



# RABIES: ZERO BY 30

## World Rabies Day: Making the most of your event

---

Thank you! By organizing a World Rabies Day event you are taking part in a global movement to put an end to the unnecessary suffering caused by rabies. You and people like you are what make World Rabies Day the phenomenon that it is.

This manual was created to help you to plan and communicate your World Rabies Day event to different audiences. We welcome your feedback to improve this resource – email us at [campaigns@rabiesalliance.org](mailto:campaigns@rabiesalliance.org).

|  |    |
|--|----|
| Table of Contents  |    |
| What is World Rabies Day?.....                                   | 2  |
| <i>Registering your event</i> .....                              | 2  |
| Ideas for events .....   | 3  |
| Key messages.....  | 5  |
| Planning an event.....   | 8  |
| Event Planning Checklist.....                                    | 10 |
| Event communications.....  | 11 |
| 1. What, When, Who, Why, Where and How .....                     | 11 |
| 2. Radio and TV.....   | 12 |
| 3. Press conferences .....                                       | 13 |
| 4. Social Media .....  | 14 |
| Appendix 1: Modifiable press releases.....                       | 16 |
| Appendix 2: Public Service Announcements .....                   | 19 |
| Appendix 3: Background on rabies.....                            | 20 |
| Appendix 4: Introducing World Rabies Day to your colleagues..... | 23 |

## What is World Rabies Day?

### When is World Rabies Day?

World Rabies Day is held annually on September 28. It is the anniversary of the death of Louis Pasteur, who developed the first rabies vaccine and laid the foundations of rabies prevention.

### What is World Rabies Day?

World Rabies Day is when hundreds of thousands of people organize or participate in events to celebrate rabies prevention efforts and unite against rabies. Whether you're a veterinarian, a medical professional, a teacher, or even someone who just cares about your community, it is a chance to organize or take part in an event that raises awareness about rabies and its prevention.

It is the first and only global advocacy, education, and awareness campaign for rabies. It has the support of all international health organizations and major stakeholders including the WHO (World Health Organization), OIE (World Organisation for Animal Health) FAO (Food and Agriculture Organization of the United Nations) and CDC (Centers for Disease Control and Prevention).

To date it has reached over 150 million people with rabies prevention messages and re-initiated rabies prevention in many parts of the world. World Rabies Day continues to reach new audiences: in 2016 over 300 events were registered on the GARC website, from 57 countries.

### 2017 – Rabies: Zero by 30

Each year a different theme is selected for World Rabies Day. For 2017, the theme, **Rabies: Zero by 30**, reflects the global goal and framework to reach zero human deaths from canine rabies by 2030. This goal has been agreed by the major international agencies, including the WHO, OIE and FAO.

### What is a World Rabies Day event?

Any event held on or near September 28 that

- promotes awareness about rabies prevention, or
- reduces rabies transmission (such as vaccinating dogs)

### Why World Rabies Day helps

These events play a special role in supporting rabies prevention efforts by enabling and encouraging people to get involved, become aware of the disease and how it spreads, and understand what they can do to prevent it.

World Rabies Day is an opportunity to celebrate successes so far, build support for existing challenges, and increase awareness of rabies prevention in at-risk communities.

### Registering your event

Go to <https://rabiesalliance.org/world-rabies-day/register> to register your event.

Your event will go live once it has been checked, usually within 24 hours.

Find registered events in your area – <https://rabiesalliance.org/world-rabies-day/events/>

## Ideas for events

World Rabies Day is open to anyone and everyone who wants to take action for rabies prevention. By taking part you are joining thousands of people from all corners of the globe.

Any event that promotes rabies awareness and/or works towards rabies prevention qualifies as a World Rabies Day event. However, we've given you some ideas below to help you decide, and you can also get inspiration from others who are sharing their events online at

<https://rabiesalliance.org/world-rabies-day/events/>

The following questions may help you to decide what to do for World Rabies Day:

### 1. What would help prevent rabies in your community?

Most events focus on dog vaccination or raising public awareness, and it's best to focus on something that is needed in your community

### 2. Who can I get to help me?

- Contact local government, veterinarians, doctors, health workers, schools, colleges, and animal welfare organizations to see if they would like to get involved. Working together, your event will almost certainly have greater impact.
- Give local businesses the chance to get involved by providing financial or practical support. They may be willing to help by paying for vaccines for dogs, printing leaflets and posters, or supplying refreshments to volunteers.
- Remember to involve the media – newspapers and radio and television stations are often willing to cover World Rabies Day events and this multiplies the impact of your event. There is more about involving the media in the Event Communications section of this manual.

### 3. What resources are available?

- You may find a local business willing to help sponsor your event.
- GARC is here to help with advice, practical support and online resources. GARC cannot help to fund individual World Rabies Day events.
- We have lots of advice to help you plan and promote your event, at <https://rabiesalliance.org/world-rabies-day/event-resources/>
- World Rabies Day logos you can use on your materials are available in multiple languages <https://rabiesalliance.org/world-rabies-day/event-resources/logos>
- If resources are limited, remember there are lots of things you can do that cost nothing.
- There are free resources available on rabiesalliance.org for you to download and use at your event, including lesson plans for different age groups, posters, factsheets and videos. Many of these resources are in various languages. Use the Search Resources function to narrow results by language, resource type, or to search for a keyword. <http://rabiesalliance.org/resources/>

## Ideas for events to raise awareness of rabies prevention

- Gather people together and hold a Question and Answer session with an expert (or use our rabies FAQs to help – (<http://rabiesalliance.org/resources/search?type=905>) draw on the collective experiences of people in the audience. You could also do this on the radio

- Hold a **dog show** that promotes responsible pet stewardship and encourages owners to regularly vaccinate their dogs against rabies.
- Get local artists to paint a **World Rabies Day mural** on a wall. Include this year's key messages for rabies prevention. Remember to get permission from authorities or homeowners where needed.
- Organize World Rabies Day **information stands** at a community event or center.
- Mobile team units / outreach – distribute materials in places where you don't have a information stand, or hold workshops in remote communities.
- Indoor stands in pharmacies or drug stores.
- Posters, photographs, or drawing exhibits.
- Hand out leaflets at airports for travellers.
- Graffiti, creative writing, or art contests for young people.
- **Show a video**, with or without facilitated discussions afterwards.
- Joint efforts – candlelight walk, ringing bells, holding hands.
- At national sport events – have a short speech about rabies and hand out leaflets.
- Local sport events – organize a *Rabies: Zero by 30* tournament.
- Organize **sessions in schools** for children to learn about dog bite prevention, or rabies and responsible pet care. Free resources for teaching children are available online at <http://rabiesalliance.org/resources/search?type=55>
- Get local **performers to entertain at a rally for World Rabies Day** – you could get musicians, puppeteers, and dancers involved.

### Ideas for dog vaccination activities

- Organize a mass dog vaccination with your local veterinarians and animal welfare groups – this could be done along with registration of owned dogs by your local authorities. Hand out information about dog bite prevention – you can download and print resources from the GARC website - <https://rabiesalliance.org/resources/search?type=904>
- Take a team to vaccinate dogs in remote areas that don't have easy access to vaccines.
- Ask local veterinary clinics to hold free or subsidized vaccination days and help them to organize these events – you could also ask for companies to donate or subsidize vaccines.

### Ideas for activities that encourage policy change

If you're interested in influencing your local authorities to implement rabies prevention programs, please view our Policy Toolkit at

- <http://caninerabiesblueprint.org/A-toolkit-for-influencing-policy>

### It's all about you

These are just a few possibilities. If you have an idea for something that isn't listed here, then as long as its aim is rabies prevention it can be part of World Rabies Day.

Once you have got your idea you need to start planning. See the Event Planning section for a checklist of what needs to be done.

Whatever you decide to do, please remember to **register your event** here

<https://rabiesalliance.org/world-rabies-day/register>

Registering your event is the best way of making sure it has global as well as national or local impact.

## Key messages

This section provides you with suggested key messages around rabies prevention and this year's World Rabies Day theme – Rabies: Zero by 30. You can use any of these as your main message for your particular audience, with others as supporting messages.

| Audience                               | Message   |
|--|---|
| Universal                              | Together we can end human deaths from dog-transmitted rabies by 2030.   |
|  | Rabies elimination is possible. Let's make the possibility a reality by 2030.   |
|  | Vaccinating dogs protects people too.   |
| Prevention in rabies endemic countries | Vaccinate your dog. Protecting dogs against rabies helps protect you and your family too.   |
|  | Avoid dog bites:<br>Learn to read a dog's body language. Don't tease or attack them.  |
|  | Teach children to always tell you if an animal bites or scratches them. Praise a child for doing this.  |
|  | Immediately wash a bite wound for 15 minutes and consult your doctor about vaccinations.  |
| Policy makers                          | <p>Rabies-related deaths are preventable; simple and relatively low-cost tools and strategies for rabies control and prevention exist.</p> <ul style="list-style-type: none"> <li>• 100% of human rabies deaths can be prevented</li> <li>• The world has all the tools it needs to end rabies deaths</li> </ul> <p>One Health or holistic rabies programs work and are within reach for even low and middle income countries – the crucial need lies in garnering the political will to take these programs forward.</p> <ul style="list-style-type: none"> <li>• Human and animal health stakeholders need to work together to eliminate rabies</li> <li>• Governments need to make rabies programmes a priority</li> <li>• Rabies disproportionately affects the poor, but elimination is within reach of even low income countries</li> </ul> <p>Sustained national integrated rabies programmes result in cost savings to national health budgets.</p> <ul style="list-style-type: none"> <li>• Controlling dog rabies through vaccination will reduce human healthcare costs</li> <li>• National rabies programmes reduce costs as well as deaths</li> <li>• Investment in dog vaccination is the single most effective way of reducing the disease burden</li> </ul> |

|  |   |
|--|---|
|  | <p>Rabies is a solvable problem that can lead to immediate (within an election cycle) results for national governments and international donors.</p> <ul style="list-style-type: none"> <li>Well-designed rabies programmes have a significant impact within a few years</li> </ul> <p>Rabies programmes can be integrated into existing health systems and mechanisms, strengthening them in the process</p> <ul style="list-style-type: none"> <li>Existing health systems will be strengthened by integrating rabies prevention programmes</li> <li>Capacity building for rabies surveillance and control can strengthen health systems for the prevention of other diseases</li> <li>Capacity building for rabies control will strengthen (one) health systems / disease preparedness</li> </ul> <p>Ending rabies is integrally linked to UN Sustainable Development Goal (SDG) 3, to ensure healthy lives and well-being, particularly SDG 3.3, to end the epidemics of neglected tropical diseases by 2030</p> <ul style="list-style-type: none"> <li>Freedom from dog-mediated human rabies is a <i>global public good</i></li> </ul> <p>Ending rabies supports progress towards other Sustainable Development Goals, primarily those related to poverty, food security, economic growth, infrastructure, inequality and global partnerships</p> <p>WHO member states have agreed to a global framework and vision of ending deaths due to dog-transmitted rabies by 2030</p> <p>Rabies is still present in over 150 countries</p> <p>We can eliminate human, canine and livestock deaths from canine rabies by vaccinating 70% of dogs</p> <ul style="list-style-type: none"> <li>Vaccinating 70% of dogs in at-risk areas can eliminate canine rabies</li> <li>Rabies goes beyond country borders. National governments need to work together on the international stage.</li> </ul> |
| Professionals from human and animal health sectors | Work together with medics, veterinarians, educators, legislators, community workers, and others, to prevent rabies at the community level.  |
| Community leaders                                  | Work together with your community to improve dog vaccination rates and awareness of rabies prevention.  |
| Awareness globally                                 | <p>Over 59,000 people die of rabies every year, worldwide, and millions have to seek life-saving treatment</p> <ul style="list-style-type: none"> <li>Someone dies of rabies every 9 minutes – these deaths can</li> </ul>  |

|  |   |
|--|---|
|  | <p>be stopped</p> <ul style="list-style-type: none"><li>• 29 million people seek life-saving treatment to prevent rabies every year</li></ul> <p>Rabies deaths are a direct consequence of poverty and inequality in access to health services</p> <ul style="list-style-type: none"><li>• Many rabies deaths are a result of poverty</li><li>• People die of rabies because they cannot get medical help</li></ul> <p>Rabies is 100% preventable with current knowledge, technology, and vaccines – improving access to human and dog vaccines will save more lives</p> <ul style="list-style-type: none"><li>• Rabies is 100% preventable – access to vaccines will save lives</li><li>• The world has the tools to end rabies</li><li>• Vaccinating dogs saves human lives</li><li>• Vaccinating dogs protects humans as well as dogs</li><li>• The vaccinated dog is the soldier in the fight against rabies</li><li>• Fear of rabies leads to the indiscriminate slaughter of millions of dogs every year and doesn't stop rabies. Vaccination is the answer</li></ul> |
|--|---|

## Planning an event

Once you have decided what you are going to do for World Rabies Day, you need to work out who is taking part, where and when it is going to happen, and what you need to do to make it a reality.

### Who you are working with

Are you organizing the event on your own, as an organization, or as part of a partnership? Try to set expectations around responsibilities early so everyone knows what is expected of them. Recruit volunteers to help you if you need them.

### Where you will hold your event

Check to see if you need any permission to hold your event in your chosen location

### When you will hold your event

Set the exact date and time. World Rabies Day, September 28, is a good day to hold events because it coincides with so many others and creates media interest but it does not have to be that day. You should select the exact date and time of your event depending on what it is, what is practical, and what best suits the people you want to attend your event.

### What is your budget?

Some events, like a lesson to school children or an awareness rally, can be held for very little money. If you are planning a bigger event with a large budget, you may need to consider a back-up plan in case of funding problems. Remember to give local businesses the opportunity to support your event through sponsorship. In-kind gifts like printing and refreshments for volunteers can also be very helpful. If you need posters but printing is a problem, try asking a local school to get the children to make posters for you. This expands the impact of your event too.

### What do you need to do?

#### Before the event

- Create a plan or timeline of all the things you need to make your event run smoothly, both before the event and on the day.
- Hold regular planning meetings to make sure everything is on track. Make sure you have contact numbers for volunteers and that they have numbers to contact you.
- Remember to contact local authorities well in advance for assistance or any permission needed to hold your event. Invite them to take part.
- Contact local media to help promote your event. Radio stations will often promote events free of charge. Our Event Communications section below has more information about involving the media.

#### Advertising your event

- Announce the time, date and location well in advance.
- Keep reminding people about your event.
- Contact your local media, asking them to announce your event – standard press (news) releases which you can modify are available in Appendix 1.



- Contact your local radio station – they might be willing to interview you about your event. You could even make this your event!
- Use social media networks – we'll support you where we can. Connect with us at
  - [Facebook.com/GlobalAllianceforRabiesControl](https://www.facebook.com/GlobalAllianceforRabiesControl)
  - [Twitter.com/rabiesalliance](https://twitter.com/rabiesalliance).
  - Remember to use #WorldRabiesDay

Remember to register your event on our website at <https://rabiesalliance.org/world-rabies-day/register>.

### **On the day**

Everyone taking part in your event will need to know what to do and where they to be.

Make sure an organizer is there early to welcome volunteers.

Assign an organizer or volunteer(s) to manage:

- Other volunteers
- Performers, celebrities and guests
- Members of the public.

Make sure everyone knows who is responsible for what so, if they have a question or need something, they know whom to ask.

Look after your guests and volunteers. Make sure they have access to refreshments and shade.

Providing food will help prevent them leaving the event before it's finished

Take lots of pictures and share them on your event page on the rabiesalliance.org website.

- If you're able to tweet live from the event, tag @rabiesalliance and use the hashtag #WorldRabiesDay and we'll retweet as many as possible.
- Take photos and share them with us via Facebook and Twitter or via your event's page on our website.

Have a backup plan in case things go wrong. Make sure you know what to do if it rains, volunteers, or guests don't show up, or somebody gets hurt. Clean up after your event.

Remember to thank everyone who takes part. We hope they will thank you too but even if they don't, we'd like to.

### **After your event**

Make a note of how things went and names and contact numbers of people who helped. This can help with planning future events.

Follow up with the media to see if they will run your story. If they didn't come to the event, offer to send them photos and/or submit a short write-up.

Share photos of your event on our [Facebook page](https://www.facebook.com/GlobalAllianceforRabiesControl) (GlobalAllianceforRabiesControl) or on [Twitter](https://twitter.com/rabiesalliance) (tag @rabiesalliance) and on your event page on the rabiesalliance.org website.

Send a report of your event to your government. Rabies affects both human and animal health so remember to send it to all relevant departments.

A written note thanking businesses, organizations, dignitaries and volunteers who took part is a memorable gesture. It is often worth making the extra effort because they may be able to help you in the future.

Let us know if you have ideas to help us improve World Rabies Day 2017 – email us at [campaigns@rabiesalliance.org](mailto:campaigns@rabiesalliance.org).

Keep in touch by signing up to our newsletter - <https://rabiesalliance.org/contact-us>.

## Event Planning Checklist

### Decide on your event

- Inform any authorities and get permission, if needed
- Choose a location or venue
- Make an event plan
- Recruit volunteers
  
- Offer businesses the opportunity to support your event with sponsorship
- What do you need from them? What is in it for them?
  
- Invite guests/speakers/celebrities/performers

### Promote your event

- Organize printing of posters and leaflets
- Contact the media (see our Communications Toolkit)
- Register your event on our website
  - <https://rabiesalliance.org/world-rabies-day/register>
- Remind people regularly of the date and time of your event

### Risk Management

- Do you need insurance - public liability, volunteers?
- Risk assessment – what could go wrong and what is your plan if it does?
- Appoint first aiders

**Waste** – how will you clean up after the event? Do you need any sterile services?

### Refreshments

- Who will you provide refreshments for?
- What refreshments will you offer?
- Who is going to supply them?

### The day before

- Contact volunteers and guests to check that they know where they need to be and when they need to arrive.

### On the day

- Team briefing

- Organize volunteer registration area
- Organize area for guests
- Circulate contact list of staff, volunteers and their responsibilities
- Thank people when they leave

**After the event**

- Clean up
- Thank you notes to volunteers, sponsors, and guests

**De-brief**

- What went well? What could you do better?
- Tell us! Share your experiences with GARC through our website, on Facebook and through Twitter

## Event communications

This section primarily focuses on communicating with mainstream media – this includes newspapers, magazines, and news websites. It also provides some advice on using social media.

Contacting journalists may seem daunting at first, but they are always looking for new stories. Every year interesting World Rabies Day stories makes the news and your event could be one of them.

### 1. What, When, Who, Why, Where and How

When you are preparing to contact the media think through the following:

#### 1a. What are you going to say?

Press releases that you can modify are available below. You can add details about your event to one of these templates or write your own release, if you prefer.

Depending on the outlet you are contacting, look to also include:

- references to other events taking place in your country (or continent);
- comments from relevant government departments (health, agriculture and/or animal health);
- national statistics or information about rabies – or discuss the lack of information as a barrier to saving lives.

If you are organizing a large event it may be worth holding a press conference. This is a good way of highlighting your work around rabies prevention and building awareness of the issues. It can also help to build support to influence the government to take action around rabies. There is more information about organizing a press conference later.

Background information on rabies is available in Appendix 3.

#### 1b. When are you going to contact them?

World Rabies Day is on a Thursday this year. We recommend that you send your press release out one week before your event. If your event is taking place on World Rabies Day (September 28) then submit your release on September 21. Follow up again with a telephone call a couple of days before the event.

#### 1c. Who are you going to contact?

Finding the best people to contact is sometimes challenging. It is often worth making enquiries about who to contact during your planning stage. Study the publications you plan to approach. These could be local or national newspapers, relevant magazines and websites, and TV and radio news channels. Note the names of journalists who have covered other public health related issues.

#### **1d. Why will they be interested in your story?**

This is an important question to ask yourself. To answer it you need to think about who you are contacting, who *their* audience is, and how you can tailor your approach to their needs. It may sound obvious but local outlets will be interested in local stories, national outlets will require details of national significance, publications aimed at young people will want a story that appeals to their audience, and so on. You can use the *Key Messages* above, and Appendix 3 to help you to add relevant details.

#### **1e. Where are they and how are you going to contact them?**

Think about inviting local journalists to attend your event. They are more likely to come if you have dignitaries, celebrities, or performers coming too.

Most press releases are sent via email and this is quickest and cheapest. However, journalists often receive thousands of emails a day and they don't have time to read them all. If you are sending your press release via email, make the subject line as relevant and interesting as possible.

Alternatively, a traditional letter can stand out as something different and attract a journalist's attention long enough to engage them in your story.

Whatever you do, follow up with a telephone call later in the week to see if they have had a chance to read the press release and ask if they want more information.

## **2. Radio and TV**

A popular event for World Rabies Day is a question and answer session in which people talk about their experiences of rabies and can ask questions. It is also a great way of dispelling myths about rabies.

Doing this as a phone-in on a local radio station multiplies the impact of the discussion. If you are thinking of doing this, contact your local radio station underlining the public health importance of the subject.

Try to make sure you have at least one expert to answer questions, more if possible. Have a back-up plan in case there aren't many callers including

- a script of things to say and stories to tell about rabies and rabies prevention;
- arranging for volunteers to call in with pre-prepared questions.

You may find our Frequently Asked Questions and news feed helpful for this.

- Frequently asked questions  
<http://rabiesalliance.org/resources/search?type=905>
- News feed  
<https://rabiesalliance.org/media/>

### 3. Press conferences

There needs to be a good story around the conference for media outlets to be prepared to send someone to a press conference. Some examples of things that can attract media interest are

- Having a celebrity at the press conference
- Having a press conference in conjunction with another event, such as a special mass vaccination or public awareness campaign. It will help if you can position your event as something out of the ordinary, possibly in terms of the numbers covered, or a new area or audience. (See our ideas document for some options.)
- Introducing new data about rabies prevention or highlighting the urgent concerns that need to be addressed in your area – a call to action could be included.

You could also have high-quality photos or video that will only be released at the press conference.

#### 3a. Structure of the press conference:

- Keep it short – journalists can be very busy and you want to get the whole message across quickly.
- If you have a celebrity, make their appearance the main part of the press conference.
- Make a short statement about the issue you want to highlight and then allow questions to a panel. The panel could include a celebrity, government officials who are responsible for the issue, and someone from your organisation.
- Don't have more than two or three speakers, and they should speak for a maximum of 5 minutes each.

#### 3b. Checklist before the press conference

- Provide enough notice – advertise your press conference at least a week in advance – send out a release to the media that includes:
  - Location
  - Date and time
  - Speakers (highlight celebrity if you have one)
  - The main theme
  - Contact details
- Call the main media channels after you have sent this out, to encourage them to attend and try to get an idea of the numbers attending.
- It is worth checking the best time to hold a press conference in your area, but either 10-11am or 2:30-3pm seem to be the times when you get the most journalists to a press conference.
- Location – ensure that people can find it easily, that there is space for parking, and that there are banners or signs near the venue. Also, check the lighting and sound system, seating arrangements, make sure you have a backdrop, interview space, exhibition space (if you plan to have one) and power outlets for camera crews.
- Speeches for the media:
  - Keep speeches short – 5 minutes maximum – make sure you say the parts that you want the media to quote.
  - Distribute the key statement to journalists when you start the conference – this allows them to choose what they want and helps to avoid being misquoted.
  - If you do want to use a long speech, give it out as a hard copy, but don't cover the whole thing at the conference.

- Avoid too many speakers as this can complicate and confuse the messages.
  - You should have a chairperson to introduce speakers, explain the process, answer questions if needed and keep to deadlines.
  - Put out refreshments such as tea, coffee and snacks. Designate one or more staff members to welcome people and take their names and contact details – these can be added to your media contacts database for future stories.
  - Media pack – give each journalist a media pack at the beginning of the conference that contains all the necessary information. It can include:
    - Printouts of the main speeches.
    - Information about your organisation and work, particularly the issue you are focusing on at the press conference.
    - Background information about rabies in your area.
    - Background information about World Rabies Day.
    - Press release – this should include all the best quotes. Also send it to journalists who did not attend the press conference.
    - Photos.
- You can use information from this manual in your pack.
- Have one of your staff or volunteers take photographs and also write a story about the release for your website or newsletter. You can also send out some of these photos and the story to journalists who did not attend the conference.

***Press Conference Checklist adapted from Amnesty International Campaigning Manual***

#### **4. Social Media**

More and more people are using social media to find information about health and you can use social media to promote your World Rabies Day activities. If you're talking about or looking for World Rabies Day on social media, please hashtag (#) **#WorldRabiesDay**.

This section provides an outline of how to get results from social media for those who are not familiar with Facebook and Twitter.

##### **How to get results: Partner, Promote, Cross-Promote**

The interactive nature of social media provides an ideal opportunity to share your World Rabies Day messages with current, new, and emerging audiences. Reaching these audiences via social media involves three steps: partner, promote, cross-promote.

- Partner - Establish relationships with organizations involved in rabies prevention and overlapping issues.
- Promote - Distribute your messages to them.
- Cross-promote – Share your partners' messages (where you feel comfortable doing so) and engage your audience by responding to their posts.

The following table provides a snapshot of some strategic ways to use Facebook and Twitter.

| <b>Social Media</b> | <b>Partner</b> | <b>Promote</b> | <b>Cross-promote</b> |
|---------------------|----------------|----------------|----------------------|
| <b>Facebook</b>     |                |                |                      |
| Like                | Find and like  | Send periodic  | Respond to other     |

|   |  |  |  |
|---|--|--|--|
| <a href="https://www.facebook.com/GlobalAllianceforRabiesControl">facebook.com/GlobalAllianceforRabiesControl</a> | <p>organizations with a similar interest in rabies, e.g.</p> <ul style="list-style-type: none"> <li>• Health departments</li> <li>• Colleges of public health and veterinary medicine</li> <li>• Human and animal healthcare organizations</li> <li>• Animal welfare organisations</li> </ul>                    | <p>messages about rabies to all friends</p> <ul style="list-style-type: none"> <li>• Write a note to your wall to promote an upcoming event and encourage your friends to participate</li> <li>• Post educational and/or awareness messages</li> <li>• Update your status to include a countdown to your rabies event and/or World Rabies Day</li> </ul> | <p>people's posts about rabies related information</p> <ul style="list-style-type: none"> <li>• Use current friends as a way to engage with new collaborators</li> <li>• Highlight other World Rabies Day events and use them as an opportunity to promote yours.</li> </ul>   |
| <b>Twitter</b>  |  |  |  |
| <p>Follow <a href="https://twitter.com/rabiesalliance">@rabiesalliance</a></p>                                    | <p>Seek out and follow other organizations with an interest in rabies, e.g.</p> <ul style="list-style-type: none"> <li>• Health departments</li> <li>• Colleges of public health and veterinary medicine</li> <li>• Human and animal healthcare organizations</li> <li>• Animal welfare organisations</li> </ul> | <p>Send periodic tweets to promote upcoming events or initiatives. Use hashtag <b>#WorldRabiesDay</b></p> <p>Remember a tweet is a maximum of 140 characters but can include images and links to other webpages.</p> <p>Tweet event updates in real time.</p> <p>Tweet about local or national rabies stories.</p>                                       | <p>Retweet tweets from <a href="https://twitter.com/rabiesalliance">@rabiesalliance</a> and any other rabies related tweets.</p> <p>Include <a href="https://twitter.com/rabiesalliance">@rabiesalliance</a> in tweets that are relevant to rabies.</p> <p>Follow media outlets that have twitter pages. Watch for opportunities to contact them about your rabies events.</p> |

## Appendix 1: Modifiable press releases

### MODIFIABLE PRESS RELEASES

Use these press releases to interest the media in your event.  
The text marked in red needs to be modified or deleted to suit your event or organization.

#### OPTION #1

[Your Organization's Information/Letterhead Here]

---

**For Release:**[For Immediate Release or Embargoed Until]

**Contact:**[Name, Phone Number & Email]

---

#### **Rabies: Zero by 30 [insert town/city/county] joins World Rabies Day 2017**

**[City, State & Date]** – World Rabies Day, a global campaign to help prevent the spread of the world's most fatal disease, received a boost today in **[insert name of city]**, when supporters pledged to take action in their neighborhoods.

World Rabies Day is being facilitated by the international charity, [Global Alliance for Rabies Control](#), and the global series of events will culminate on September 28 – World Rabies Day. This year's theme is *Rabies: Zero by 30*, reflecting the global goal of reaching zero human deaths from dog-transmitted rabies by 2030.

In **[insert name of city]**, activists will add to the momentum by **[What local organization is doing, where and when (e.g., rabies vaccination clinics, educational seminars, events, etc) will take place at/on (locations, dates and times). [Insert who is invited to attend, etc; include fee information, or free services, etc].**

**[Optional – add supporting quote from an organization executive here].** “Rabies is a global problem that we can all play a role in defeating.” says **[insert name and title.]**

The aim of World Rabies Day's theme, *Rabies: Zero by 30*, is to raise awareness of the goal of and progress towards eliminating rabies deaths by the year 2030. According to Professor Louis Nel, Executive Director of the Global Alliance for Rabies Control, “We have come a long way in the past few years in finding a global consensus for rabies control and elimination. The prospects for maximising our cumulative efforts have never been more promising. Now is the time to grasp a unique opportunity to ensure that we eliminate human deaths from canine rabies by 2030.”

Additional information is available online at **[Your organization's WRD web page]** and at [www.rabiesalliance.org](http://www.rabiesalliance.org) or by calling **[Contact Name and Number here]**.

###

**[Organization Name]**

**[Address (Street, City, Zip)]**

**[Phone #] [Email/Website]**

**[Contact Name]**

**[Contact Title]**

[Send with background information below.]



## OPTION #2

[Your Organization's Information/Letterhead Here]

---

**For Release:**[For Immediate Release or Embargoed Until]

**Contact:**[Name, Phone Number & Email]

---

**[Organization Name here] takes local action as part of global World Rabies Day campaign**

- Rabies is preventable but continues to cause death and suffering to people and animals.
- Fresh global calls for medical and veterinary services to work together and recognize multiple benefits of eliminating rabies.
- Local activists make the difference in global challenge.

[Place & Date] From America to Zimbabwe, people are promoting rabies awareness and prevention this World Rabies Day, September 28. Most efforts are local, some are national, and together they form an international movement to put an end to the suffering that rabies brings.

“Professor Louis Nel, Executive Director of the Global Alliance for Rabies Control, which coordinates World Rabies Day, said, “Vaccinating animals saves lives. Global elimination of rabies is possible. This year’s theme, *Rabies: Zero by 30*, reflects the commitment of all the global agencies (WHO, OIE, FAO) along with GARC and its partners to reach the goal of zero human deaths from dog-transmitted rabies by 2030.”

[What your organization is doing, where and when (e.g., rabies vaccination clinics, educational seminars, events, etc.) will take place at/on (locations, dates and times). [Put who is invited to attend, etc; include fee information, or free services, etc].

[Insert a quote from your organization.]

###

Additional information is available online at [Your organization's website address or the event page on the [rabiesalliance.org](https://rabiesalliance.org) website (please register your event at <https://rabiesalliance.org/world-rabies-day/register> to create this)] and at <http://rabiesalliance.org/world-rabies-day> .

[Send with background information below.]

**About rabies**

Around 59,000 people die from rabies annually, with over 99% of these deaths occurring in Africa and Asia, as a result of being bitten by an infected dog. Up to 60% of all dog bites and rabies deaths occur in children under 15 years of age.

Dogs are major victims of the disease too; millions are killed every year as a result of mass culling through misguided attempts to curb the disease.

Rabies is 99.9% fatal, but it is also 100% preventable. Eliminating the disease by vaccinating dogs protects them and stops transmission to people. But despite the existence of effective, relatively low-cost solutions to control animal rabies, people and animals are still dying.

**About World Rabies Day**

World Rabies Day, held on September 28 every year, was initiated by GARC in 2007 to create a global opportunity for people to unite in rabies prevention. Since then, it has grown year on year, with hundreds of thousands of people organizing and participating in local, regional and national events, on or around September 28 - and at other times of year too. Learn more at <http://rabiesalliance.org/world-rabies-day/>

**About Global Alliance for Rabies Control**

The Global Alliance for Rabies Control (GARC) is a leading non-profit organisation that aims to eliminate deaths from canine rabies by 2030, by working with governments, veterinary, public health and educational experts and communities to facilitate policy change and build capacity to eliminate rabies in areas hardest hit by the disease. For more information about rabies and GARC's work, visit <http://rabiesalliance.org>.

## Appendix 2: Public Service Announcements

### General Radio PSA

Every year around 59,000 people die from rabies, over one person every ten minutes. Rabies is 100% preventable and prevention starts with the animal owner. Join us on September 28<sup>th</sup> in promoting rabies prevention awareness and education by celebrating World Rabies Day. Let's end rabies together! To learn more or to get involved visit [www.rabiesalliance.org](http://www.rabiesalliance.org). That's [www.rabiesalliance.org](http://www.rabiesalliance.org)

### Modifiable Radio PSA

Every year around 59,000 people die from rabies, over one person every ten minutes. Rabies is 100% preventable and prevention starts with the animal owner. In honor of World Rabies Day, please join the **[Agency Name]** on **[Date & Time]** at **[Place]** in promoting rabies prevention awareness and education by participating in **[Event]**. **[Who is welcome and fees or free]**. Let's end rabies together! To learn more or to get involved in this initiative please call **[Phone #]** or go to **[Web site]**. That's **[Repeat Phone # and/or web site]**.

## Appendix 3: Background on rabies

### Overview

Rabies has been terrorising humans and animals for 4,000 years. It is a zoonotic disease (transmitted between animals and humans), usually via a bite wound inflicted by an infected animal, although scratches may also be a risk. More than 99% of human cases are a result of exposure to a rabid dog.

Rabies is currently responsible for 59,000 human deaths per year, in addition to the deaths of millions of dogs due to both the virus and indiscriminate culling prompted by fear of the disease.

Annual economic losses because of the disease are around 8.6 billion US dollars, mostly due to premature deaths, but also because of spending on human vaccines, lost income for victims of animal bites, and other costs.

### Prognosis

Following exposure to the virus, the onset of symptoms can take anywhere from a few days to over a year; however, the average is 1 to 12 weeks.

The first symptoms of rabies are similar to those of the flu. As the disease progresses, the person can experience delirium, abnormal behaviour and hallucinations, as well as the famed hydrophobia and foaming at the mouth (related to the paralysis of swallowing muscles).

Once symptoms manifest, rabies is 99.9% fatal with only a handful of survivors ever recorded. However, if people are given a course of vaccinations immediately after exposure to a rabid animal and before symptoms become evident, the disease can be prevented.

### Prevention

Rabies is preventable. The tools and science to halt the extensive suffering, loss of life, and financial burden of rabies already exist.

### Geography

Although rabies is found on every continent, except Antarctica, it is well controlled or even eliminated in most developed countries. Today over 95% of human victims are from Africa and Asia, most from marginalised and impoverished rural communities. The World Health Organization considers rabies one of 17 Neglected Tropical Diseases.

Rabies has been known to decimate numbers of endangered species, for example the Ethiopian Wolf.

### A neglected disease that perpetuates poverty

Rabies is a preventable disease that overwhelmingly afflicts the poor, both in terms of its death toll and the financial burden associated with the disease.

With a survival rate of less than 0.1%, those exposed to the virus face a stark choice: go in search of post-exposure prophylaxis (PEP, the series of vaccines and immunoglobulin that prevent the onset of the disease) or die. In some cases, PEP costs more than the monthly household income and families are known to either go into debt to pay for PEP, or sell livestock on which they depend for income; both are options that negatively affect families' future prospects.

## Dogs

Countless animals die after suffering the horrific clinical symptoms of rabies. Dogs also suffer from a second tragedy: fear of rabies transmission from dogs regularly prompts dog culls in which animals are killed indiscriminately. This creates a territorial vacuum and encourages new dogs to move into the area, before the process starts again. World experts agree that dog culling does not stop rabies.

### Some key challenges to rabies prevention

- **Lack of awareness** – this is a problem at all levels of society, from those most at risk to governments.
- **Lack of coordination** – as a zoonotic disease, prevention often falls under the remit of various agencies. To get sustainable results, it is essential that these agencies are joined-up in their approach to the problem.
- **Lack of data** – Accurate surveillance (or monitoring) of rabies incidence is critical to a true understanding of the actual burden.
- **Lack of capacity** – this includes knowledge, the sufficient availability of quality vaccines and immunoglobulin (at a price people can afford), and networks to support supply.

### Preventing canine rabies is the key to saving human lives

Canine vaccination is the key to preventing the disease in humans by stopping the disease at its source. The immunity of vaccinated dogs (and other domestic animals) also offers a barrier of protection between potentially rabid wild animals and people.

All dogs and cats should regularly be vaccinated against rabies, where required by law.

### What to do when an animal bites someone:

- A dog or cat that bites a person needs to be examined by a veterinarian immediately.
- The animal may require monitoring for 10 days.
- Report any illness or unusual behavior by the animal to a veterinarian immediately.

### What to do when your animal gets bitten by another animal:

- Consult your veterinarian immediately and have your veterinarian examine your animal and assess your animal's vaccination needs.
- Contact local animal control if the bite was from a stray or wild animal.

Monitor your animal for a specified time period by state law or local ordinance (usually at least 45 days) if an unvaccinated or wild animal bit your pet.

### Steps in case of exposure

Following exposure to rabies, time is of the essence.

- The wound needs to be washed thoroughly with soap and running water for at least 15 minutes.
- The victim then needs to seek urgent medical care and exposure assessment.

Prompt and appropriate post-exposure prophylaxis after being bitten and before the disease develops can stop rabies infection and prevent the disease.

Post-exposure prophylaxis (PEP) is a course of vaccinations that protects against rabies after exposure to the virus.

It consists of immunoglobulin injections into the wound (these are antibodies against the rabies virus), and a series of rabies vaccinations. The number of vaccine doses and the days on which you receive them may follow a different regimen, but a single dose on each of days 0, 3, 7, 14 and 28 is the most common.

For PEP to be effective, the victim needs both the vaccination and the immunoglobulin treatment.

In some cases, particularly for people who are considered at high risk of exposure, pre-exposure vaccinations (PrEP) are given. If subsequently exposed to rabies, the patient still needs two additional doses of vaccine, on day 0 and 3 but does not need immunoglobulin injections.

PrEP is particularly important for people who are, or will be, far away from medical services.

## Appendix 4: Introducing World Rabies Day to your colleagues

This is a short overview of World Rabies Day to help you tell your colleagues all about World Rabies Day and get them involved in events as well.

### Rabies: Did you know?

- Fatal viral disease mainly transmitted to humans through dog bites
- 100% preventable by vaccination
- An estimated 5 billion people at risk
- 22 million people exposed annually
- Around 59,000 die every year
- Around half the victims are children
- Every dog bite in canine rabies endemic countries must be considered a risk of exposure, causing anxiety and expense
- Elimination of rabies in dogs would reduce the current number of human rabies deaths by over 95%

### Why does rabies still cause deaths?

- **Continuous circulation of rabies in dogs**
  - 99% of rabies exposures are from dogs
  - Unvaccinated dogs
  - Roaming dog populations
- **Lack of awareness on all levels about**
  - Responsible pet ownership – vaccinating pets, especially dogs
  - Need for post-exposure vaccines (PEP)
  - Primary wound care
- **Rabies vaccines not accessible to all**
  - Requires cost of travel to clinics with PEP
  - Costs of PEP can be prohibitive
- **Rabies is a forgotten disease of the poor**
  - A disease where no one survives to tell the tale
  - Effectively controlled in economically developed countries & donors have often turned their attention to other diseases

### What is World Rabies Day?

**WHAT:** A day of declaration and action

**WHY:** To raise global awareness about rabies

To promote education in local communities to control and prevent rabies

**WHERE:** As many countries as possible

**WHEN:** Annually on September 28

**2017 THEME:** Rabies: Zero by 30



World Rabies Day 2016

302 events

57 countries

World Rabies Day can help attract:

- International media
- Donor countries and institutions
- International NGOs for capacity building

and encourage

- Professional and community networks to spread rabies prevention messages

## Just a few ideas



Mass dog vaccination



Lessons for children



Paint a mural



Community rally

Or anything that promotes rabies awareness and prevention





**Additional resources:**

FREE online training course to certify community educators (Rabies Educator Certificate (REC))

Qualified Rabies Educators

- have accurate knowledge to dispel myths in at-risk communities
- raise the profile of the disease

Access this course and others at [education.rabiesalliance.org](http://education.rabiesalliance.org)

Logos in multiple languages [rabiesalliance.org/world-rabies-day/event-resources/logos](http://rabiesalliance.org/world-rabies-day/event-resources/logos)

**Share your events with the world:**

- Register events at <https://rabiesalliance.org/world-rabies-day/register>

Only registered events

- are promoted on the GARC website and social media streams
- show the rest of the world the strength and commitment of the rabies prevention movement in your country

They also promote collaboration by making it easy for organisers to find and connect with each other.