

March 2025



COMMUNICATIONS OVERVIEW

THEME BANNER

A powerful call to action

From individual to collective

Emphasizes shared responsibility

Underscores urgency to act

Highlights One Health approach



THEME EXPLAINED



The Globe represents the world and the fact that rabies is a global issue. The Globe is also symbolic of many communities from different walks of life coming together to try prevent the spread of rabies. There is representation of human, animal and the environment under the One Health banner.



The posture and pose of the hand and paw is gentle and nurturing, even protective, showcasing the bond and connection between people and animals.



The grain texture adds depth and character to the design. The many small dots and speckles that make up the texture represents communities coming together.



YOU — taking personal responsibility by vaccinating your dog, seek Pre-Exposure and Post-Exposure Prophylaxis as required, avoiding contact with wildlife.

ME — those of us who know the importance of rabies prevention must lead by example, taking action and inspiring others to do the same.

COMMUNITY — working together at every level, from local neighborhoods to the global community, to drive change.

***Importantly, "community" is not just about geography.**

THREE-FOLD FOCUS ➤

MEANING

ACT NOW

A reminder that time is running out. The elimination of rabies is not just a goal—it is a moral imperative.

To achieve this, we must stop planning without action. We must Act Now: You, Me, Community.

Every action counts, and together, we can create a future where rabies no longer claims lives.



MEANING

YOU AND ME

"You, Me" highlights what rabies elimination is about and what we can do together. Some examples are:

- **"You and Me" collaborating on rabies surveillance—by reporting suspected rabies cases, sharing accurate data, and ensuring that every case is tracked.**
- **"You and Me" educating others—spreading awareness about responsible pet ownership, post-exposure prophylaxis, and the importance of vaccinating dogs.**
- **"You and Me" breaking dangerous myths—correcting misinformation, like the belief that a rabies bite means certain death or that traditional remedies can cure rabies.**

No single action is too small.



MEANING

COMMUNITY

"Community" underscores the power of both localized and global action. Rabies elimination starts locally, with communities taking ownership to protect themselves. Some example are:

- **Local communities organizing vaccination drives to ensure as many dogs as possible are protected.**
- **Community members educating each other about bite prevention and seeking medical care after exposure.**
- **Global partnerships providing capacity and support—vaccines, funding, training, and policies—to sustain rabies elimination efforts.**

Together, these efforts contribute to the One Health approach.



THE DESIGN

- **Cool tone colour palette for vibrant youthful appeal**
- **Bright colours for a welcoming and inviting feel**
- **Avoids any feeling of fear and discomfort**
- **Cool green/blue tones with hints of orange and yellow tones that brighten up the overall mood**
- **Geomanist Black font for a clean, impactful, bold & legible appearance**



#HEX CODES



#00796A



#009788



#00E0C5



#FE6F20



#FFB200



#F7EBDF

WEBSITE AND SOCIAL MEDIA

▶ ASSETS



**ACT NOW:
YOU, ME
COMMUNITY**

[RABIESALLIANCE.ORG/WORLD-RABIES-DAY](https://rabiesalliance.org/world-rabies-day) ▶



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**T-SHIRT
DESIGNS
AVAILABLE**





APRIL PLANS

TEASER 1

April 16th



TEASER 2

April 22nd



ANNOUNCEMENT

April 28th 12pm CEST



HASHTAGS

#YouMeCommunity

#WRD2025

#WorldRabiesDay2025

#ActNow

#WorldRabiesDay

SUGGESTED MESSAGING

MAY-JUNE

Community driven action: Highlighting how local efforts, from grassroots initiatives to government programs, are key to achieving rabies elimination. Stories of impact, collaboration, and collective responsibility will be central.





SUGGESTED MESSAGING



JUNE-JULY

**You, Me and Vaccination:
Emphasizing personal action and
responsibility. Whether it's vaccinating
pets, educating others, or supporting rabies
prevention programs, everyone has a role to
play in stopping rabies.**

SUGGESTED MESSAGING ➤

JULY-AUGUST

Neglected but Not Forgotten: Act Now! – Bringing attention to Neglected Zoonotic Diseases (NZDs) like rabies, which continue to impact vulnerable communities. Urging governments, organizations, and individuals to take action before it's too late.





TOOLKIT

September countdown toolkit for social media. Coming soon to Dropbox.

Banners and logos.

Event toolkit.

WRD Awards.

ACT NOW

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

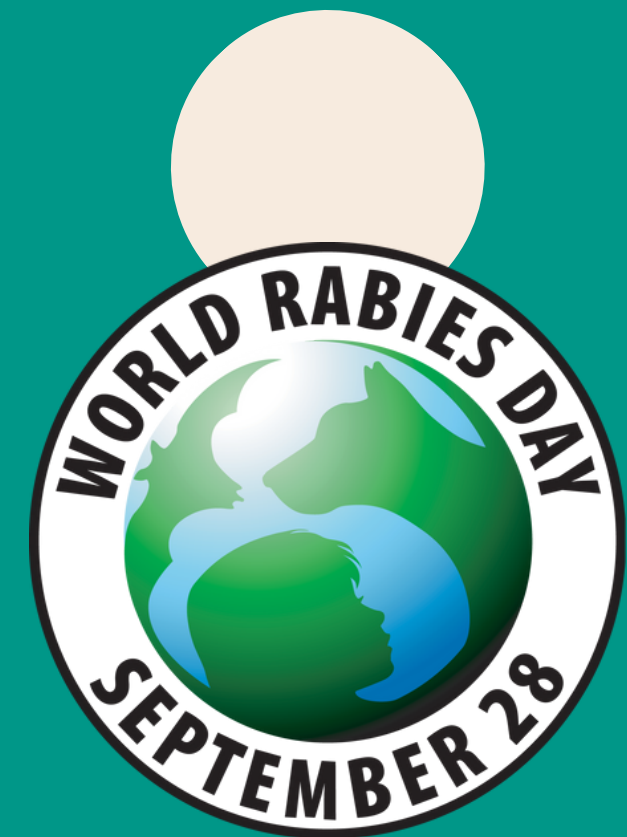


ACT NOW

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 2025 a success.**



**CONTACT US
FOR INQUIRIES AND
MORE INFO** 

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