



Epilepsy Day Report 2022

*Show some
love!*



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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 140 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:

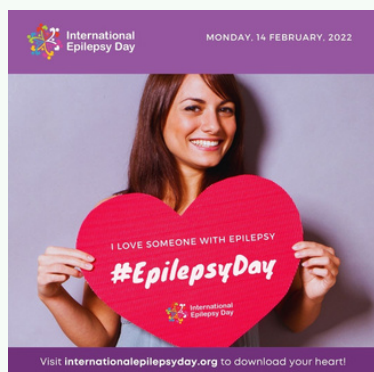
- epilepsy still remains a hidden disease due to the stigma attached;
- it is treatable, yet 40% of people living with epilepsy in wealthier countries do not receive appropriate treatment. Over 70% of those living in low income countries cannot even access epilepsy medication regularly;
- lack of treatment 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.

**This year Epilepsy Day
fell on February 14th.
This provided a
tremendous opportunity
as it is also celebrated
around the world as
Valentines Day!**

A close-up photograph of two hands, one from a lighter-skinned person and one from a darker-skinned person, interlacing their fingers to form a heart shape. The background is a soft, out-of-focus light blue and white. The text 'Show some love!' is written in a cursive font across the heart shape.

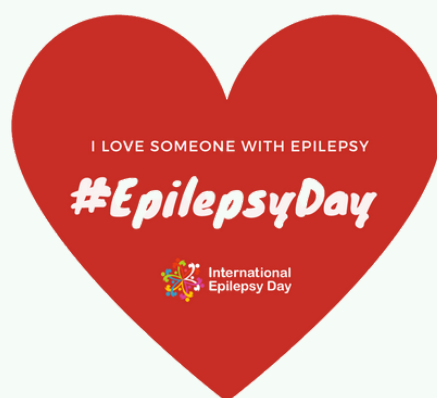
*Show some
love!*

Resources



Above you can see just a small example of the resources that were created and made available via the [International Epilepsy Day website](https://www.internationalepilepsyday.org), where people were able to download posters and social media graphics in many formats. Template files for these graphics were available, allowing anyone to translate the materials into their own language.

'Heart cards' were developed that everyone could download and share, showing their love for someone with epilepsy.



Global participation

People from over 140 countries around the world marked International Epilepsy Day by participating in events either online or in their local area. Below you can see just a small sample of the wonderful posts shared on social media from around the world!



#EpilepsyDay Videos

As well as photographs, many people shared videos to mark International Epilepsy Day.

Presidents of both ILAE (Helen Cross) and IBE (Francesca Sofia), shared videos, as did a number of IBE's past Golden Light award winners, as shown below. Click on the thumbnails to watch their videos, and search for 'epilepsy day' on YouTube to see more!

Thank you to all for their contributions to the day!



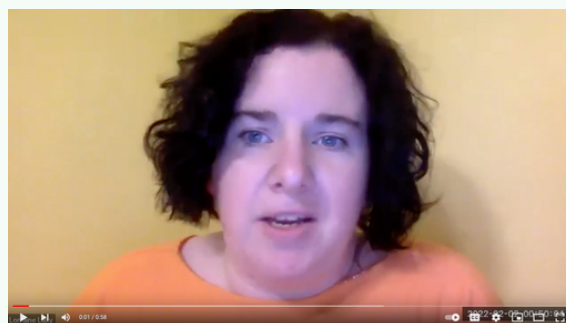
Helen Cross, ILAE President



Francesca Sofia, IBE President



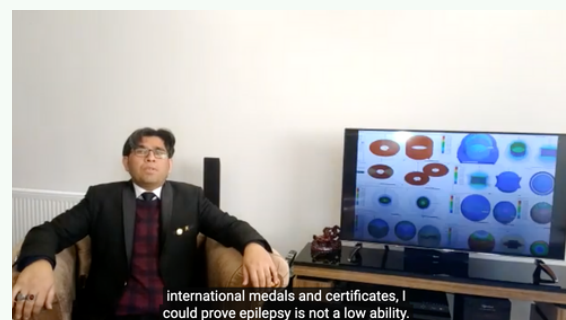
Nina Mago, Uganda



Lorraine Lally, Ireland



Scarlett Paige, Australia

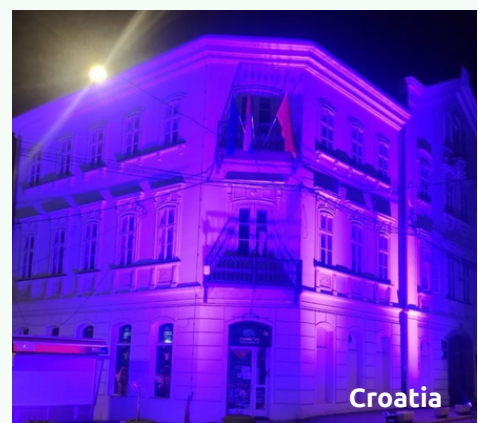
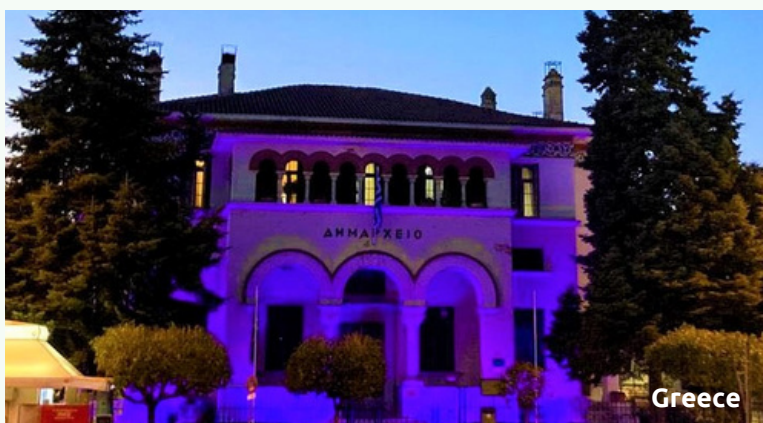
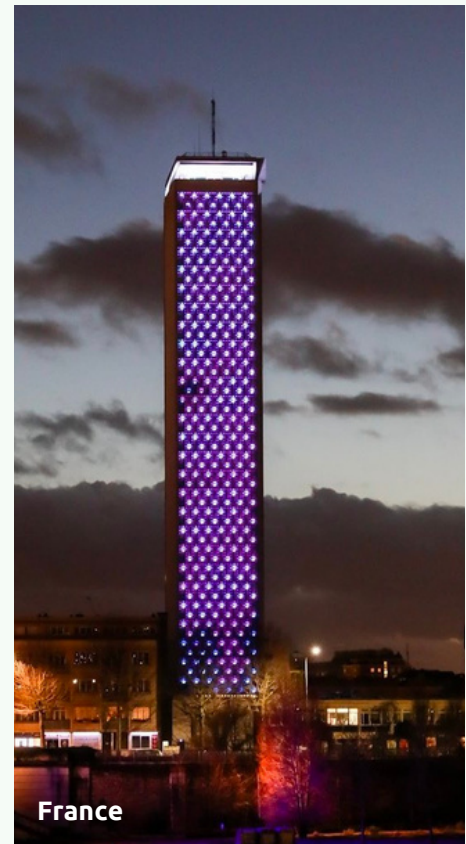
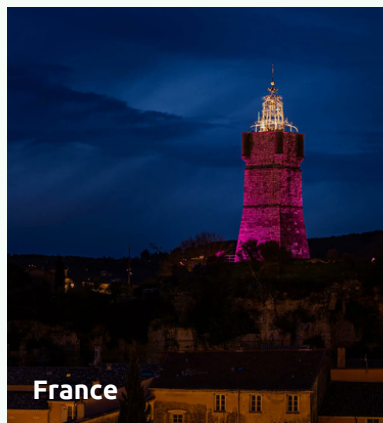
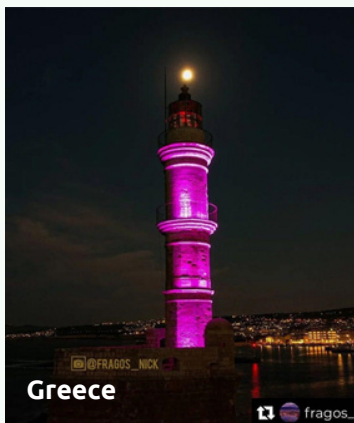


Amirsoheyl Pirayeshfar, Iran

Shining a light on epilepsy

Buildings around the world shone a light for epilepsy on February 14th! Here are just a few of the wonderful pictures that were shared.

Thank you to everyone who encouraged their local landmarks light up!



Social media activity

On February 14th 2022 the #EpilepsyDay hashtag had a social media reach of 8 million, meaning related posts reached **8 million individual accounts!**

The hashtag was mentioned over **2,000 times** on the day.

In the month of February, the International Epilepsy Day Twitter account received over **20,000 visits**, and tweets from the account made almost 30,000 impressions.

The International Epilepsy Day website had almost **7,000 visitors** on the day itself, and the 'heart card' graphic was downloaded an amazing **630 times!**



Social media reach: 8 million

Social media mentions: 2,117

Twitter profile visits: 20,000

Tweet impressions: 29,000

Website visitors: 6,700

Heart card downloads: 630

50 Million Steps for Epilepsy

Following the successful inaugural campaign in 2021, the 50 Million Steps for Epilepsy initiative returned this year, running for a slightly shorter period- from January 10th until February 14th (International Epilepsy Day).

Following a tremendous effort by advocates for epilepsy worldwide, we achieved more than double our target!

Thank you to everyone who participated in the campaign this year.

50 million
STEPS FOR EPILEPSY

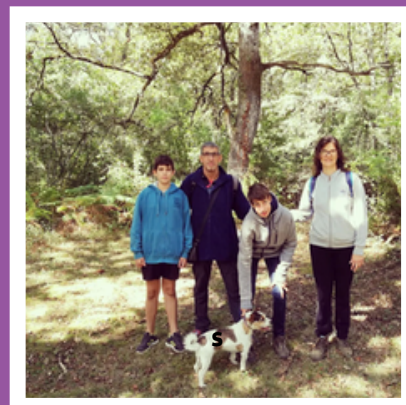
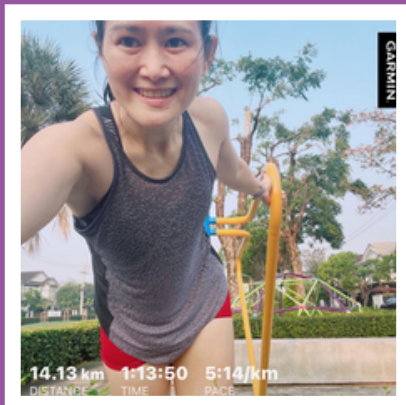
122,009,748 steps achieved!

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



50 Million Steps participation!

Here we can see a selection from the hundreds of posts that were shared on social media, showing how both individuals and organisations participated in the campaign from around the world.



50 Million Steps competition

Once again this year we ran a competition for those participating in the 50 Million Steps for Epilepsy campaign, with prizes for videos shared on social media in four categories - best dance steps, best baby steps, cutest pet steps and silliest steps! Each of our winners, shown below, will be awarded a \$250 prize.

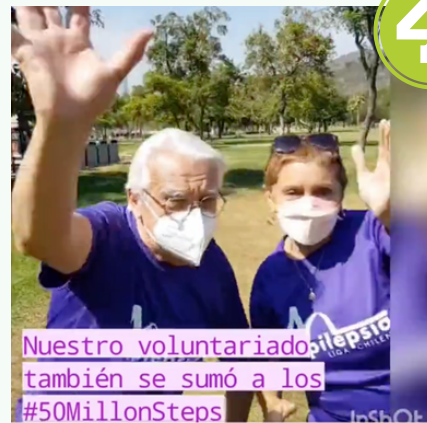
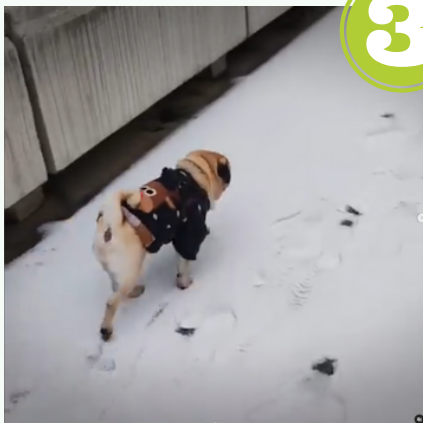
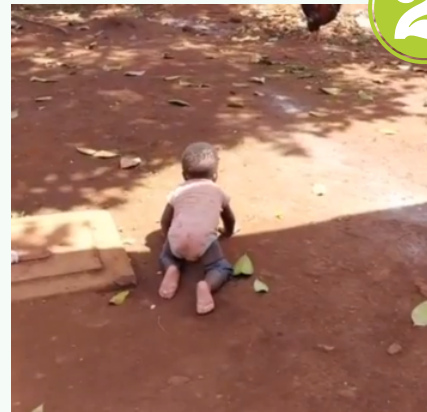
COMPETITION WINNERS:

1. Best dance steps - Epilepsy South Cape/Karoo

2. Best baby steps - Lindiwe Love, Uganda

3. Cutest pet steps - Tanja Peran, Croatia

4. Silliest steps - Liga Epilepsia, Chile



50 Million Steps statistics

Over the course of the campaign (from January 10 - February 14) the #50millionsteps hashtag had a total social media reach of **1.4 million**, and was mentioned over **800 times**.

The 50millionsteps.org website saw over **9,000 visits**, during which a total of over **122 million steps** were recorded.

Thank you again to everyone who took part for this amazing effort and for actively raising awareness of epilepsy in your region!

CAMPAIGN ENGAGEMENT:

Social media reach: **1.4 million**

Social media mentions: **806**

Website visitors: **9,400**

Total steps added: **122,009,748**

START





International
Epilepsy Day



13 FEBRUARY 2023

www.internationalepilepsyday.org



@IntEpilepsyDay



/IntEpilepsyDay



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