

## INTERNATIONAL EPILEPSY DAY FEBRUARY 13, 2023



# Toolkit For Advocates

Step up against stigma this International Epilepsy Day

International Epilepsy Day is an annual event organized by the International Bureau for Epilepsy (IBE) and the International League Against Epilepsy (ILAE) to raise awareness about epilepsy and its impact on individuals, families, and communities around the world. The day is typically marked by events and activities such as educational seminars and public awareness campaigns.

**In 2023, International Epilepsy Day will focus on the stigma people living with epilepsy face around the world.**

Epilepsy affects almost every aspect of the life of the person diagnosed with the condition. For many people living with epilepsy, the stigma attached to the condition can be more difficult to deal with than the disease itself.

Epilepsy discrimination and stigma can take many forms and negatively impact the lives of individuals with epilepsy. Children with epilepsy may face discrimination in the form of

exclusion from school activities or social events, which can affect their social development and self-esteem.

Similarly, adults with epilepsy may face discrimination in the workplace, including being overlooked for job opportunities or promotions or being passed over for certain roles because of their condition.

Misconceptions and myths often contribute to the stigma surrounding epilepsy. For example, many people assume that epilepsy is a mental illness, that it limits activities, or even that epilepsy is contagious.

**This year's International Epilepsy Day campaign seeks to dispel these myths. By sharing facts about epilepsy, we will challenge public misconceptions about epilepsy.**

It's important to educate ourselves and others about the facts about epilepsy and to dispel these myths and misconceptions. This can help to reduce the stigma and discrimination faced by people living with epilepsy and ensure that they have access to the same opportunities and rights as everyone else.

**Help us spread awareness of Epilepsy Facts vs Myths by sharing our messages online and making your own.**

We've created this Toolkit to help you spread the word. The graphics can be downloaded directly from this document and also from our website [International Epilepsy Day Resources](#). Please keep visiting the website as we will be adding more resources closer to the 13th of February, including more graphics, stories, and artwork.

**Thank you for your support!**

## Share Your Event With Us!

This event is a fantastic way to get involved with vital awareness-raising activities. We'd love to see how you're participating, so please share your stories and pictures on social media and tag us on our social media channels.



[facebook.com/InternationalBureauForEpilepsy](https://facebook.com/InternationalBureauForEpilepsy)



[instagram.com/international\\_epilepsy](https://instagram.com/international_epilepsy)



[twitter.com/IBESocialMedia](https://twitter.com/IBESocialMedia)

**Don't forget to tag your posts with #EpilepsyDay**

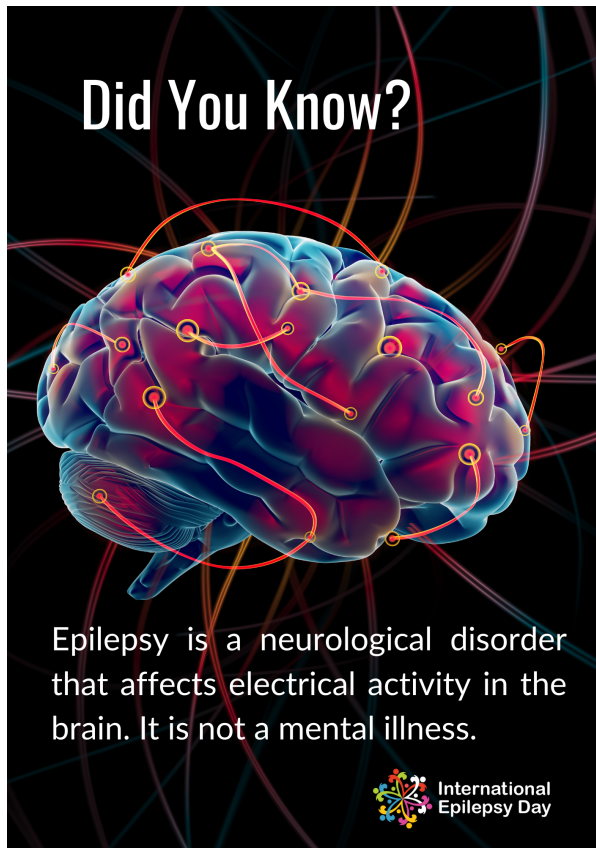
## About The Campaign Toolkit

Campaign resources are freely available for use by individual advocates or non-profit organizations.

**Commercial companies who wish to use the campaign resources should contact us for approval.**

If you have any questions about the campaign or issues with downloading the graphics, please contact Marie Ennis O'Connor, Head of Communications at [communications@ibe-epilepsy.org](mailto:communications@ibe-epilepsy.org)

## Posters



- [Download png](#)
- [Download pdf](#)

Please visit [International Epilepsy Day Resources - International Epilepsy Day](#) to download more posters.

## News Release

We have created a News (Press) Release template for you to customise for your region.

[Download Word .docx](#)

## Icon



[Download .png](#)

## Logo



[Download .png \(white\)](#)

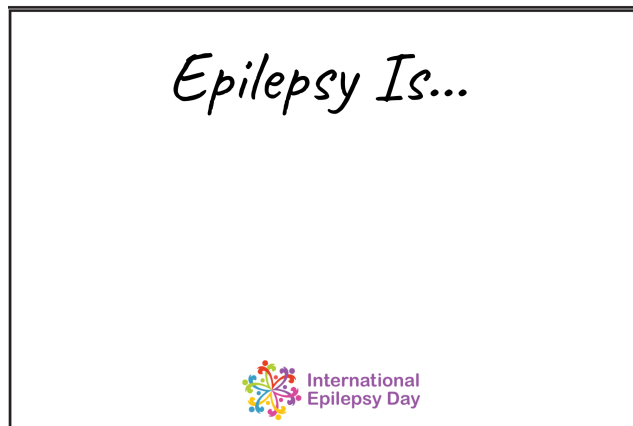
[Download .png \(purple\)](#)

## Selfie Cards

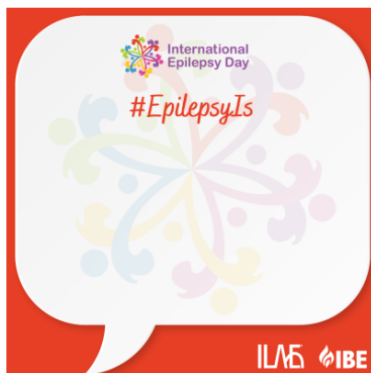


On the next page, you will find blank templates for you to customize to add your own message to use for your social media selfies. We would like you to use these templates to share a fact about epilepsy to dispel the many myths and misconceptions about epilepsy. Please share using #EpilepsyIs alongside #EpilepsyDay.

## Blank Templates



- [Download plain card](#)



- [Download orange card \(pdf\)](#)
- [Download green card \(pdf\)](#)
- [Download purple card \(pdf\)](#)

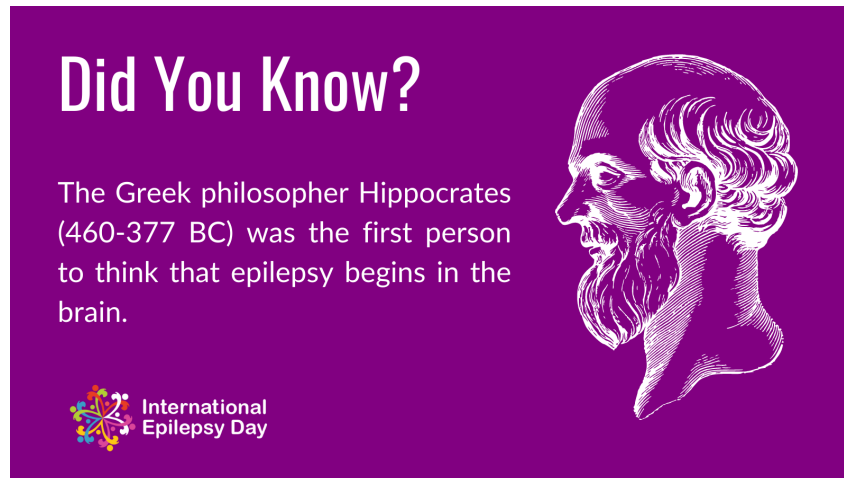
## Wondering what to share on your selfie cards?

For inspiration on what to share on social media, download our document with epilepsy facts and figures.

[Download pdf](#)

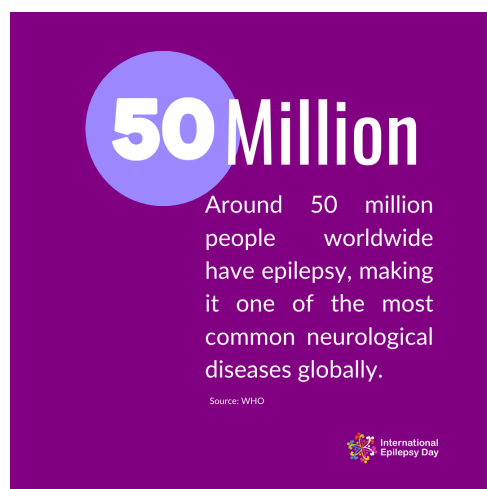
# Social Media Graphics

## Download Graphics Set 1: Twitter



[Download zip file of images](#)

## Download Graphics Set 2: Facebook



[Download zip file of images](#)

## Download Graphics Set 3: Instagram



[Download zip file of images](#)



# Stigma Stories

## **Have you experienced stigma because of epilepsy?**

This International Epilepsy Day, you're invited to share your stories of facing stigma as a person with epilepsy or a carer for someone who has epilepsy.

Your experiences can help raise awareness about the challenges faced by people with epilepsy and can also help educate others.

## **Submit Your Story**

### **Please help us share these stories on social media.**

Stories are located at [Epilepsy Stories | International Epilepsy Day](#)

We will be adding more stories as we receive them so please check back.

## Online Art Exhibition

In celebration of International Epilepsy Day 2023, we will host an online art exhibition centered on the theme of "Stigma."

We invite you to submit your entries in one (or more) of the following categories:

- Painting or drawing
- Photomontage
- Pottery
- Sculpture
- Beadwork, embroidery, or needlework

## **Entry Form**