

# WORLD RABIES DAY 2024

Communications Overview



# Theme Banner



**BREAKING  
RABIES  
BOUNDARIES**



# Theme Banner explained

Broken shards are challenges  
and misconceptions

Breaking existing boundaries

Dynamic movement  
and focus on the goal



Green color: Reminder of SDG3  
(Good Health and Wellbeing)

Leaping forward, making  
progress beyond the status quo

# Theme Focus



Many boundaries prevent the global community from eliminating rabies and achieving the ZeroBy30 goal.

To make progress and achieve our goals, we need to focus on breaking those boundaries and expanding beyond the norm to ensure that we continue progress towards elimination.

[See Dropbox here for a detailed theme description.](#)





# Breaking rabies boundaries...



of human rabies  
prevention



in approaches  
and technologies



in scale



that prevent  
collaboration



to dog vaccination  
and 70% coverage



in understanding  
and awareness

# Breaking boundaries beyond rabies...



## Between Diseases

While our focus is rabies elimination, we must collaborate beyond it to broaden our impact and leverage developed capacity for other health programs.



## Among Sectors

One Health is crucial for rabies elimination, transcending sector boundaries for effectiveness and efficiency.



# The design

## Theme

broad, accessible and relatable.  
Focus on the need to progress beyond the  
status quo.

## Style

2D, dynamic, optimistic, simple.

## Colour

Green from SDG 3 (Good health and wellbeing)  
HEX #4c9F38

## Font

Opens Sans (Regular and Bold)





# Supporting Resources

[Available in Dropbox HERE](#)





# Language

**Positive and progressive.**

A focus on moving forward, taking action, going beyond the status quo.







# Spreading the word



APRIL

Teaser 1



APRIL

Teaser 2

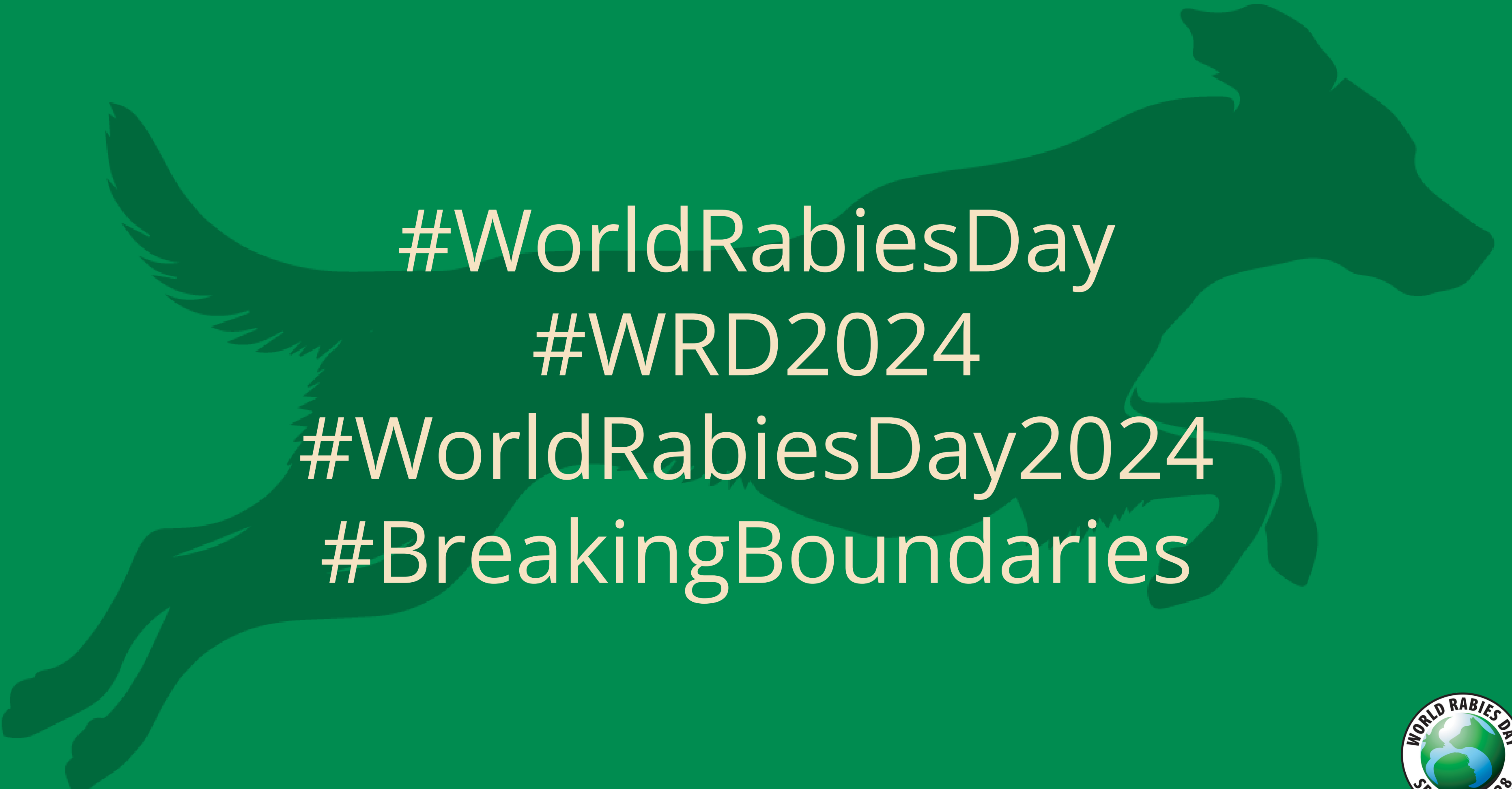


APRIL

Announcement  
12:00 GMT

# Themed Banner Designs



A dark silhouette of a dog, possibly a Weimaraner, is shown in profile, running from left to right across the upper half of the image. The dog's tail is curved upwards, and its legs are in a running motion.

#WorldRabiesDay  
#WRD2024  
#WorldRabiesDay2024  
#BreakingBoundaries





# Suggested messaging focus for joint comms



## May-June

Community outreach and empowering local communities for a rabies-free future.



## June-July

Vaccinating to protect people and animals, under One Health.



## July-August

Breaking boundaries through collaborative action against rabies.



# September countdown toolkit for social media



Coming soon to Dropbox





# Other WRD tools

**Banners  
and logos**

**Event  
toolkit**

**Personalized  
posters**

**Radio  
scripts**

**WRD  
Awards**



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



Add your WRD  
event and  
encourage your  
partners or  
collaborators to  
register theirs

[Click here to register on the global map](#)



# Collaborative posts and messaging on:



We are happy to discuss potential joint ventures on  
any media platform.



Thank you for your participation  
and collaboration.

We look forward to working with  
you to make WRD 2024 a success.

