



30 January 2021

**WORLD
NTD
DAY**

NEGLECTED
TROPICAL
DISEASES

Join us on Social!

Neglected Tropical Diseases affect almost two billion people. By definition, they are the world's most neglected. On World NTD Day we aim to turn the world's eyes towards them. Our social media campaigns and efforts are designed to include your company's voice, while educating the public and humanizing NTDs. **Social campaigns will run from 1/16-1/30 and a content bank can be found here.**

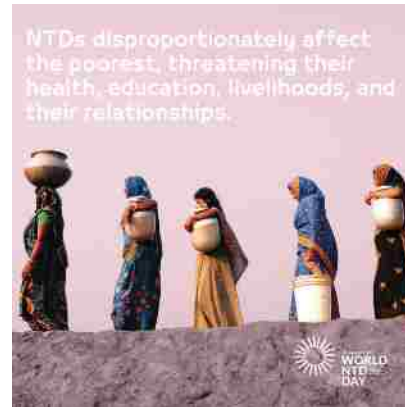
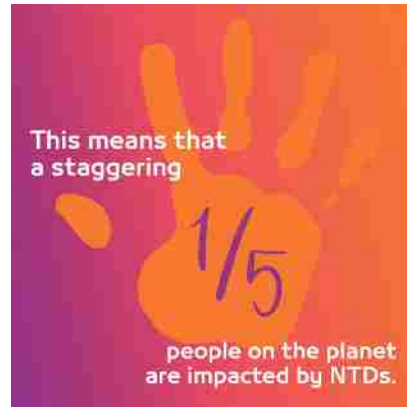
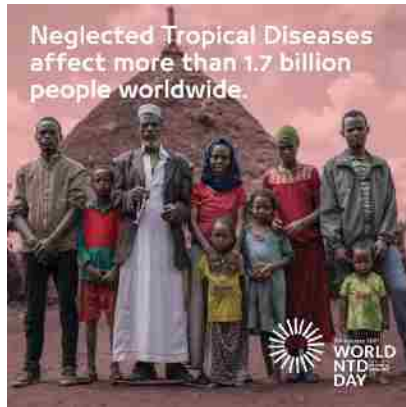
Campaign Hashtags: #beatNTDs #EndTheNeglect #WorldNTDDay2021

Here are our three categories of social posts:

- Executive Quote & World NTD Day Video
- Narrative
- Infographic

January 18th: Infographic

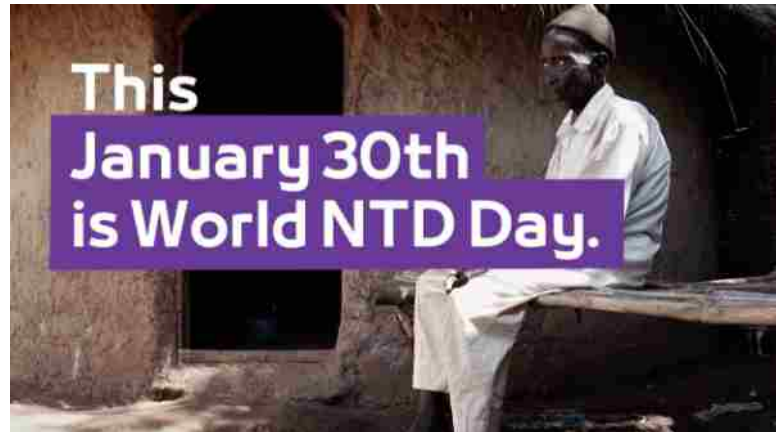
Educating the public about the impact of NTDs and the urgency of elimination is one of the key goals of World NTD Day. These bite-sized factoids will provide critical information about NTDs in an easy to absorb, consistent manner, helping raise awareness about NTDs with the public in an easy to digest way.



***Please refer to accompanying document for posts**

January 25th: World NTD Day Video

The video will introduce the general public to the idea of World NTD Day. Aiming to inspire and galvanize your followers to see the urgency of ending NTDs, the video gives a very brief and general overview of key messages. If creating your own brand World NTD Day Video, please feel free to reach out with any questions.



***Please refer to accompanying document for posts**

January 30th: Narratives

The main social media component of the campaign will focus on humanizing NTDs, highlighting the faces and stories of people who are affected by NTDs as well as the frontline health workers, heroically leading the fighting against these ancient diseases. By sharing these stories, we hope to humanize 1.5 billion people in the world, whose stories often go unheard.

***Please refer to accompanying document for posts**



Caption:“When I was a child, school made me happy. Before my legs were like this...I was always the best at running.” Kasech pictured with her two children in their home country Ethiopia, has lymphatic filariasis, causing swelling and elephantiasis in both legs. NTDs blind, disable, and disfigure people, threatening their health as well their education, livelihoods, and even their relationships to their families and communities. January 30th is #WorldNTDDay2021 and (company name) have joined more than 250 partners around the world to say it’s time to #beatNTDs. Join us: www.worldntdday.org

January 30th: Executive Quote

Posting a quote from an executive on World NTD Day, offers an opportunity for your company to lend its voice and show solidarity with more than 300 partners around the world. Edited assets can be provided for you to post on 1/30.

Please send the below details to shaddad87@gmail.com by 1/7.

- Please keep the quote under 250 characters
- Please provide full name and designation of executive
- Please consider also including a headshot as well as your company logo.



Viral Action - “1 in 5 Challenge”

To create greater reach for the campaign, there will be a way for the public to show their support of people affected by NTDs on this day.

Supporters will share a selfie holding up one hand with NTD written on one finger, either with a pen, or using a filter on Instagram Story or TikTok, etc. This symbolizes the **1 in 5** people affected by NTDs. **This is a great and easy way to invite your company’s employees to show their support on the day!**

We will also launch a special activation with our partners at TikTok closer to World NTD Day, with more information shared the week of 1/24.



Questions?

Please contact shaddad87@gmail.com

We hope you'll join us and over 250 organizations around the world who are uniting to bring attention to the most neglected people around the world.

Join us as we face NTDs and help us #EndTheNeglect.

