

March 3rd, 2023

World Birth Defects Day

WBDD23 SOCIAL MEDIA TOOLKIT



Introduction



World Birth Defects Day (WBDD) was first observed March 3rd of 2015 and each year helps unite people and organizations to spread awareness and resources regarding prevention, treatment, and care for those with birth defects.

World Birth Defects Day (WBDD) aims to use our collective voice in raising awareness for all birth defects and improve prevention, care, and treatment (#ManyBirthDefects1Voice). This 2022 World Birth Defects Day Toolkit has been developed to help you with your awareness activities.



Why

#ManyBirthDefects1Voice?

Our vision for World Birth Defects Day is to help create a movement that cultivates unity across different birth defects. There are many types of birth defects and this day recognizes our collective voice in raising awareness for all of them! We hope with this day we are able to unify across fields to bring more awareness to birth defects in general. Accessibility and inclusion are challenges frequently encountered by persons with birth defects. With stigma, discrimination, and lack of awareness creating further barriers to the full enjoyment of life. Therefore, WBDD continues to embrace this important theme for the World Birth Defects Day 2023: “Many Birth Defects, 1 Voice”.

Join WBDD in uniting in one voice!

#ManyBirthDefects1Voice



WBDD23 SM Toolkit

We provide a list of ideas and activities that can be done individually or in coordination with partners or other organizations. We invite you to use the toolkit to design your own promotions, pick and choose relevant content for your audiences, and copy or adapt contents to take advantage of news or issues in your community.

The International Conference on Birth Defects and Disabilities in the Developing World will be from March 1-4, 2023, and will take place in Santiago, Chile with birth defect professional from across the world.

World Birth Defects Day 2023

Toolkit:

- Key Messages
- WBDD 2023 Campaign
- Share your Story
- Suggested Activities
- ICBD Conference in Santiago Chile
- WBDD23 Resources



Key Messages

Feel free to adapt, use, and share the example messages below and do not forget to tag **#WorldBDDay**

- More than 8 million babies worldwide are born with a serious birth defect each year. Birth defects cause 1 out of every 5 deaths in infants and lead to lifelong disabilities and challenges for those who do survive. Today, we join other organizations in one voice to raise awareness about birth defects. Learn more at: www.worldbirthdefectsday.org
#ManyBirthDefects1Voice #WorldBDDay
- Many birth defects can be prevented and treated. Help raise awareness about birth defect prevention on March 3rd for World Birth Defects Day! Learn more at: www.worldbirthdefectsday.org #ManyBirthDefects1Voice #WorldBDDay
- Birth defects are thought to be caused by a complex mix of genes, behaviors and environment. Although not all birth defects can be prevented, you can increase your chances of having a healthy baby by taking a folic acid containing multivitamin, managing health conditions, and adopting healthy behaviors before becoming pregnant.
#ManyBirthDefects1Voice #WorldBDDay
- There are thousands of different birth defects, and about 70% of the causes are unknown. Common birth defects include heart defects, cleft lip and cleft palate, Down syndrome, and spina bifida. Some birth defects are on the rise for unknown reasons – like gastroschisis. #ManyBirthDefects1Voice #WorldBDDay
- Large-scale food fortification, folic acid supplementation, and education are all strategies to reduce folic acid-preventable birth defects of the brain and spine. #ManyBirthDefects1Voice #WorldBDDay

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WBDD 2023 Campaign

How to participate:

1. Get a “Birth defects matter” sign.
(Available in English/Spanish (A4 size, letter size))
2. Write the name of your country on the line.
3. Write what motivates you to support birth defects research, prevention, and care. Why do you care about the impact of birth defects on the people around you and the larger community?
4. Take a picture of you holding up your answer.
5. Post it on Facebook, Twitter, or Instagram with hashtags #WorldBDDay and #ManyBirthDefects1Voice.





Share your Story

Birth defects can occur in any family. Help us create a more inclusive and comfortable world for those with birth defects. Share and connect with others by sending us your story! Share a post, photo, or video documenting your experience to help support others around the world.



Please email your story to WorldBDDay@gmail.com



Suggested Activities

1. Be active on social media! Use #WorldBDDay or #ManyBirthDefects1Voice.
2. Publicize World Birth Defects Day on your organization's website.
3. Add the World Birth Defect Day logo and hashtag in your email signature.
4. Organize an event to celebrate World Birth Defect Day.
5. Disseminate information about your organization's activities in support of World Birth Defect Day.

Please email your events or activities to WorldBDDay@gmail.com so we can promote them on our channels!

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WBDD23 Major Event



The International Conference on Birth Defects and Disabilities in the Developing World will be from March 1-4, 2023, and will take place in Chile, Santiago with birth defect professionals from across the world. For more information, visit:

<https://www.marchofdimes.org/our-work/icbd-conference>

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WBDD23 Resources

Download resources here:

WBDD23 Flyer - [English/Spanish](#)

WBDD23 Banner - [English/Spanish](#)

[WBDD 23 Full Resource Guide](#)

[World Birth Defects Day Logo](#)

[WBDD23 Birth Defects Matter Sign](#)

[WBDD23 Birth Defects Matter Instructions](#)



Social Media Channels

In order to engage for the WBDD23 campaign, remember to follow our social media channels.

We will publish messages, key events and our Members' activities through our channels.

Hashtags:

#WorldBirthDefectsDay

#DiaMundialDefectosCongenitos

#ManyBirthDefects1Voice

#MuchosDefectosCongenitos1Voz

Accounts to follow:



@WBDDay



@WorldBDDay



Thank you for being part of
World Birth Defects Day
2023

For further information please contact us at:

WorldBDDay@gmail.com