and engaging communities worldwide in all aspects of World Rabies Day (events, awards, articles, social and conventional media outreach etc.)



SEPTEMBER



Development of the World Rabies Day countdown toolkit to include posts focused on the theme, for:

- Facebook
- Twitter
- Instagram
- LinkedIn

PROMOTION OF OTHER WRD RELATED TOOLS



Different organizations have a wide variety of resources available, such as:

- Banners and logos
- Event toolkit
- Personalised posters
- Radio scripts
- World Rabies Day Awards
- Free rabies courses

Please contact GARC if you are interested in sharing our WRD resources or collaborating with us.



REGISTER YOUR WRD EVENT



Global online platform for events and activities worldwide to be registered on an interactive map along with photos and any other necessary details.

<https://rabiesalliance.org/world-rabies-day/register>





"Alone we can do so little; together
we can do so much."
-Helen Keller

