

debra
International



25TH - 31ST OCTOBER 2024

EB Awareness Week 2024



RESOURCE PACK

WWW.DEBRA-INTERNATIONAL.ORG



What is EB Awareness Week 2024?

#EBAwarenessWeek2024 is the official international campaign dedicated to increasing awareness of epidermolysis bullosa, observed annually 25th - 31st October. **EB Awareness Day** is held on 25th October.

The goal of this campaign is to increase awareness among the general public and bring together people living with EB all over the world.

#EBAwarenessWeek2024 is brought to you by DEBRA International.

How to get involved

BRINGING PEOPLE TOGETHER

Over 500,000 people globally are living with epidermolysis bullosa, with access to treatment, medication, and diagnosis differing hugely from country to country. DEBRA International wants to bring those with and affected by EB together and advocate for equitable access to diagnosis, treatment, care, and social opportunities.

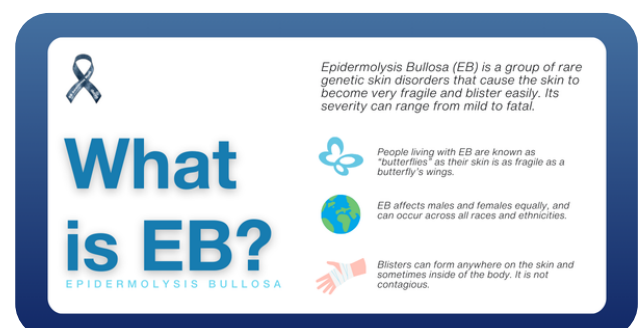
In 2024, we want to unite all the DEBRA's under one message:

The voice of global EB.

THE CAMPAIGN

This resource pack is full of content to use and share, and we have included some suggestions on how you can get involved.

1. Download the EB Awareness Week 2024 logo! It is free for you to use wherever you like - add it to your EB Awareness Week flyers, graphics, posters, t-shirts, and more!
2. Page 4 of the resource pack includes our new campaign materials available in several different languages. Follow the suggested content calendar, and join in the online conversation.
3. Use the EB statistics to help educate the public about the reality faced to those living with EB and those who support them.
4. Enhance your social media profiles by adding the official EB Awareness Week 2024 Facebook frame!
5. Print out the EB Awareness Week poster and put it up in popular spaces where people in your community can read it.



Social Media

JOIN IN ON SOCIAL MEDIA

Share your EB Awareness Week videos and photos on social media using **#EBAwarenessWeek2024** and tag **@DEBRAInternational**.

FOLLOW US!

Keep up with the latest from this year's EB Awareness Week campaign by following DEBRA International on Facebook, Twitter, LinkedIn and Instagram. Add the official Facebook frame and profile frames to your photo too!

USE THE OFFICIAL HASHTAG!

#EBAwarenessWeek2024 is this year's hashtag. Use it in your social media posts to help build momentum around this global campaign!

Download the materials and use it alongside the content calendar on the DEBRA International website.



Tell Your Story

BUILDING AWARENESS

Raise awareness about EB and the impact on people's lives by sharing your personal experience of living with EB or caring for someone who does.

To do this, you can write a blog post or a social media post, use one of our social media frames and share a picture of your life with EB.

Make sure to tag us in your posts via **@DEBRAInternational** so we can share your story with the international community.

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EB Awareness Week 2024

Use your voice to raise awareness and be part of the global voice of EB.



Organise an Event

Every year, events take place all over the world to mark EB Awareness Week and EB Awareness Day.

Plan an event in or around EB Awareness Week to heighten awareness of rare diseases in your community. Below are some successful ideas previously run by DEBRA groups.

Once you have planned your event, share the information with DEBRA International via email at info@debra-international.org so we can add it to our website. Don't forget to add photos and videos of your event afterwards!

Have you organised an event, but you don't know how to promote it? Download and use the official #EBAwarenessWeek2024 materials.

If you are not able to plan your own event, find out what your local DEBRA group has planned and get involved.

COFFEE MORNING

Host anytime, anywhere, in any way you like. Share delicious food and drink, and spread the word about EB. You can hold a raffle, and raise money for your local DEBRA group too.



SPONSORED RUN, WALK OR CYCLE

Take part in a local event or set up your own sponsored run, walk or cycle by setting a distance for yourself and beginning a fundraising page.



FANCY DRESS DAY

Whether it's at work, school or a club, ask everyone to dress up and donate to your local DEBRA/EB support group on EB Awareness Day.



HOLD A RAFFLE

Raffles can be held online or in person, as a one off event or as part of another event. Ask for gift or voucher donations from local businesses and your community to build up an exciting selection of prizes that can be won. Sell raffle tickets to raise money and hope to be a winner!

PLAN A SPORTING EVENT

Playing team sports is a great way for friends, family and workmates to enjoy themselves together. No matter what your sporting ability, you'll be doing something healthy, social all while raising vital funds and awareness for EB. Whether it's a football tournament or sports day, plan something fun for every taste and ability.

HOLD A SUPPORT GROUP

Reach out to those in your community affected by EB and plan a get together. This can include doctors or surgeons who have supported you, along with caretakers family members, and anyone else you would like. Bring people together by sharing information about EB and your lived experiences.

Download the Toolkit

The official EB Awareness Week 2024 communication materials and logo are freely available for your EB Awareness Week and Day events promotion.

THIS YEARS THEME

This years theme is **'The voice of global EB'** so use your voice and share the toolkit in as many places as you can!

We've created a selection of materials for you. Edit them, add your logo, and share them – join the most international EB Awareness Week yet.

LANGUAGES AVAILABLE

The materials in the toolkit are available in

- Mandarin
- English
- Arabic
- Spanish
- Portuguese

MATERIALS AVAILABLE

- #EBAwarenessWeek2024 logo
- Style Guide
- General social media graphics
- General information poster
- What is EB? infographic
- Social media profile headers
- Facebook profile picture frame
- Set of statistics about EB
- Email signature graphic
- Set of countdown graphics
- Selection of virtual backgrounds

DEBRA International will be sharing a set of short videos in collaboration with the DEBRA International Youth Council about what people with EB want the general public to know about living with EB.



DOWNLOAD THE MATERIALS HERE



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THANK YOU FOR SUPPORTING...

EB Awareness Week 2024



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