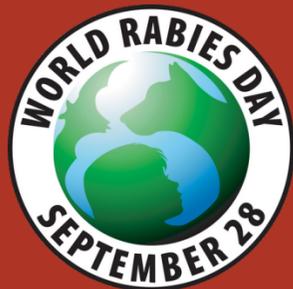




WORLD RABIES DAY 2023

COMMUNICATIONS PLANS



This year's main focus

The primary focus of this year's World Rabies Day will remain on One Health. In addition, it will highlight the need for collaboration, the importance of equality, and the strengthening of overall health systems.

One Health is not for a select few but is rather something that should be available to everyone.



2023 Theme Banner

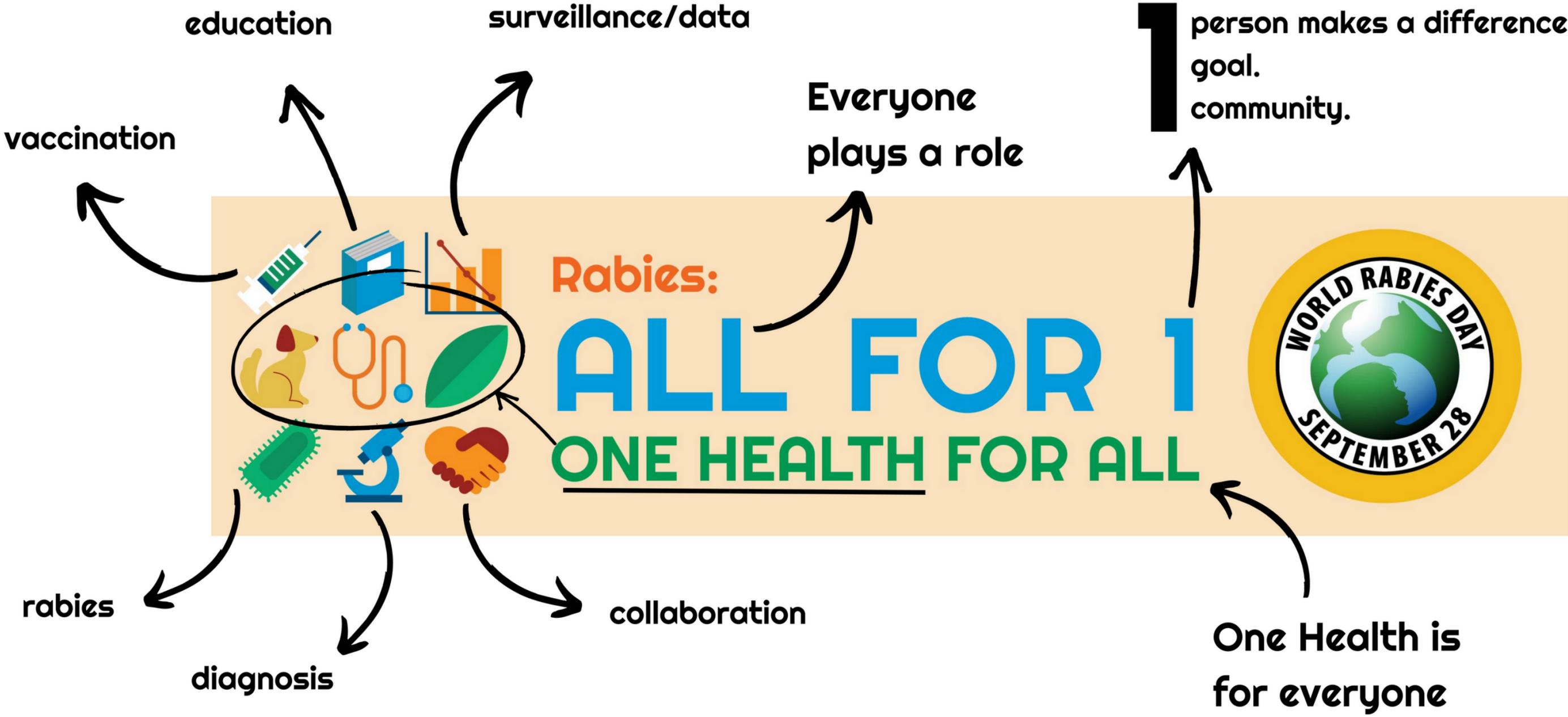


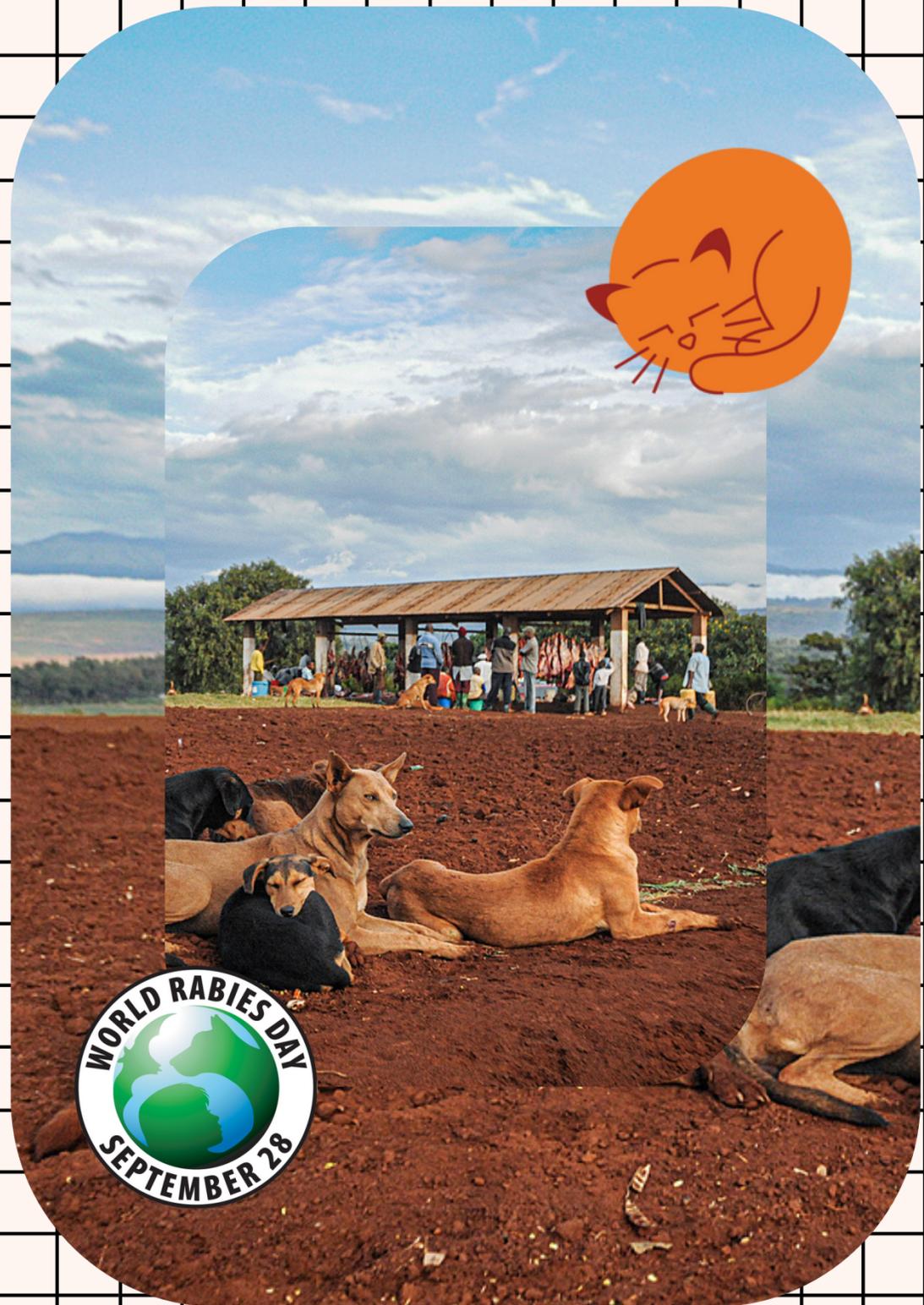
Rabies:

ALL FOR 1
ONE HEALTH FOR ALL



2023 Theme Banner





DESIGN

Theme

flexible and adaptable; balance of professional and informal

Style

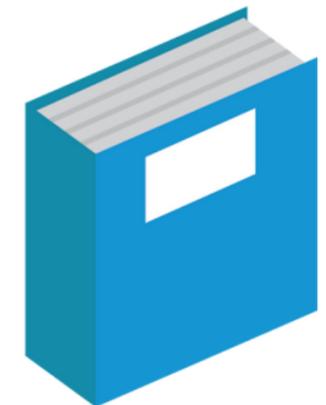
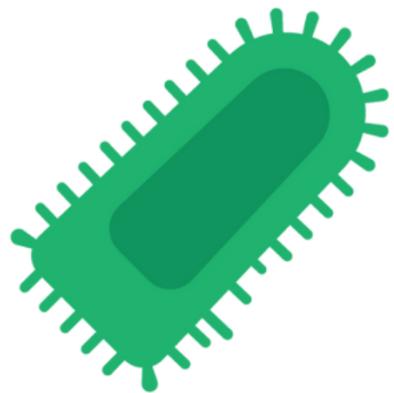
based on Riso print

Font

Righteous (free font)

Supporting Resources

All banners (English, French, Portuguese) and icons are available to download from [**Dropbox here.**](#)

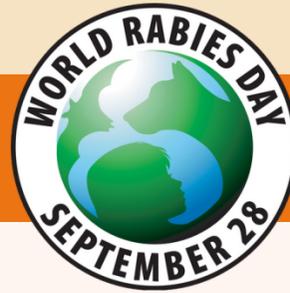


The Language

Positive and with a focus on collaboration and inclusion.



Spreading the word across the world



TEASER 1

Monday, April 17th



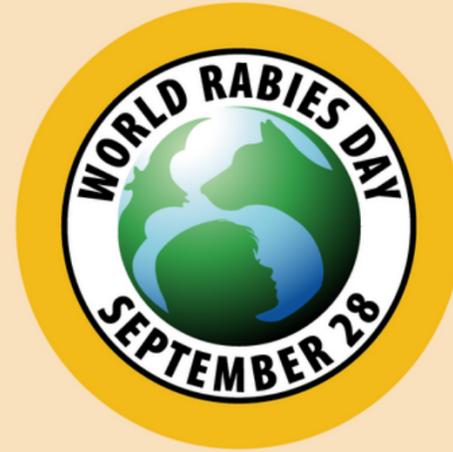
TEASER 2

Saturday, April 22nd



THEME ANNOUNCEMENT

Monday, April 24th



Rabies:
ALL FOR 1
ONE HEALTH
FOR ALL

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



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ONE HEALTH
FOR ALL

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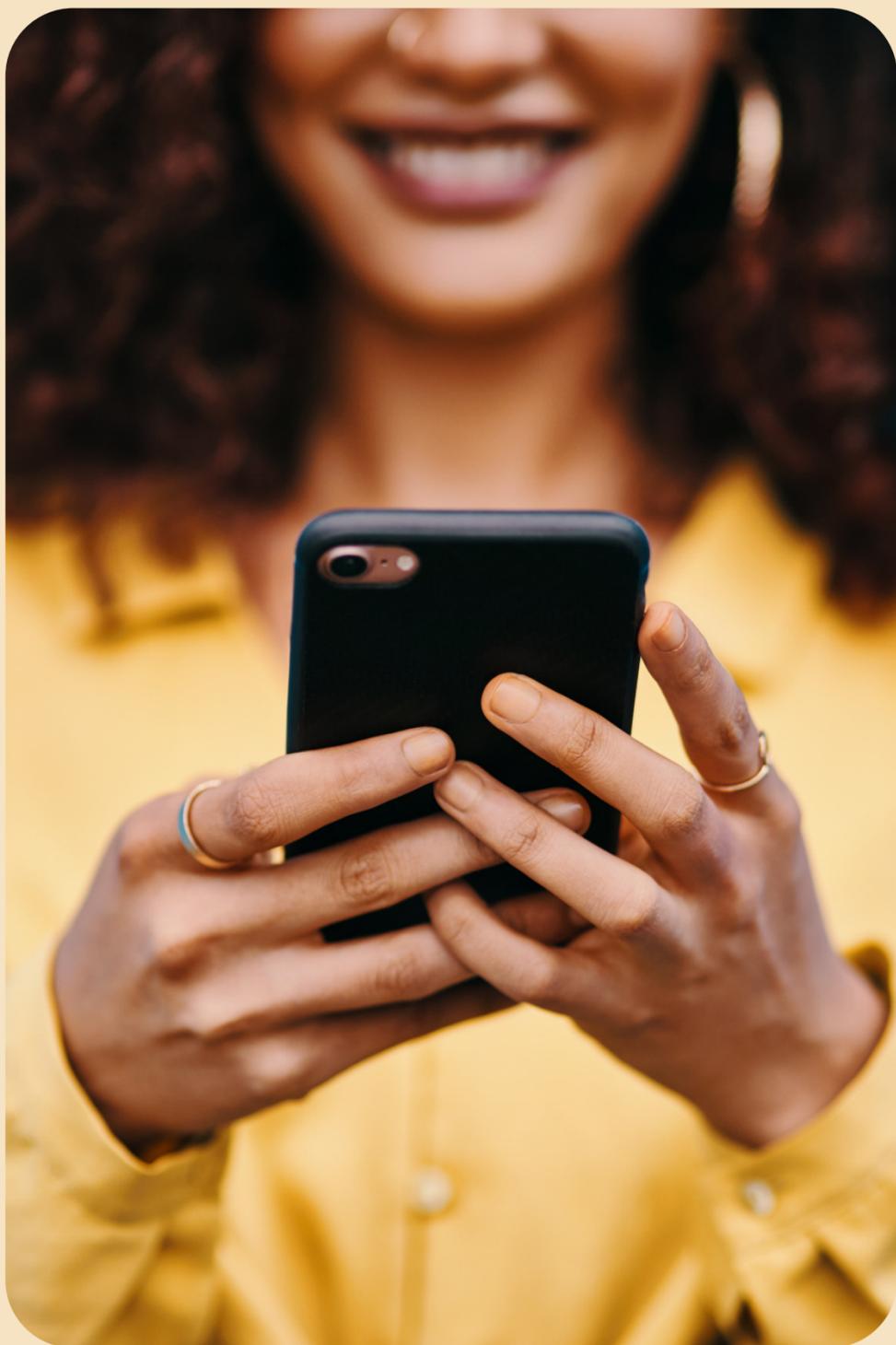
<https://rabiesalliance.org/world-rabies-day>



Rabies:
ALL FOR 1
ONE HEALTH
FOR ALL

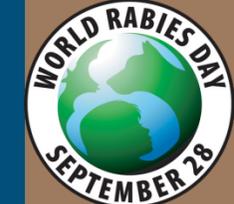


Themed banner designs #WorldRabiesDay

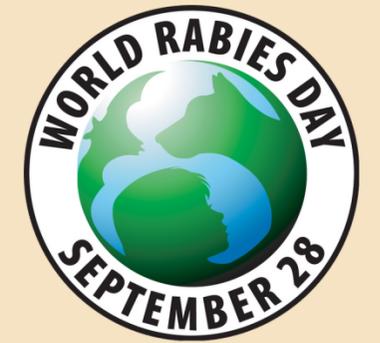


May-August

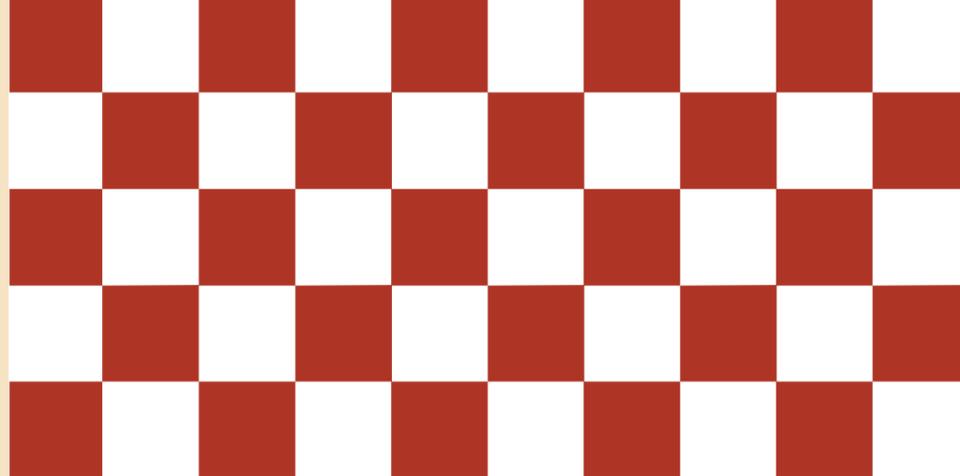
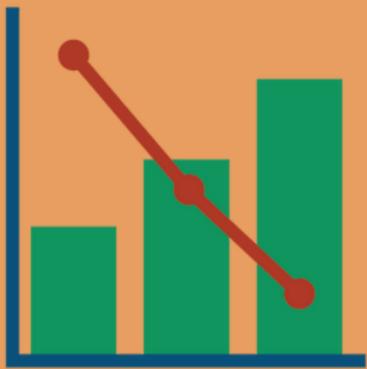
These months provide the essential time to build engagement around World Rabies Day and the theme as well as to properly explain and illustrate all aspects leading to this year's concept.



Monthly Focus

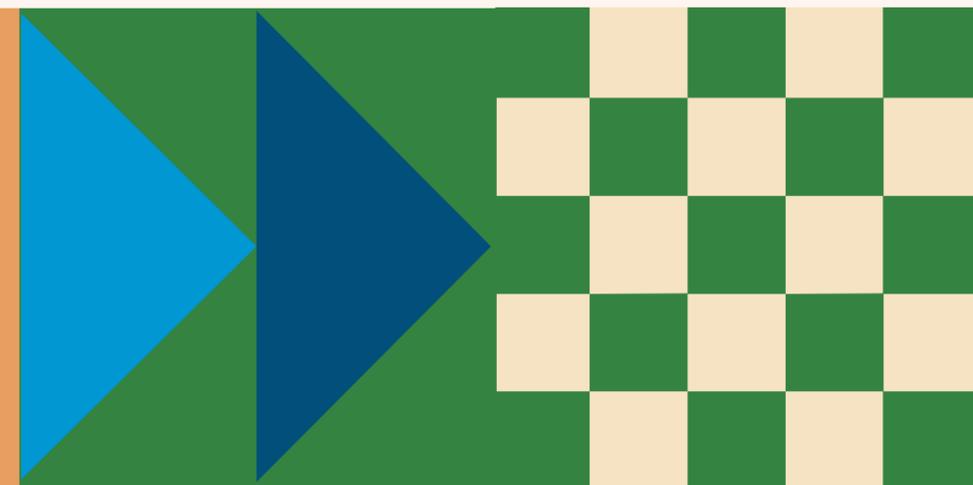
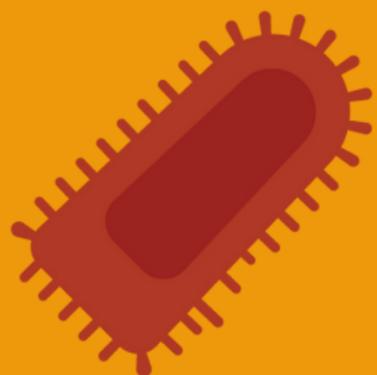


MAY	JUNE	JULY	AUGUST	SEPTEMBER
<p>focus on the environment, including (but not limited to) social and cultural practices towards dogs and rabies, as well as the effects that the spread of rabies can have on it.</p>	<p>focus on humans, how rabies can be prevented, how it affects society as a whole and celebrating the people working against it.</p>	<p>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.</p>	<p>focus on collaboration and engaging communities worldwide in all aspects of World Rabies Day (events, awards, articles, social and conventional media outreach, etc.)</p>	<p>focus on inclusion and strengthening overall health systems so One Health is a given right of everyone, rather than a privilege of a few.</p>



September countdown toolkit

Facebook
Instagram
Twitter
LinkedIn





Other WRD Tools

Banners and logos

Event toolkit

Personalizable posters

Radio scripts

World Rabies Day Awards

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>



Thank



THANK

YOU

THANK

YOU

THANK

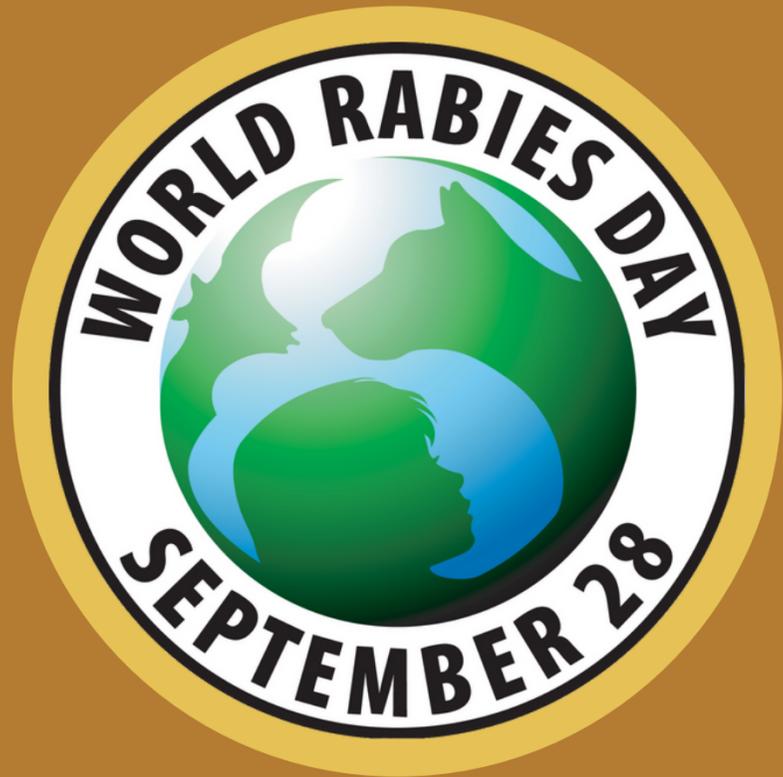
YOU

THANK

YOU

THANK

YOU



You!