



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.

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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 held on September 28 every year with hundreds of thousands of people organizing or participating 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, OIE FAO and CDC.

It has reached millions of people with rabies prevention messages and is part of rabies control programmes in many parts of the world. And World Rabies Day continues to reach new audiences: in 2018 almost 200 events were registered on the GARC website, from over 60 countries.

2019 – Rabies: Vaccinate to Eliminate.

Each year a different theme is selected for World Rabies Day.

This year's theme is *Rabies: Vaccinate to Eliminate*. It focuses on the foundation of all rabies control efforts.

The theme, can be used to raise awareness at many levels, for example:

To ensure that dogs are kept vaccinated - as a reminder to dog owners, animal health professionals and local governments

To help people in need to seek and obtain PEP – through human health professionals and educators

To commit to the 2030 goal of eliminating rabies deaths – with national governments putting resources into rabies elimination

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)

qualifies as a World Rabies Day event.

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 create an account and 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 TV 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 very limited, remember there are lots of things you can do that cost nothing.
- There are lots of 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 - (<https://rabiesalliance.org/resources/faqs>), and draw on the collective experiences of people in the audience. You could even 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 an 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: Vaccinate to Eliminate*. 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 Advocacy Toolkit at

<https://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, great! Make it happen – as long as its aim is rabies prevention then we'd love it to 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. 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: 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"> • 100% of human rabies deaths can be prevented • The world has all the tools it needs to end rabies deaths <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"> • Human and animal health stakeholders need to work together to eliminate rabies • Governments need to make rabies programmes a priority • Rabies disproportionately affects the poor, but elimination is within reach of even low income countries <p>Sustained national integrated rabies programmes result in cost savings to national health budgets.</p> <ul style="list-style-type: none"> • Controlling dog rabies through vaccination will reduce human healthcare costs • National rabies programmes reduce costs as well as deaths • Investment in dog vaccination is the single most effective way of reducing the disease burden

	<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"> Well-designed rabies programmes have a significant impact within a few years <p>Rabies programmes can be integrated into existing health systems and mechanisms, strengthening them in the process</p> <ul style="list-style-type: none"> Existing health systems will be strengthened by integrating rabies prevention programmes Capacity building for rabies surveillance and control can strengthen health systems for the prevention of other diseases Capacity building for rabies control will strengthen (one) health systems / disease preparedness <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"> Freedom from dog-mediated human rabies is a <i>global public good</i> <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"> Vaccinating 70% of dogs in at-risk areas can eliminate canine rabies Rabies goes beyond country borders. National governments need to work together on the international stage.
Professionals from human and animal health sectors	Work together with doctors, 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"> • Someone dies of rabies every 9 minutes – these deaths can be stopped • 29 million people seek life-saving treatment to prevent rabies every year <p>Rabies deaths are a direct consequence of poverty and inequality in access to health services</p> <ul style="list-style-type: none"> • Many rabies deaths are a result of poverty • People die of rabies because they cannot get medical help <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"> • Rabies is 100% preventable – access to vaccines will save lives • The world has the tools to end rabies • Vaccinating dogs saves human lives • Vaccinating dogs protects humans as well as dogs • The vaccinated dog is the soldier in the fight against rabies • Fear of rabies leads to the indiscriminate slaughter of millions of dogs every year and doesn't stop rabies. Vaccination is the answer

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 are you 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 will you hold your event?

Do you need any permission to hold your event in your chosen location?

When will you 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>. All events are shown on a world map (<https://rabiesalliance.org/world-rabies-day/>) so you can see how you really are part of a global movement.

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 wandering off!

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 tweets 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. Nobody is going to thank you if you leave a mess.

Remember to thank everyone who takes part. We hope they will thank you too but even if they don't, we'd like to. Remember to register your event on our website at <https://rabiesalliance.org/world-rabies-day/register>

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](#) (GlobalAllianceforRabiesControl) or on [Twitter](#) (tag @rabiesalliance) and on your event page at <https://rabiesalliance.org>.

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 2019 – email us at 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 the Event Communications section below)
- 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 and World Rabies Day is available at <https://rabiesalliance.org/resource/background-rabies-and-world-rabies-day>.

1b. When are you going to contact them?

World Rabies Day is on a Saturday 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 the Background on rabies document (<https://rabiesalliance.org/resource/background-rabies-and-world-rabies-day>) 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 radio scripts (<https://rabiesalliance.org/resource/radio-scripts>), Frequently Asked Questions (<https://rabiesalliance.org/resources/faqs>) and news section (<https://rabiesalliance.org/news/>) helpful for this.

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 good 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.

Social Media	Partner	Promote	Cross-promote
Facebook			
Like facebook.com/GlobalAllianceforRabiesControl	Find and like organizations with a similar interest in rabies, e.g. <ul style="list-style-type: none"> • Health departments • Colleges of public health and veterinary medicine • Human and animal healthcare organizations • Animal welfare organisations 	Send periodic messages about rabies to all friends <ul style="list-style-type: none"> • Write a note to your wall to promote an upcoming event and encourage your friends to participate • Post educational and/or awareness messages • Update your status to include a countdown to your rabies event and/or World Rabies Day 	Respond to other people's posts about rabies related information <ul style="list-style-type: none"> • Use current friends as a way to engage with new collaborators • Highlight other World Rabies Day events and use them as an opportunity to promote yours.
Twitter			
Follow @rabiesalliance	Seek out and follow other organizations with an interest in rabies, e.g. <ul style="list-style-type: none"> • Health departments • Colleges of public health and veterinary medicine • Human and animal 	Send periodic tweets to promote upcoming events or initiatives. Use hashtag #WorldRabiesDay Remember a tweet is a maximum of 280 characters but can include images and links to other webpages.	Retweet tweets from @rabiesalliance and any other rabies related tweets. Include @rabiesalliance in tweets that are relevant to rabies. Follow media outlets that have twitter

	healthcare organizations • Animal welfare organisations	Tweet event updates in real time. Tweet about local or national rabies stories.	pages. Watch for opportunities to contact them about your rabies events.
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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: Vaccinate to Eliminate.

[insert town/city/county] joins World Rabies Day 2019

[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. The aim of this year's World Rabies Day's theme, *Rabies: Vaccinate to Eliminate.*, is to highlight the essential role of mass canine vaccination in rabies elimination. It also indicates the need for human vaccination to save lives in case of potential exposure to rabies.

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.]**

According to Professor Louis Nel, Chief Executive Officer of the Global Alliance for Rabies Control, “We can save the lives of tens of thousands of people that die needlessly each year from rabies by raising awareness of the disease and taking the correct preventative measures. Rabies is a global problem with a solution.”

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

###

[Organization Name]

[Contact Name]

[Address (Street, City, Zip)]

[Contact Title]

[Phone #] [Email/Website]

[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 and death caused by rabies.

“Professor Louis Nel, Chief Executive of the Global Alliance for Rabies Control, which coordinates World Rabies Day, said, “Vaccinating animals saves the lives of people as well as animals. This year’s theme, *Rabies: Vaccinate to Eliminate*, reflects the fundamental principle that vaccination is the foundation of rabies control and is essential for the global elimination of rabies.”

[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 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 increasing awareness of rabies prevention. Since then, it has grown year on year, with thousands of people organizing and participating in local, regional and national events, on or around September 28. 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 28th 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. That's 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 honour 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: 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

2019 THEME: Rabies: Vaccinate to Eliminate.

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 courses 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 (including the Rabies Healthcare Certificate for healthcare professionals, Community Coordinator for Rabies Certificate for community focal points, and the Animal Handling and Vaccination Certificate for animal vaccinators: education.rabiesalliance.org)

Logos in multiple languages rabiesalliance.org/world-rabies-day/event-resources/logos

Share your events with the world:

- Register events at <http://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.