

Event Guide

MILLIONS OF REASONS Oct 6

World Cerebral Palsy Day





About World Cerebral Palsy Day

Cerebral palsy is one of the least understood disabilities—and people with cerebral palsy are often out of sight, out of mind and out of options in communities around the world. This needs to change. World Cerebral Palsy Day brings together people living with cerebral palsy, their families, supporters and organisations across more than 75 countries. All with the aim to ensure a future in which children and adults with cerebral palsy have the same rights, access and opportunities as anyone else in the world.

About Millions of Reasons

Cerebral palsy affects more than 17 million people worldwide, that's millions of reasons to make your voice heard on October 6. Join the movement this World Cerebral Palsy Day to help create awareness and action around cerebral palsy, celebrate the community and its diversity, and make the world a better place. Because every person living with cerebral palsy is a reason to strive for change.



Getting Started

→ Follow us

We are @worldcpday on Facebook, Twitter and Instagram. We encourage you to share our posts and re-use content through the campaign!

Social Media Guide

There are four different ways to post about #MillionsOfReasons on your social channels. Below are messaging guides for each of the types of posts and suggestions for ways to engage your followers and bring them along the journey of World Cerebral Palsy Day.

1. Introduce Millions Of Reasons
2. Invite your followers to share their reason
3. Educate your followers on the misconceptions around cerebral palsy
4. Millions of Asks - Rally your community around the change you need the most

Hero Posts

This content is designed to introduce the campaign to your followers.

Myth Busters

This content acts to raise awareness and shift misconceptions. Using shareable fact-based content, we can encourage anyone to participate in World Cerebral Palsy Day by reposting this content.

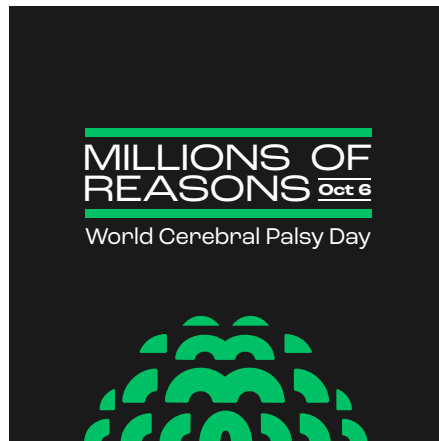
Reasons

This content invites people within your community to post about their reasons for speaking up and celebrating cerebral palsy.

Millions of Asks

Does your organisation have a goal you are working towards? Leverage World Cerebral Palsy Day as a day of action to ASK for the intervention you need the most in your location, by using the power of your networks.

Example Graphics



Suggested Post Copy

There are millions of reasons to celebrate and advocate for people living with cerebral palsy on October 6.

#MillionsOfReasons
#WorldCerebralPalsyDay

-----On the next page you can find a selection of myths and facts to post about-----

Don't forget to tag
#MillionsOfReasons
#WorldCerebralPalsyDay

Cerebral palsy affects more than 17 million people worldwide, making millions of reasons to celebrate and celebrate and advocate for people living with cerebral palsy on October 6.

We're keen to hear YOUR reason. Write us a note or post a story and let us know using the #MillionsOfReasons hashtag.

#MillionsOfReasons
#WorldCerebralPalsyDay

Cerebral palsy affects more than 17 million people worldwide, so there are millions of reasons to help us put cerebral palsy at the forefront of people's minds today.

For example, 'we're asking the government to mandate accessible access to all buildings'

#MillionsOfReasons
#WorldCerebralPalsyDay

Myth Busting Content

The purpose of this content pillar is to bust common myths about cerebral palsy and lay down the facts about the scale and presentations of the condition.

Myth: In most cases cerebral palsy is caused by lack of oxygen at birth

Fact: For a small number of people, cerebral palsy is due to complications around the time of birth. For most people, cerebral palsy results from a complex combination of risk factors during pregnancy, around the time of birth, and in the first years of life.

Myth: All people with cerebral palsy have an intellectual disability

Fact: Cerebral palsy affects movement and posture, and the majority (55%) of people living with cerebral palsy have no intellectual disability. For those that do, the level of intellectual disability can vary from mild to severe.

Myth: Cerebral palsy is rare.

Fact: Cerebral palsy is the number one childhood physical disability and one of the most common causes of chronic disability in children in general. There are over 17 million people across the world living with cerebral palsy.

Myth: People with cerebral palsy don't live that long

Fact: Most people living with cerebral palsy are healthy and can expect to live for as long as the average person in the general population.

Myth: People with cerebral palsy can't live independently.

Fact: Many adults living with cerebral palsy are independent, while others may still require some help. Adults with cerebral palsy who live independently may make use of the following strategies:

- Assistive technologies, including mobility aids and transfer equipment.
- Modifications to the home and workplace, such as lower counter tops for wheelchair users.
- Personal care assistance for potentially difficult tasks, such as household chores.

Myth: People with cerebral palsy can't have children

Fact: Many adults living with cerebral palsy can and do have children of their own. There is no evidence cerebral palsy impacts a person's fertility. Additionally, only a minority of cerebral palsy cases is caused by genetic disorders, and the condition is not usually hereditary.

Myth: All people with cerebral palsy are unable to speak

Fact: Most people living with cerebral palsy communicate using speech. People with cerebral palsy may also communicate their needs and wants using gestures, symbol systems and speech generating devices.



Goal: Provide the cerebral palsy community with engaging share graphics that can be used across their digital channels to raise awareness about the facts of cerebral palsy in their broader digital network

Myth: Cerebral palsy is a disease / is contagious

Fact: Cerebral palsy is not a disease and cannot be transmitted in any form from one person to another. You can hold, play or interact with a child or adult without risking any kind of transmission of cerebral palsy to yourself.

Myth: People living with cerebral palsy have poor quality of life

Fact: In high-income and many middle-income communities, most people living with cerebral palsy are healthy and enjoy meaningful study, hobbies and sport. For example, a European survey of 431 adolescents with cerebral palsy found their quality of life to be on par with their able-bodied peers; the only area in which they reported lower quality of life was 'social support from friends and peers'.

Myth: People who have cerebral palsy will use a wheelchair

Fact: Although there are people with severe cerebral palsy who use a wheelchair, there are numerous others who can walk and run without any assistance. Only 1 in 4 cannot walk. Cerebral palsy affects individuals differently, and its impacts vary from person-to-person.

Myth: Cerebral palsy is the same for everyone.

Fact: Cerebral palsy is actually an umbrella term for a diverse group of neurological disorders that may involve very different symptoms. The three main types of cerebral palsy are:

- Spastic cerebral palsy
 - Dyskinetic cerebral palsy (dystonic and/or athetoid cerebral palsy)
 - Ataxic cerebral palsy
- Spastic is the most common type of cerebral palsy. Some people can also have a combination of the aforementioned three types.

Myth: Cerebral palsy is a progressive condition

Fact: Cerebral palsy is by definition not progressive. Symptoms can however change over the course of a lifetime due to other factors such as the person's general health and well-being, ageing, or other underlying conditions. The brain injury that causes cerebral palsy does not progress over time but its impact on the body, especially the musculoskeletal system, may change a person's level of mobility, function or pain over time. Optimising the physical health of a person with cerebral palsy is important.

Resources

We have a suite of tools and assets that can be used in planning your World Cerebral Palsy Day. Visit worldcpday.org/tools to download the below. Each of these will be translated across multiple languages to ensure our message can be spread far and wide.

Logos

- Millions Of Reasons - World Cerebral Palsy Day Oct 6th

Posters

- Millions Of Reasons print poster
- Millions Of Reasons digital poster

Consider placing this poster in a cafe, store fronts, or in your local business.

Social Media

- Millions Of Reasons Social Tiles
- Millions of Reasons Facebook Header

Educational

- What is cerebral palsy Infographic
- What is cerebral palsy Slide Show
- Diagnosis & Treatment Poster
- My Favourite Words Poster

If you need any guidance or suggestions on how to activate Millions Of Reasons, please reach out to contact@worldcpday.org

