



World Rabies Day 2023 Brief

Rabies: All for 1, One Health for all

Introduction

World Rabies Day is held every year on September 28 to raise awareness and advocate for rabies elimination globally. It is an event designed to be inclusive, uniting people, organizations, and stakeholders against rabies. It is for this reason that we would like to share, in advance of the public launch, the proposed World Rabies Day theme for 2023. In the spirit of World Rabies Day, we hope to continue to join forces, foster collaboration and promote partnerships to assist all those involved in the fight against rabies.

Theme

Rabies: All for 1, One Health for all

Primary focus

Following from the success and positive feedback from the 2022 World Rabies Day theme (Rabies: One Health, Zero Deaths) the focus of this year's theme will remain on One Health. This year's theme however, adds the additional layer of highlighting the need for collaboration, the importance of equality, and strengthening overall health systems by ensuring that One Health is not for a select few, but is rather something that should be available to everyone.

Rationale

The World Rabies Day theme for 2023 has been proposed to be "Rabies: All for 1, One Health for All". This theme continues with the global trend towards reinforcing One Health, and the importance of rabies as a good model to operationalize One Health. Furthermore, it emphasizes the need for equality to address health system weaknesses and failures in their inability to provide



equitable access to all - highlighted by the continued observation of rabies affecting the poorest and most underserved communities globally.

In addition, the theme includes the phrase 'All for 1'. The use of the number 1 was intentional as this allows for the flexibility of interpretation to attribute the theme to a single target – whether this be vaccination, global elimination, or others. Some examples of the possibilities for interpretation of the phrase “All for 1” could include the following:

- Everybody (and/or the UAR) working towards a single goal.
- All people working towards One Health.
- All people can help save the individual at risk.
- Everyone can contribute to saving 1 life.
- Communities working together to help each animal or person.

In addition, the number 1 can represent the following:

- All sectors working to eliminate 1 disease,
- All working towards 1 goal,
- All together as 1 community.

The theme addresses key trends within the rabies community, including collaboration - seen through the United Against Rabies Forum - and discussions and actions to operationalize One Health. Furthermore, it addresses key global trends, with the launch of the Pandemic Prevention Fund from the World Bank and the strong need to strengthen overall health systems. This can be achieved by building capacity through rabies control and elimination efforts and laying the foundation for other disease/health interventions.

Within the Zero by 30: Global Strategic Plan (WHO 2018), One Health is a core concept and is mentioned in light of the following:

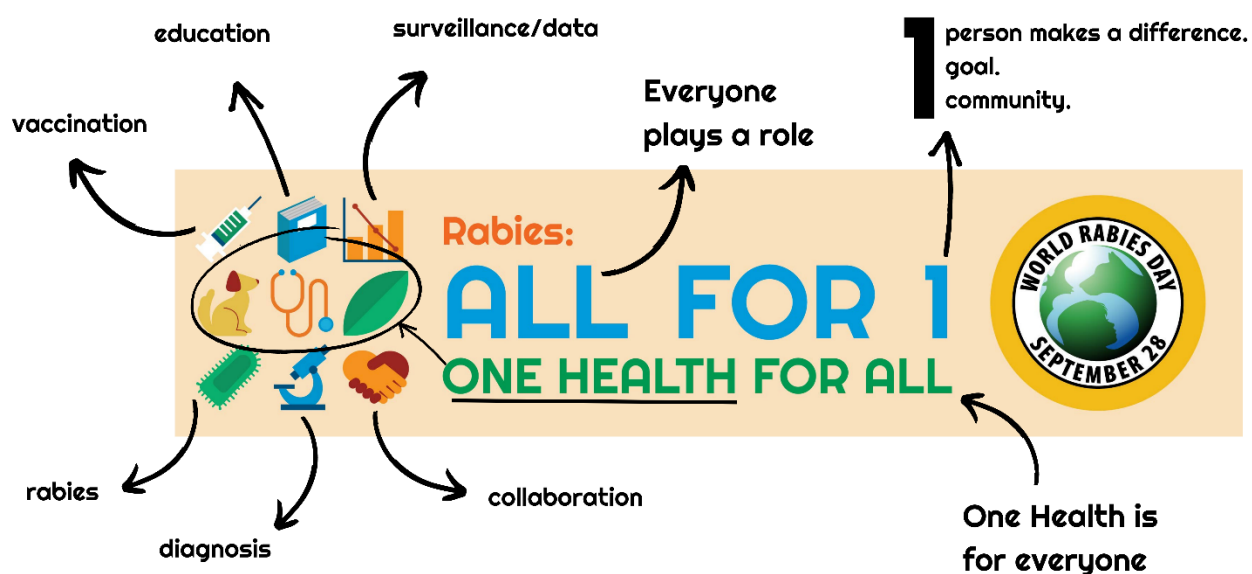
- 1) That rabies elimination is a model for One Health collaboration.
- 2) The development of National Strategic Plans for rabies elimination.
- 3) International collaboration includes partners from all sectors.

The theme is also reminiscent of the famous phrase from Three Musketeers – a team of individuals who overcame strife and injustice to achieve their goals. A clear correlation can be



seen between this and the struggles of the stakeholders in rabies control and elimination against the disease. There is a need for the global community to overcome injustice (imbalanced health systems) and strife to achieve our global goal of Zero By 30. The Three Musketeers have also been represented in Cartoon format as the “Three Muskehounds” with “Dogtanian” as the protagonist. The cartoon is widely known and recognized globally and completes the concept behind the theme and creates a clear link between dogs, people, and rabies elimination.

Graphical explanation of the theme



Resource download

All banners (in English, French, Portuguese and Spanish) as well as the individual icons designed and all other related World Rabies Day 2023 materials are available on [Dropbox here](#).



Timeline

The public announcement for the World Rabies Day 2023 theme is scheduled for **Monday 24 April 2023 at 09:00 GMT+02:00 (Paris/Rome/Geneva time)**.

Joint messaging

GARC encourages the opportunity to deliver joint messaging with all its partners and encourages all stakeholders to do so with their partners. Please contact Kim Doyle (kim.doyle@rabiesalliance.org) and Terence Scott (terence.scott@rabiesalliance.org) to discuss joint messages for release in the build-up to, or on, September 28 2023.

