



 International Epilepsy Day
2024

Report

ILAE  IBE



CONTENTS

01

About International Epilepsy Day

02

ILAE-IBE Joint Statement

03

#EpilepsyDay Video Messages

04

Campaign Resources

05

Virtual Art Exhibition

06

#MyEpilepsyJourney Stories

07

Shining A Light

08-17

Events Around The World

18-19

#50MillionSteps Campaign

20-21

Campaign Engagement

About

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.

2024 Theme: #MyEpilepsy Journey

The theme of International Epilepsy Day this year – the epilepsy journey – was chosen to spotlight the lived experience of people with epilepsy and those who care for them, aiming to align with and highlight the importance of the Intersectoral Global Action Plan on Epilepsy and other Neurological Disorders (IGAP).

This plan, developed by the World Health Organization and unanimously approved by its member states, aims to improve access to treatment, care and quality of life of people with epilepsy, their carers, and families.



ILAE-IBE Joint Statement



The lived experience of our community highlights challenges in areas such as access to education and employment, experiences of stigma, discrimination and social exclusion, impact on mental health and wellbeing, burden on informal carers and families, difficulties in personal relationships, inability to access insurance, to drive a car, or to be an active part of the society.



Dr Francesca Sofia
IBE President

[Read ILAE-IBE Joint Statement](#)



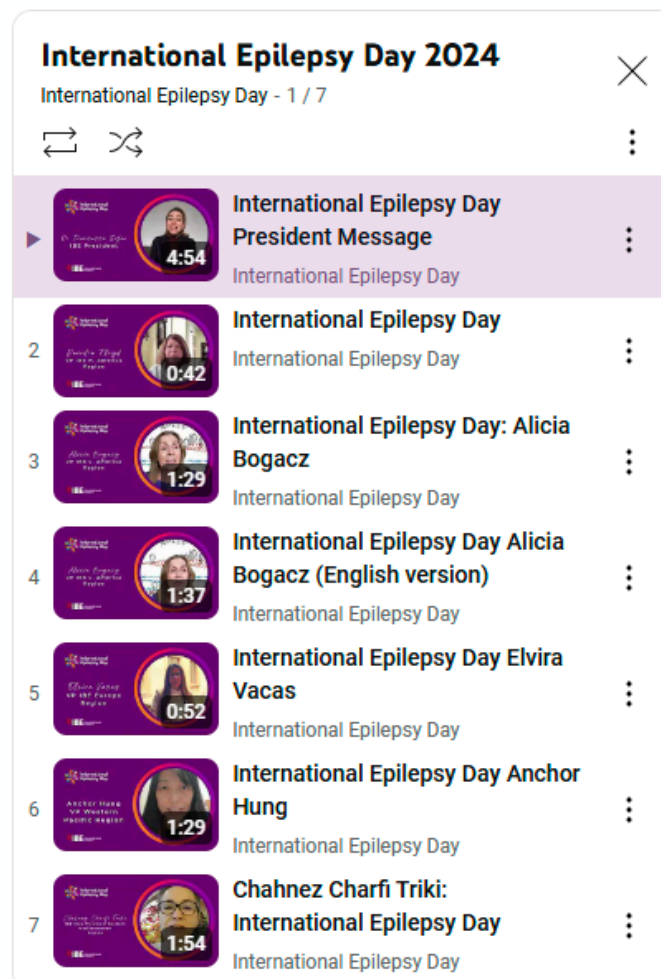
Prof Helen Cross
ILAE President

As a consultant in paediatric neurology, I witness many incredible and courageous journeys made by children and young people with epilepsy and their families every day. I want to ensure that these journeys are made as easy as possible for everyone and that safe, effective, and affordable treatments are available to all who need them.



#EpilepsyDay Video Messages

Video messages in support of the campaign were recorded by IBE and ILAE Presidents and Vice Presidents and shared on the [International Epilepsy Day](https://www.internationalepilepsyday.org/) website, YouTube and across social media.



Campaign Resources

A comprehensive toolkit with campaign resources for social media was available to download from the International Epilepsy Day website. Toolkits were translated into Arabic, Armenian, Croatian, French, German, Greek, Russian, Spanish and Urdu. We're grateful to those who helped us with the translations.



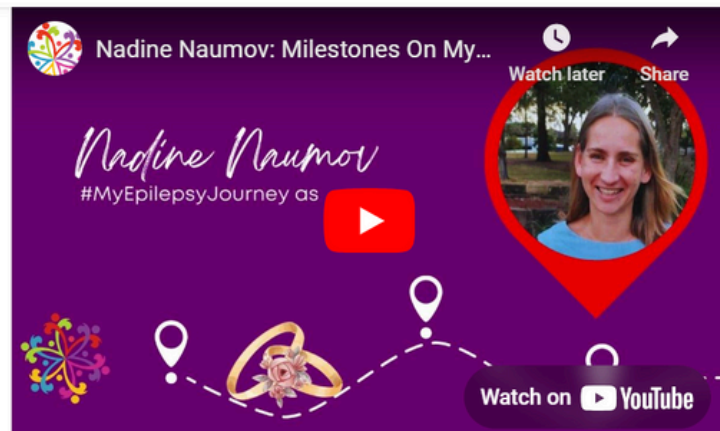
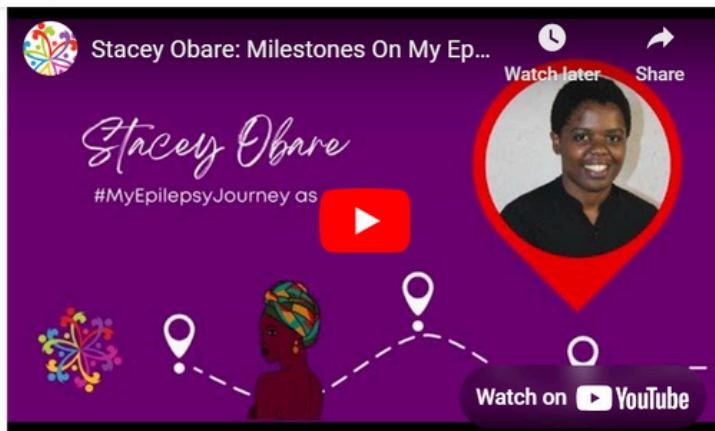
Virtual Art Exhibition

Pictured on this page is a selection of entries to our virtual art exhibition on the theme of Milestones on My Epilepsy Journey. All entries can be viewed at www.internationalepilepsyday.org/art-exhibition.



#MyEpilepsyJourney Stories

Thank you to everyone who submitted stories about the unique journey they have experienced as a person living with epilepsy. Read the complete story collection at <https://internationalepilepsyday.org/journey>.



Shining a Light

Landmarks and buildings worldwide were bathed in purple to raise epilepsy awareness. Thank you to everyone who made it happen!



Events

International Epilepsy Day 2024 was a day of action, education, and celebration! On the following pages you'll find a selection of photos to illustrate the variety of events that took place. View more photos by visiting the [Events](#) page on the International Epilepsy Day website.

Malawi

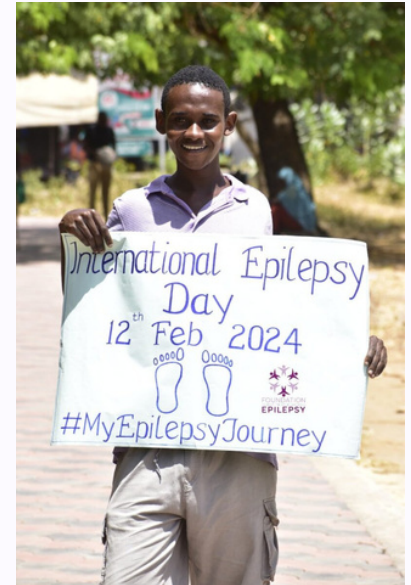


National Epilepsy Association of Malawi

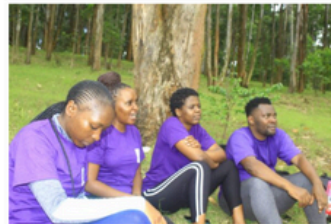
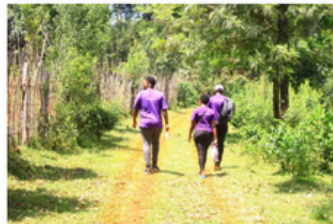


Events

Kenya



U Rise Kenya

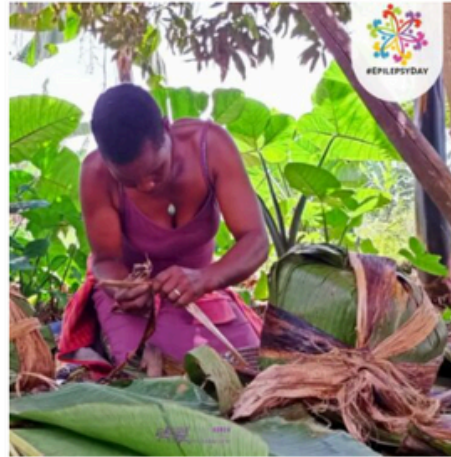


Events

Uganda



Purple Bench Initiative



Events

France



Adel Bounif



Adel Bounif



EpiCare



EpiCare

Events

Ireland



Epilepsy Ireland



Epsilon Lebanon



Lebanon



Albania

Events

Colombia



Argentina



Fundación de Hemisferectomía



Events

India



CIP, Ranchi and Indian Epilepsy Association

Bangladesh



Dept of Neurology, Mymensingh Medical College, Bangladesh



Events

Indonesia



The Indonesian Neurologist Association Chapter Surakarta



Hong Kong SAR China



Events

Japan



ペーテル〜Bethel-Japan epilepsy center



Events

Korea



1



#50MillionSteps

We're excited to share with you the incredible success of our #50MillionSteps campaign. Thanks to your efforts we were able to take a giant leap forward in raising awareness about epilepsy and the impact of stigma in society. Together we took a staggering **416,509,446** million steps. A new record for the campaign!

Total Steps Walked
416,509,446 total steps for epilepsy awareness.



#50MillionSteps Global Participation

Stepping up against stigma! These images capture the spirit of the #50MillionSteps campaign, with participants from around the world joining the campaign.



Campaign Engagement

We had terrific engagement across our social media channels and websites throughout the period of the campaign. Pages 20–21 show a snapshot of activity.



19.2k impressions



Reach: 4.2K



Reach: 5.7K



8116 web page visitors

Campaign Engagement

Reach



International Epilepsy Day website analysis

The Basics

Summary [Visitors](#) [Actions](#) [Uniques](#) [Time](#)

Category	Value	Change
Visitors Expand	8,116	+257%
Unique visitors	7,510	+257%
New visitors	7,020	+264%
Returning visitors	490	+180%
Actions Expand	15,565	+222%

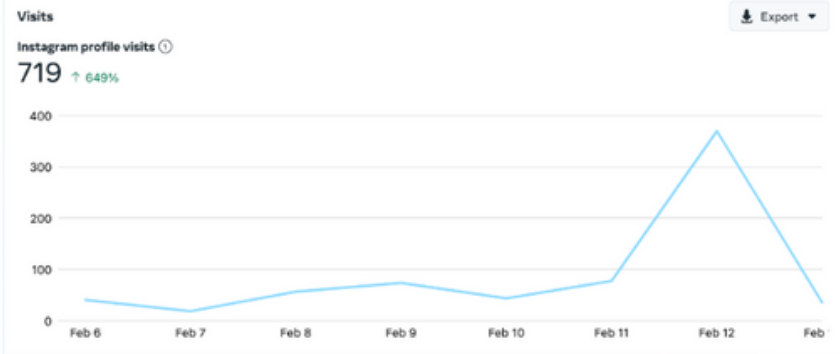
Tweet activity

Feb 6 - Feb 13, 2024 [Export data](#)

Your posts earned **19.2K impressions** over this 8 day period



Profile visits:



8116 web page visitors



10th February, 2025

International Epilepsy Day