



International Epilepsy Day

2021 REPORT



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7. International Epilepsy Day events

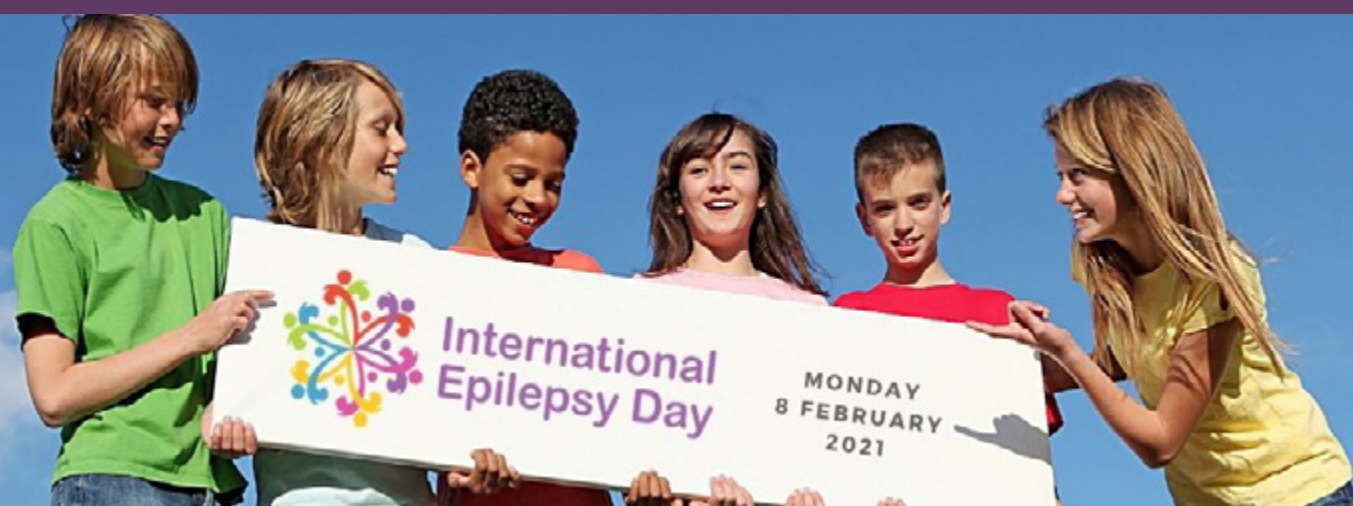
Catch a glimpse of the International Epilepsy Day events and activities held around the world this year.

8. Shining a light for epilepsy

100s of buildings around the world turned purple on February 8th, shining a light on epilepsy!

10. 50 Million Steps for epilepsy

50 million people worldwide are affected by epilepsy. We aimed to see at least one step taken for each of them. Could we do it..?!



ABOUT INTERNATIONAL EPILEPSY DAY

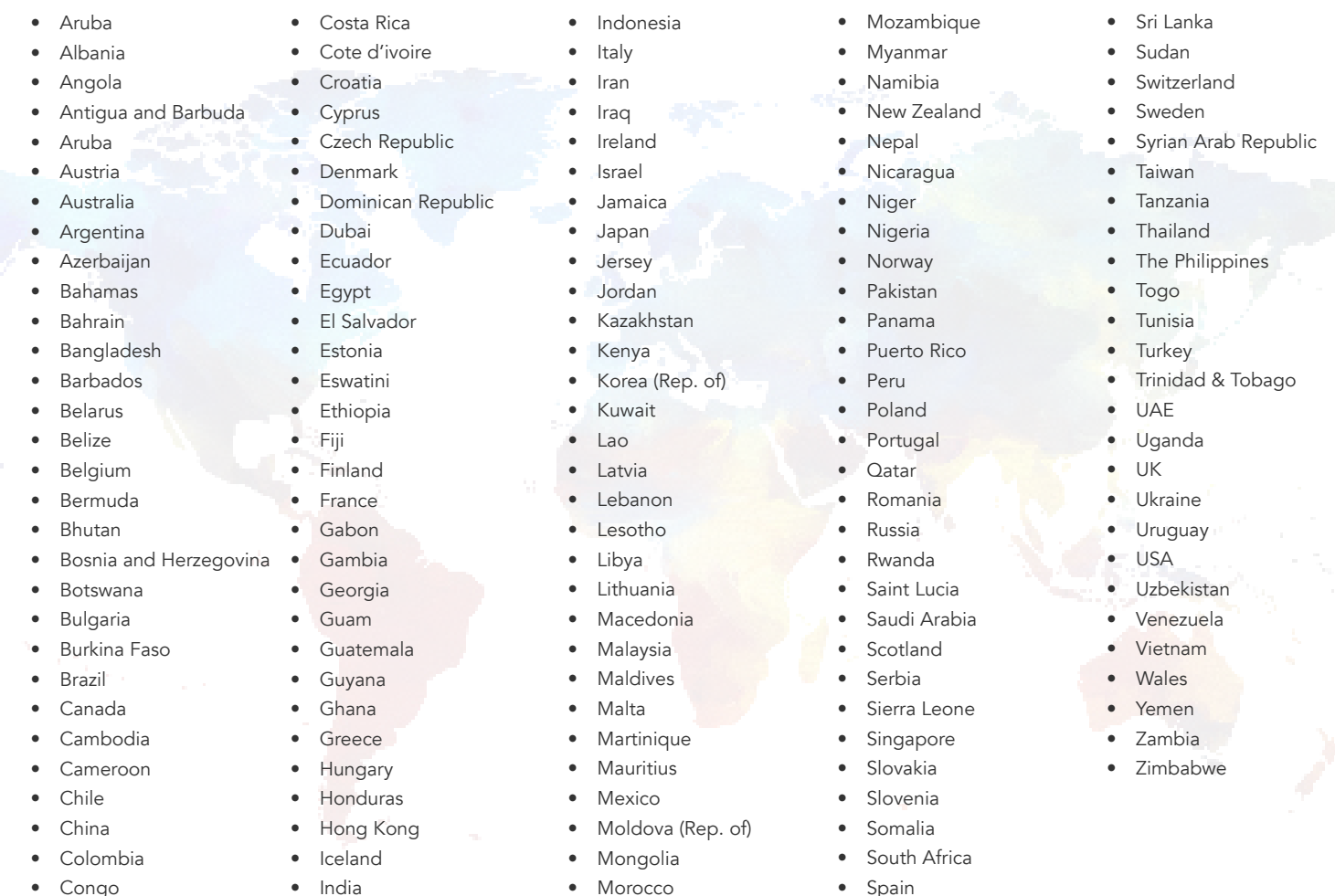
International Epilepsy Day, a joint initiative created by the International Bureau for Epilepsy (IBE) and the International League Against Epilepsy (ILAE), is a global event celebrated annually on the 2nd Monday of February, to promote awareness on epilepsy right around the world. With IBE and ILAE representation in more than 130 countries, this is a powerful opportunity to highlight the problems faced by people with epilepsy, their families and carers, in every region of the world.

Developed in line with a strategy to advocate for appropriate legislation to guarantee human rights of people with epilepsy and to empower people with epilepsy to maximise their quality of life, International Epilepsy Day aims to highlight that:

- epilepsy still remains a hidden disease due to the stigma attached;
- it is treatable, yet 40% of people living with epilepsy in wealthier countries do not receive appropriate treatment. Over 70% of those living in low income countries cannot even access epilepsy medication regularly;
- lack of treatment imposes a huge financial burden on national health systems;
- research and legislation remain key issues in improving the quality of life of persons with epilepsy.

PARTICIPATION AROUND THE WORLD

International Epilepsy Day participation was seen in **146 countries** around the world on February 8th 2021!

- 
- Aruba
 - Albania
 - Angola
 - Antigua and Barbuda
 - Aruba
 - Austria
 - Australia
 - Argentina
 - Azerbaijan
 - Bahamas
 - Bahrain
 - Bangladesh
 - Barbados
 - Belarus
 - Belize
 - Belgium
 - Bermuda
 - Bhutan
 - Bosnia and Herzegovina
 - Botswana
 - Bulgaria
 - Burkina Faso
 - Brazil
 - Canada
 - Cambodia
 - Cameroon
 - Chile
 - China
 - Colombia
 - Congo
 - Costa Rica
 - Cote d'Ivoire
 - Croatia
 - Cyprus
 - Czech Republic
 - Denmark
 - Dominican Republic
 - Dubai
 - Ecuador
 - Egypt
 - El Salvador
 - Estonia
 - Eswatini
 - Ethiopia
 - Fiji
 - Finland
 - France
 - Gabon
 - Gambia
 - Georgia
 - Guam
 - Guatemala
 - Guyana
 - Ghana
 - Greece
 - Hungary
 - Honduras
 - Hong Kong
 - Iceland
 - India
 - Indonesia
 - Italy
 - Iran
 - Iraq
 - Ireland
 - Israel
 - Jamaica
 - Japan
 - Jersey
 - Jordan
 - Kazakhstan
 - Kenya
 - Korea (Rep. of)
 - Kuwait
 - Lao
 - Latvia
 - Lebanon
 - Lesotho
 - Libya
 - Lithuania
 - Macedonia
 - Malaysia
 - Maldives
 - Malta
 - Martinique
 - Mauritius
 - Mexico
 - Moldova (Rep. of)
 - Mongolia
 - Morocco
 - Mozambique
 - Myanmar
 - Namibia
 - New Zealand
 - Nepal
 - Nicaragua
 - Niger
 - Nigeria
 - Norway
 - Pakistan
 - Panama
 - Puerto Rico
 - Peru
 - Poland
 - Portugal
 - Qatar
 - Romania
 - Russia
 - Rwanda
 - Saint Lucia
 - Saudi Arabia
 - Scotland
 - Serbia
 - Sierra Leone
 - Singapore
 - Slovakia
 - Slovenia
 - Somalia
 - South Africa
 - Spain
 - Sri Lanka
 - Sudan
 - Switzerland
 - Sweden
 - Syrian Arab Republic
 - Taiwan
 - Tanzania
 - Thailand
 - The Philippines
 - Togo
 - Tunisia
 - Turkey
 - Trinidad & Tobago
 - UAE
 - Uganda
 - UK
 - Ukraine
 - Uruguay
 - USA
 - Uzbekistan
 - Venezuela
 - Vietnam
 - Wales
 - Yemen
 - Zambia
 - Zimbabwe

OUR SOCIAL MEDIA ACTIVITY:

TWITTER

@IntEpilepsyDay Account performance, February 2021:

Tweet impressions: 51K

Profile visits: 8,973

Mentions: 364

New followers: +300

Total followers: 2,896



51K+ impressions

FACEBOOK

International Epilepsy Day Page performance, February 2021:

People reached: 21.5k

Top post reach: 6,561

New followers: +306

Total followers: 9,350



21,500 people reached

Top Tweet earned 5,447 impressions

International **#EpilepsyDay** is a global event held annually on the second Monday in February to promote awareness of **#epilepsy** around the world. This year it takes places on Monday, February 8th. Find out more and learn how you can get involved at internationalepilepsyday.org pic.twitter.com/cshROQovqb

INSTAGRAM

@IntEpilepsyDay Account performance, February 2021:

Total followers: 2,234 (+26.6%)

Content interactions: 3,858 (+29.4%)

Accounts reached: 3,493

THE #EPILEPSYDAY HASHTAG

5094 mentions!
on International Epilepsy Day

Most active sites

Site	Count
twitter.com	2619
instagram.com	2302
tiktok.com	70

The most influential

Account	Platform
UN	Twitter
KKMPutrajaya	Twitter
AydinlikGazete	Twitter
camilacoelho	Twitter
Amir_Off	Twitter
xavierbertrand	Twitter

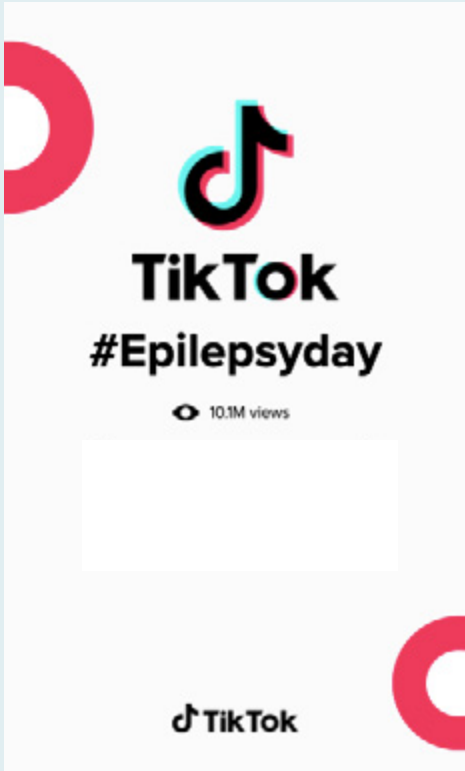
The most active

Account	Platform
EpilepsieFrance	Twitter
IntEpilepsyDay	Twitter
epilepsyireland	Twitter
intepilepsyday	Facebook
BrainAblaze	Twitter
EpiStop	Twitter



#EPILEPSYDAY ON TIKTOK!

We were delighted to see social media platform TikTok highlight International Epilepsy Day with a special header featuring epilepsy facts. The hashtag has had 10.1 millions views!



@epilepsyfdn

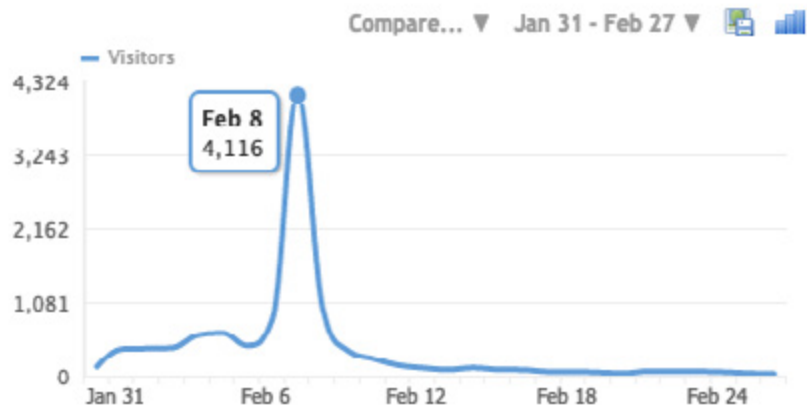


@camilacoelho

THE INTERNATIONALEPILEPSYDAY.ORG WEBSITE

The graph below shows the peak of traffic visiting the linternational Epilepsy Day website on February 8th, with over 4,100 individual visitors, while the month as a whole saw over 10,600 visitors to the website.

The average amount of time spent per visit was very high, at 3 minutes 24 seconds and the average number of user actions (e.g. click-throughs) was 2.2.



The most visited sections of the website:

- 1. Home – 9,005
- 2. Resources - 3,995
- 3. About - 885
- 4. About epilepsy - 597
- 5. Online awareness - 537

Top countries visiting the website:

- 1. USA
- 2. India
- 3. UK
- 4. Italy
- 5. Belgium

INTERNATIONAL EPILEPSY DAY EVENTS

Once again, events were held around the world this year to mark International Epilepsy Day 2021, raising awareness of and educating the public about epilepsy as well as providing support to members of the epilepsy community. Below are a selection of images to illustrate the variety of events that took place.



At the National Epilepsy Centre at JPMC, Karachi, Pakistan.



Bangalore Medical College marked International Epilepsy Day by illuminating the building entrance in lavender colour and educated people inside and outside of the building.



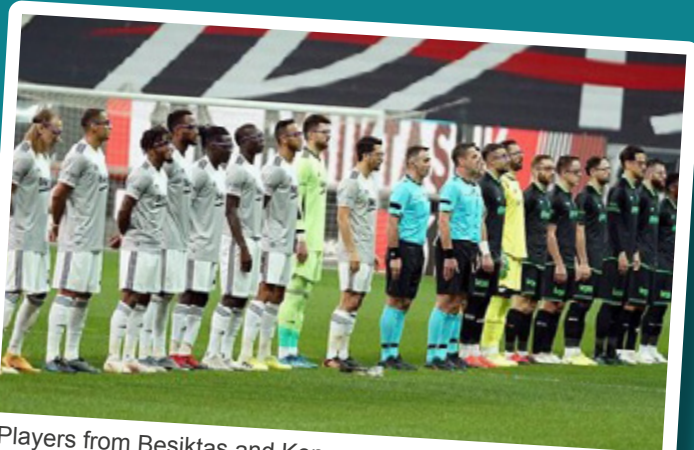
Kenya Association for the Welfare of People with Epilepsy



The students of St. Augustine's College in Queensland, Australia marked International Epilepsy Day, learning about and raising awareness of epilepsy.



Vice Chairperson of Epilepsy South Africa, Gauteng Branch, Sharlene Cassel shared testimony of her personal journey with epilepsy.



Players from Beşiktaş and Konyaspor, Turkey, took to the field with purple glasses for the "Look Awareness Campaign for Epilepsy", which was launched by the Turkish Epilepsy Association on International Epilepsy Day!

SHINING A LIGHT FOR EPILEPSY

Buildings around the world shone a light for epilepsy on February 8th! Here are just a few of the wonderful pictures that were shared. Thank you to everyone who played a part in having their local landmarks light up!

1. The New Theater, Pilsen, Czech Republic

2. BC Place, British Columbia, Canada

3. Bangalore Medical College, India

4. UAP Old Mutual Tower, Nairobi, Kenya

5. Flanders, Belgium

6. Tower 42, London, United Kingdom
7. Novo Mesto, Slovenia

8. Bois-Guillaume, Normandy, France

9. Maison Demandols - Ministry for Finance and Employment, Valetta, Malta

10. Karachi, Pakistan



The 50 Million Steps campaign is supported by:



50 million

STEPS FOR EPILEPSY

Can we do it..?

50 million people worldwide are affected by epilepsy according to WHO/OMS official figures. There are many different causes for epilepsy including genetic disposition, head trauma or brain tumour. For some, the cause is unknown.

To raise awareness of this the IBE asked people to join together to walk 50 million steps – one step for each person affected by epilepsy in the world – as part of the '50 Million Steps for Epilepsy' challenge.

The challenge launched on January 4th 2021 and ran for 5 weeks, culminating on February 8th, International Epilepsy Day. To be successful we would need at least 500 people to walk 20,000 steps each week during the campaign... Could we do it?!



The Atlético de Madrid Foundation showed their ongoing support of the epilepsy community by participating in the 50 Million Steps for Epilepsy campaign. On International Epilepsy Day they shared a video to raise awareness about epilepsy and how important it is that sports institutions and society as a whole and contribute to understanding and solidarity with all affected.

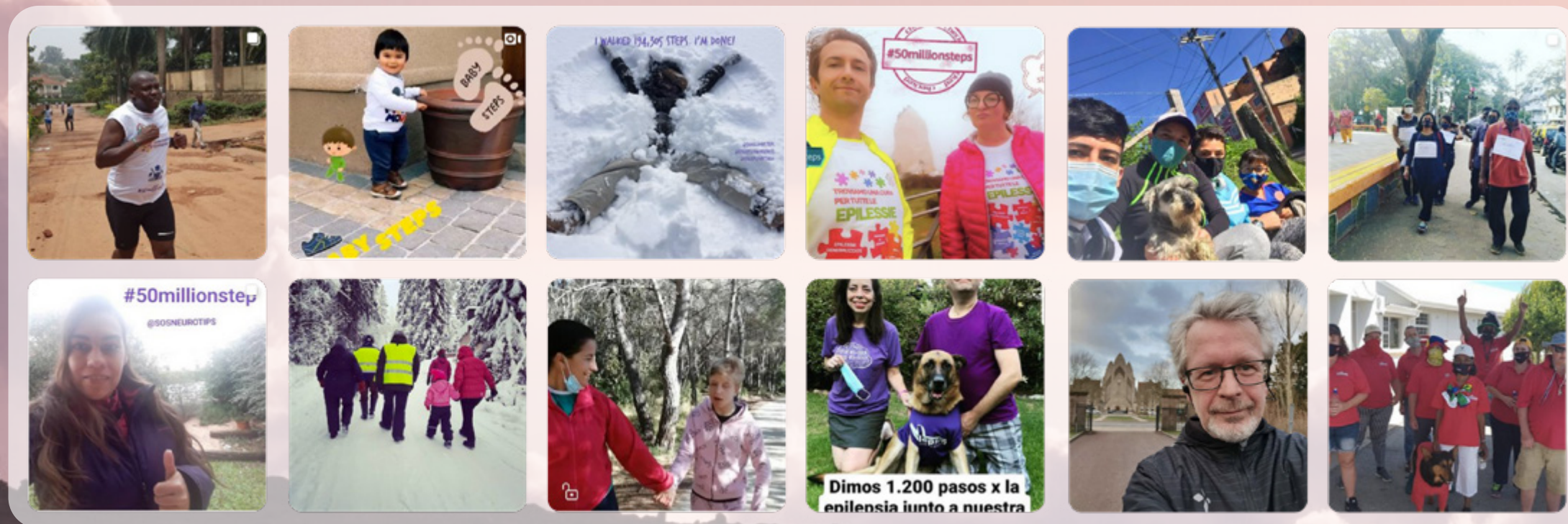
Yes we can!

164,817,721

STEPS ACHIEVED!

Following a tremendous effort by advocates for epilepsy worldwide, the campaign achieved more than triple the target, with a total of 164,817,721 steps registered on the 50MillionSteps.org website!

Thank you to everyone who participated in the campaign, raising awareness and raising funds for epilepsy support groups across the world. Extraordinary efforts were seen from both individuals and organisations.



"When we walk in step together, nothing is impossible."





International
Epilepsy Day

SAVE THE DATE!
FEBRUARY 14TH 2022

