



International Epilepsy Day

12 February 2024



Toolkit For Advocates

Share Your Epilepsy Journey on International Epilepsy Day!

International Epilepsy Day is a key initiative that the epilepsy community will use to raise awareness of epilepsy and to drive the implementation of the World Health Organisation's [WHO] 10-year Intersectoral Global Action Plan on Epilepsy and other Neurological Disorders (2022-2031) or IGAP.

IGAP is a ten-year roadmap that contains a specific strategic objective to strengthen the public health approach to epilepsy and two global targets aiming to close the major treatment and inclusion gaps for people with epilepsy worldwide:

- Global target 5.1: By 2031, countries will have increased service coverage for epilepsy by 50% from the current coverage in 2021.
- Global target 5.2: 80% of countries will have developed or updated their legislation to promote and protect the human rights of people with epilepsy by 2031.

One of the key barriers to achieving these epilepsy-specific global targets is the low levels of health literacy and the high levels of misunderstanding and misconceptions about epilepsy.

This lack of knowledge translates into social stigma and exclusion and leads to the discrimination of people with epilepsy across all levels of society. For example, at work, at school or in the community.

Lack of knowledge can also contribute to challenges in access to treatment due to misdiagnosis, inappropriate treatment decisions, inadequate provision of care and insufficient support for people with epilepsy and those who care for them. In fact, due to the stigma surrounding epilepsy, in many parts of the world, those affected will not come forward to seek care.

Additionally, lack of knowledge also hampers prioritisation of, and resource allocation to, epilepsy by our policy and decision-makers, and acknowledgment of the need for specific policies and programmes to address the burden of epilepsy.

Therefore, this #EpilepsyDay, we want to improve knowledge levels about epilepsy amongst all sectors of society by asking people with epilepsy and those who care for them to share their Epilepsy Journey.

#MyEpilepsyJourney

Whether you are a person with epilepsy, caregiver, health or social care professional, researcher, industry representative, policy maker, or anyone else with an interest in epilepsy – tell us more about how your journey with epilepsy began, where you are on your journey now, and where you want to be!

Every journey matters. Share your journey with epilepsy to amplify our collective voices this #EpilepsyDay.

[Please use this form to submit the story of your journey.](#)

Note: Entries must be submitted by Thursday, 1st February 2024. Feel free to share your story at any point before the closing date, as we will publish stories as they are received.

Virtual Art Exhibition

Our Virtual Art Exhibition returns to mark International Epilepsy Day 2024.

The theme this year is: ‘Milestones on My Epilepsy Journey’.

We will accept paintings or drawings, photography or photomontage, pottery or sculpture, beadwork, embroidery, or needlework. Submissions will be featured on the International Epilepsy Day website and highlighted on the social media channels of the International Bureau for Epilepsy (IBE) and the International League Against Epilepsy (ILAE).

[Entry Form](#)

Closing Date: Thursday, 1st February

Share Your Event With Us!

If you are planning an event to mark International Epilepsy Day, [please share the details with us here.](#)

Events will be featured on the official International Epilepsy Day website, and may also be included in the International Epilepsy Day annual report.

Be sure to share posts and pictures from your event on social media, using the #EpilepsyDay hashtag. We will do our best to promote and reshare your content.

Campaign Toolkit ¹

Social media will play an important role worldwide in getting our messages out to the public on International Epilepsy Day.

On Monday, February 12, 2024, there will be a worldwide effort to get #EpilepsyDay to trend on X (formerly Twitter) and other social media sites.

Whatever you do on International Epilepsy Day, be part of the worldwide social media effort!



facebook.com/intepilepsyday



twitter.com/IBESocialMedia

twitter.com/llaeWeb



instagram.com/international_epilepsy

instagram.com/ILAE_Epilepsy



linkedin.com/international-bureau-for-epilepsy

linkedin.com/international-league-against-epilepsy

¹ 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

Icon and Logo



[Download icon](#)

[Download Logo](#)

Social Media Graphics

Download Graphics Set 1: IGAP

Use these graphics to share IGAP-related information on social media.



[Download zip file of images](#)

Did You Know Blank Template

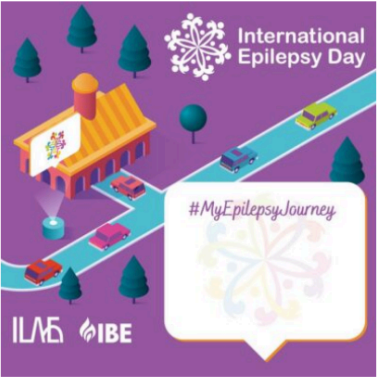
Customise this blank template to add our own “Did You Know” messages to promote IGAP-related activities in your community and region. Feel free to add your logo, images, and other customized graphics.



[Edit Template \(Canva\)](#)

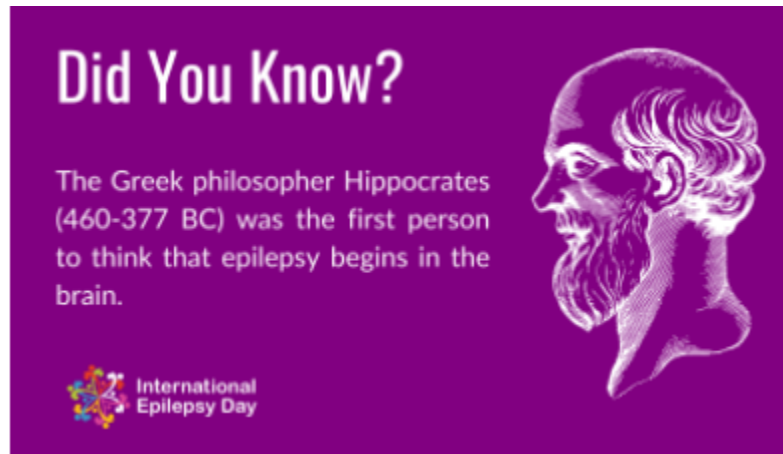
Download Graphics Set 2: #MyEpilepsyJourney

These blank templates are available to download in both jpeg and pdf formats.



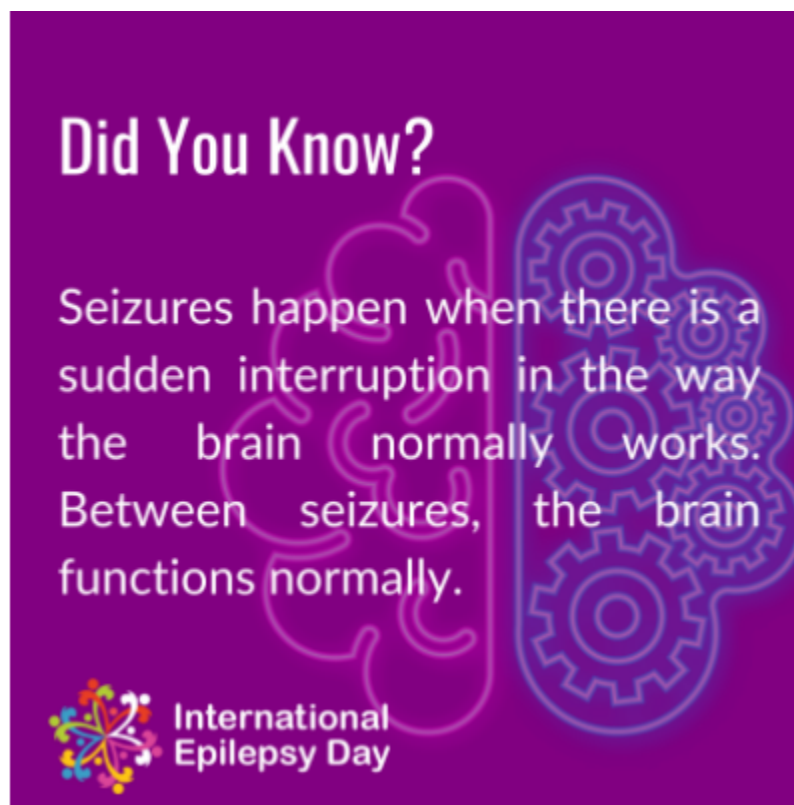
[Download zip file of images](#)

Download Graphics Set 3: X (formerly Twitter)



[Download zip file of images](#)

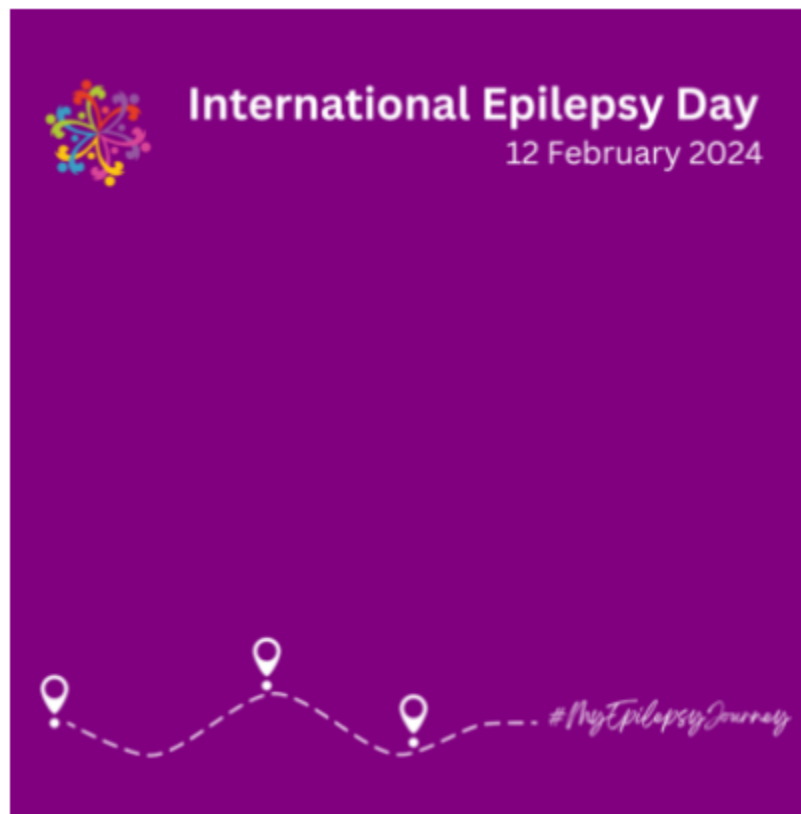
Download Graphics Set 4: Facebook & Instagram (Square)



[Download zip file of images](#)

Download Graphics Set 5: #MyEpilepsyJourney

Customize these templates for Twitter, Facebook, and Instagram cover and post images to promote #EpilepsyDay. They are formatted to fit the respective dimensions, and you are encouraged to personalize them with your own messages, logos, and other elements.



[Download zip file of images](#)

Share A Personal Message on #EpilepsyDay



Do you have a message you'd like to share this #EpilepsyDay?

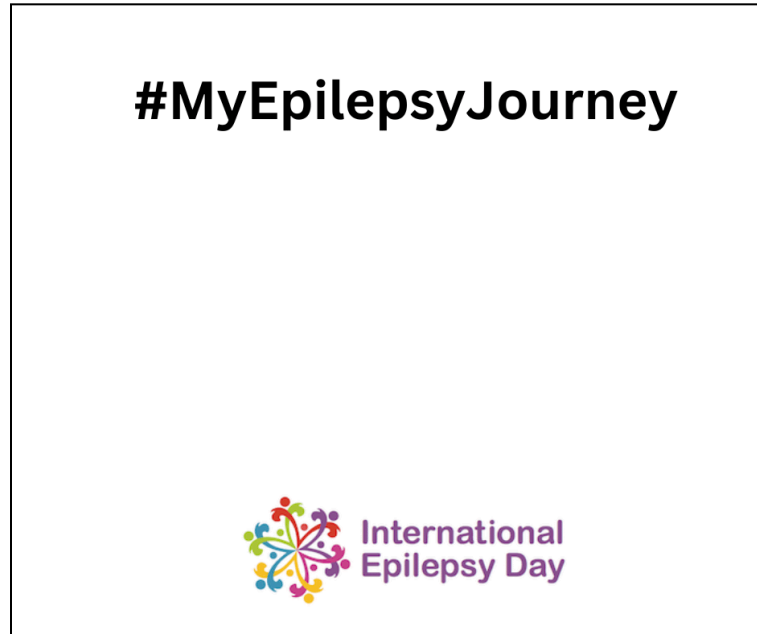
Maybe it's about overcoming obstacles, defying expectations, or discovering unexpected courage and resilience.

Or perhaps you'd like to use this opportunity to inspire others on their journey with a message of hope.

Alternatively, you may want to challenge stereotypes and preconceived notions about epilepsy

Use one of the coloured #MyEpilepsyJourney cards on page 7 (pdf version if printed) above or the plain version on the next page to share your messages across social media platforms on International Epilepsy Day.

Blank Template



[Download plain card](#)

Seeking Inspiration?

Check out the suggestions below to prompt your imagination.

“I have learned...”

” I have developed...”

“I am working towards...”

“My wish for others is...”

“My hope for the future is..”

Further Resources

Epilepsy Facts & Figures

- [Facts and Figures](#)
- [Datos y estadísticas sobre la epilepsia](#)
- [Epilepsie Fakten und Zahlen](#)
- [Faits et statistiques sur l'épilepsie](#)
- [Scheda informativa sulla l'epilessia](#)
- [Dados sobre a epilepsia](#)
- [Činjenice o epilepsiji](#)

IGAP

- [WHO Intersectoral Global Action Plan on Epilepsy and Other Neurological Disorders 2022-203](#)
- [WHO Position Paper on Optimising Brain Health Across the Lifecourse](#)
- [WHO's Epilepsy Technical Brief](#)
- [IGAP Unpacked: A Practical Guide](#)
- [Guide En Français](#)
- [Guía En Español](#)