

**2023**  
**World Cerebral  
Palsy Day**  
**Campaign Guide**

Cerebral Palsy Alliance

MILLIONS OF  
REASONS Oct 6

World Cerebral Palsy Day



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# Millions of reasons for a more inclusive world.

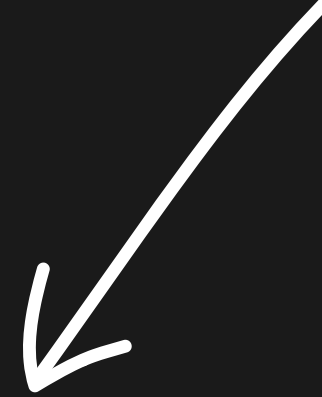
There are over 17 million people with cerebral palsy and over 1 billion people who live with some form of a disability. Yet the world is still not designed to be accessible, inclusive or equitable. Product designers and the technology industry often overlook the unique needs of people with a disability.



**People with cerebral palsy  
are natural problem solvers  
and hackers.**

**“We have to hack everyday  
things to make them accessible  
for us”**

**- Hannah Diviney**





**Over 10 years ago**

We called on the cerebral palsy community for ideas that could change the world for someone with cerebral palsy.

Alper in Turkey sent the idea for a solar powered wheelchair.





**Then last year in 2022, Rana Zarzour from Lebanon sent the idea “Mother’s connection”**

As a mother of a non-verbal child, Rana feels like she is always guessing the reason behind her daughter’s cries, anger or pain.

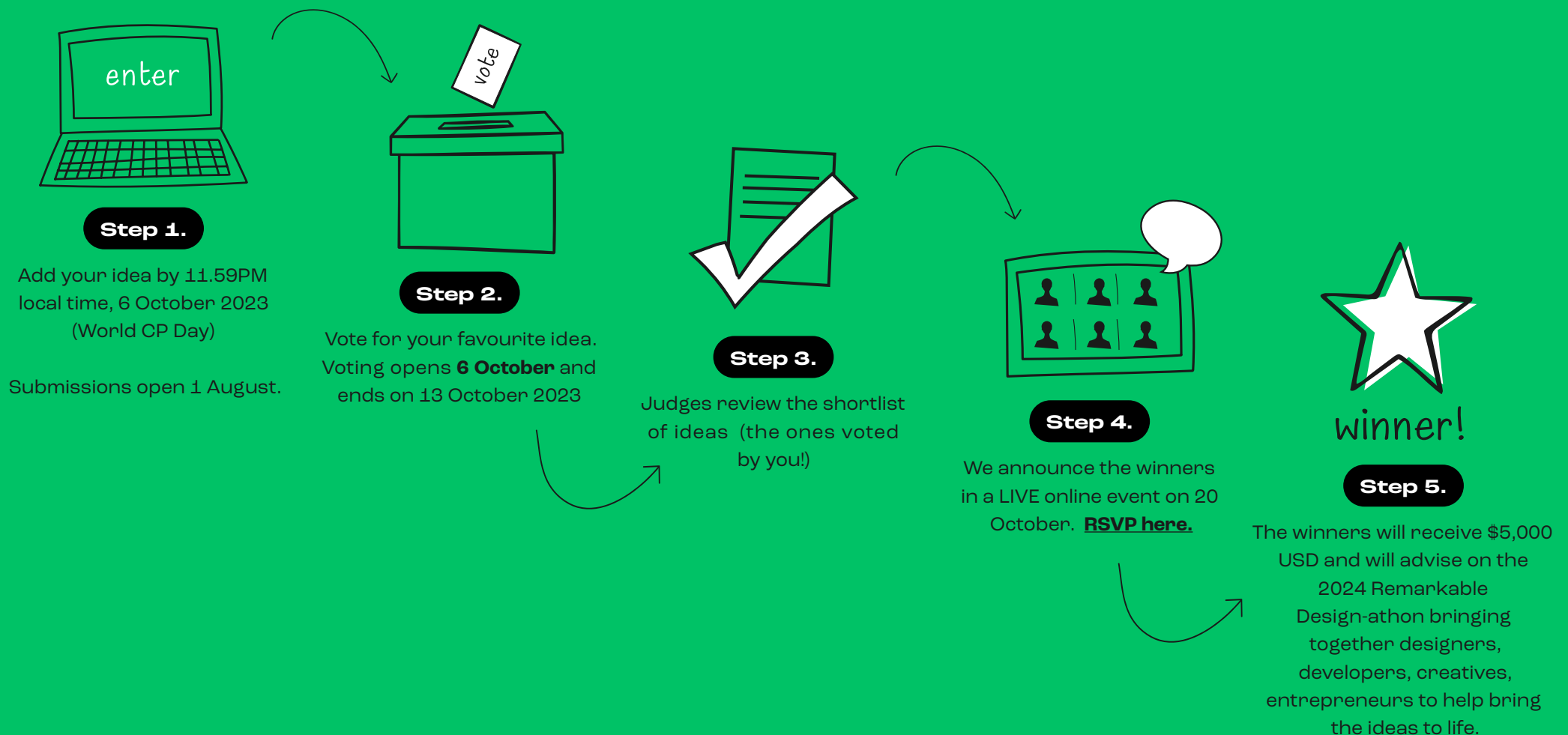
Inspired by the technology that creates artificial pain for men to experience childbirth.

Rana wants to see technology created that can simulate a child’s needs and help better guide caregivers.

Rana’s idea shaped one of the challenges for the 2023 Remarkable Design-athon.

**The cerebral palsy  
community has proven  
that innovation and new  
ideas come from  
designs that are led by  
and created with people  
with disabilities**

# So this year join us in our mission to prove once again the best new ideas come from the disability community.





# How it works

This year we're opening the competition to individuals and organisations from the cerebral palsy community to submit their life changing ideas.

One individual and one organisation will help shape the challenges for the 2024 Remarkable Design-athon which brings together designers, developers and entrepreneurs to bring the ideas to life.

## Individual winner

Advise on the Remarkable Design-athon

Receive \$5,000 USD

## Organisation winner

Advise on the Remarkable Design-athon

Receive a \$5,000 USD donation to support your life-changing work.

Check out the [2023 Remarkable Design-athon](#) to find out more.



# So how do you get involved?

Help us promote the competition by posting to social media. (we also have templates you can customise on Canva. See **page 11-14** for further instructions).

**If you're a not-for-profit with a disability focus**, submit an idea as an organisation. (You can get some inspiration on **page 20**).

**Run an event to encourage your community to submit ideas.** (We have ideas for events on **page 15-18**).

Join the global community in an online event to find out which ideas have been selected as the 2023 winners. (See **page 19** for more details)

# Posting to social media

You can post these graphics as they are or you can customise your own with editable templates available on Canva. Remember to use #worldCPday and tag us @worldCPday.

Post these in the lead up to World Cerebral Palsy Day



**The world needs our expertise!**

Add to the gallery of ideas and help change the world for people with a disability.


MILLIONS OF REASONS Oct 6

Have you heard about this global contest? @worldCPday is inviting people with CP, their friends and family to enter ideas that could improve the lives of people with a disability.

Do you have a life changing idea? Enter it at [ideas.worldcpday.org](https://ideas.worldcpday.org). The winner will advise on the 2024 Remarkable Design-athon and receive \$5,000USD. #worldCPday

Download JPEG

See editable template



Got an idea to improve the lives of people with cerebral palsy?

People with cerebral palsy are natural problem solvers, often having to hack everyday objects to make them work.

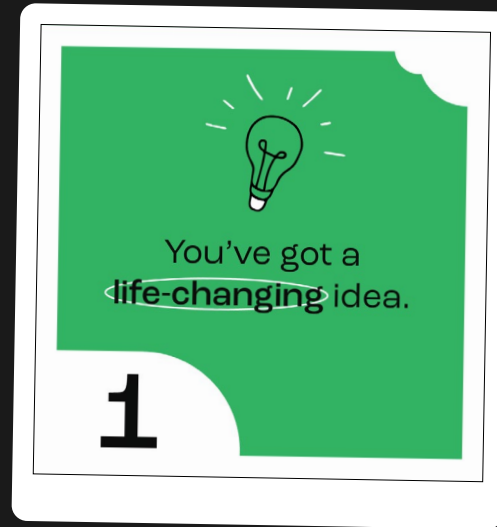
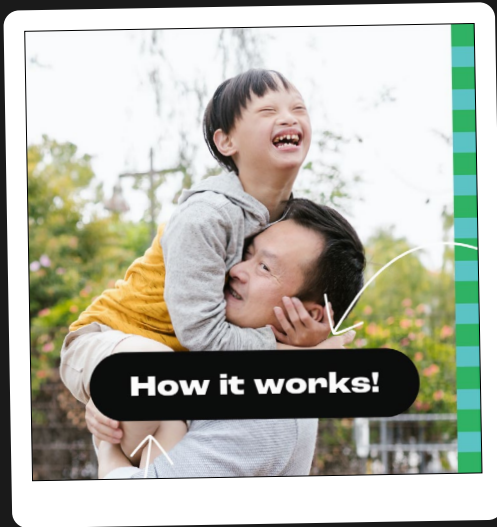
Help prove that the best new ideas come from the disability community. Go to [ideas.worldcpday.org](https://ideas.worldcpday.org) to see other ideas and to submit your own.

#worldCPday

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# Carousel post



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**Post text:** Have you checked out the gallery of ideas yet? Ideas from all over the world from people with CP.

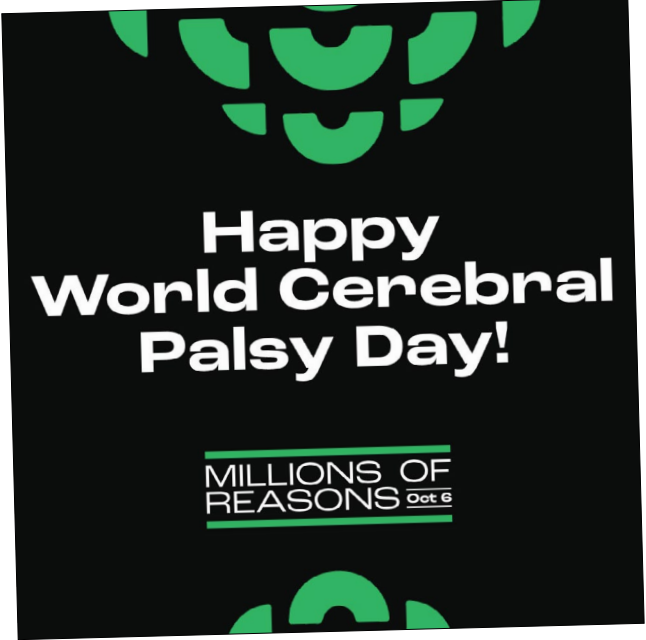
Add your idea today and help raise awareness about the unique needs of people with CP.

Go to [ideas.worldcpday.org](https://ideas.worldcpday.org)

#worldCPday



# Post these on World Cerebral Palsy Day



**Happy World Cerebral Palsy Day!**

**MILLIONS OF REASONS** Oct 6

Tell us in the comments – how are you celebrating this World CP Day this year?

#worldCPday

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**Happy World Cerebral Palsy Day!**

It's the last day to add your life-changing ideas to the gallery!

How are you celebrating World Cerebral Palsy Day?  
#worldCPday

One way to celebrate is to add an idea that could improve your life as someone with CP to the @worldCPday gallery of ideas. Closes 11.59PM local time.

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# Post this after World Cerebral Palsy Day to encourage people to vote for your idea and for others!




**Vote for our idea!**

The [organisation name] team have come together to brainstorm a life-changing idea for people with CP.

Vote for our idea at [ideas.worldcpday.org](https://ideas.worldcpday.org). Winning the \$5,000USD donation would mean so much and help us give back to the CP community. #worldCPday

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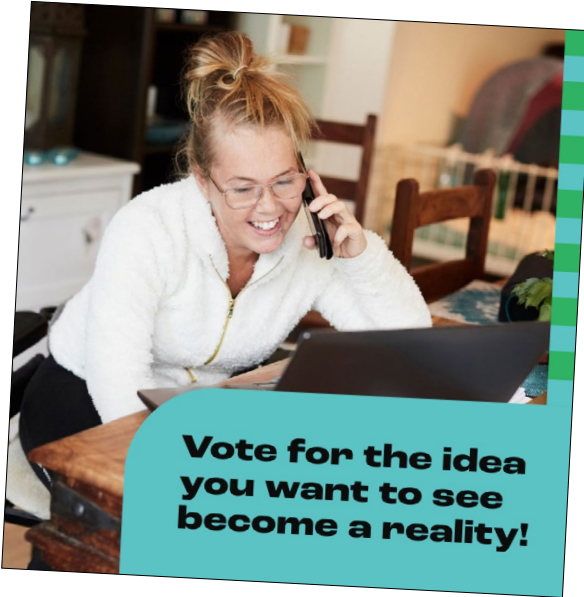
**Last day to vote!**  
Help us win **\$5,000 USD** to continue our life-changing work!

It's the last day to vote! It's as easy a click of a button.

Vote for our idea at [ideas.worldcpday.org](https://ideas.worldcpday.org) and we could win a \$5,000 USD donation! #worldCPday

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**Vote for the idea you want to see become a reality!**

Hundreds of ideas from all over the world. Proving that the best new ideas come from the disability community.

See all the ideas [ideas.worldcpday.org](https://ideas.worldcpday.org) and vote for your favourite! #worldCPday

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# Running an event



**Run a workshop**



**The Pitch**



**Voting day**





## Run a workshop

Invite the community to come together and generate ideas in a workshop. This could be done virtually or in-person. Your workshop should have activities to help people come up with the biggest and brightest ideas they possibly can.

**Remember idea submissions are open until 11.59PM on World Cerebral Palsy Day, 6 October.**

### **Activities:**

- Go around the room or Zoom, and have people share their gripes around accessibility. What's a bad experience they've had which didn't have to be that way?
- Write each of these as '**How-might-we** statements' and brainstorm the solutions for example "How-might we-make air travel easier for wheelchair users?"
- 8 in 8 activity. participants fold a piece of paper 3 times so that there are 8 squares. Set an 8 minute timer and everyone individually thinks of 8 ideas to fill each of their squares. Share the ideas with the group. This type of quick brainstorming can come up with great ideas and starting points!



## The Pitch

Run an event where people from the cerebral palsy community pitch their life-changing ideas to a panel. They can describe the idea, the problem it would solve and how they saw it coming to life.

Invite a panel of influencers to give feedback  
This can happen in-person, or as a virtual event.  
Encourage attendees to enter their own ideas on the website.





## Voting day

On World Cerebral Palsy Day, 6 October, bring the community together, showcase the ideas from your country and everyone can vote for their favourite ideas on their mobile.

If your organisation entered an idea, host a party and encourage all your attendees to support your idea by voting.



# Join the live event

**Together with CPActive and Cerebral Palsy Alliance, we're excited to be hosting a LIVE award ceremony, where we will showcase the top ideas from the World Cerebral Palsy Day competition.**

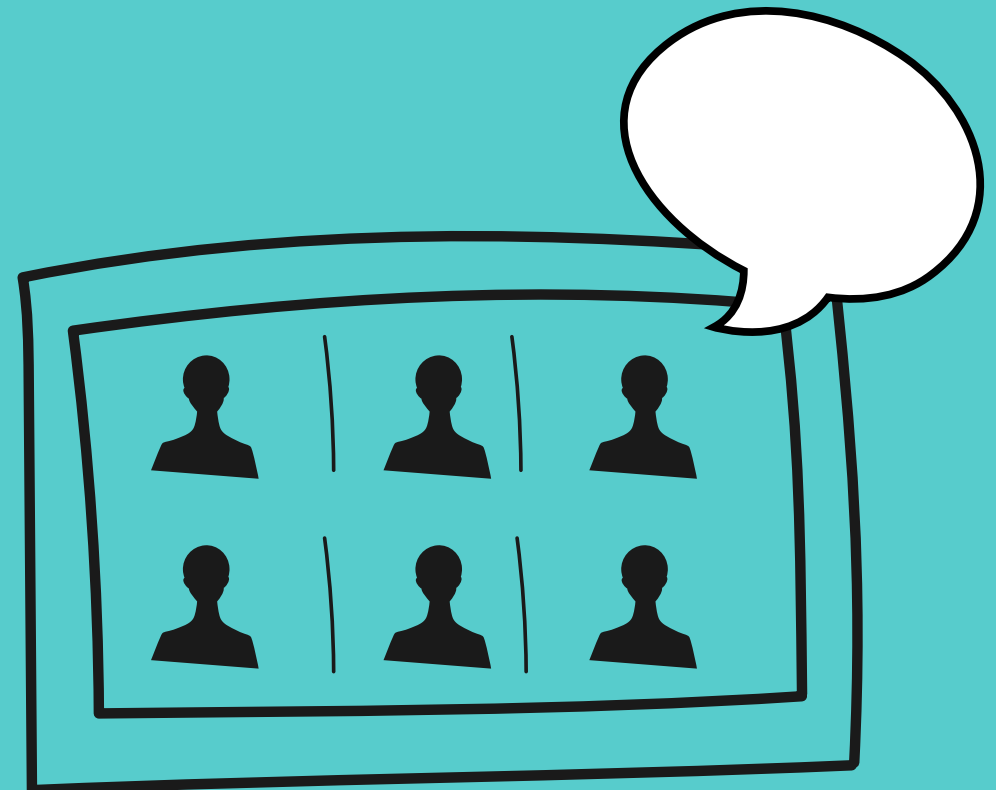
The final details of this event will be announced closer to the date – but you can RSVP to reserve your spot!

**Where:** You'll receive a Zoom link ahead of the event

**When:** 10am Friday, October 20, AEDT (UCT + 11h)

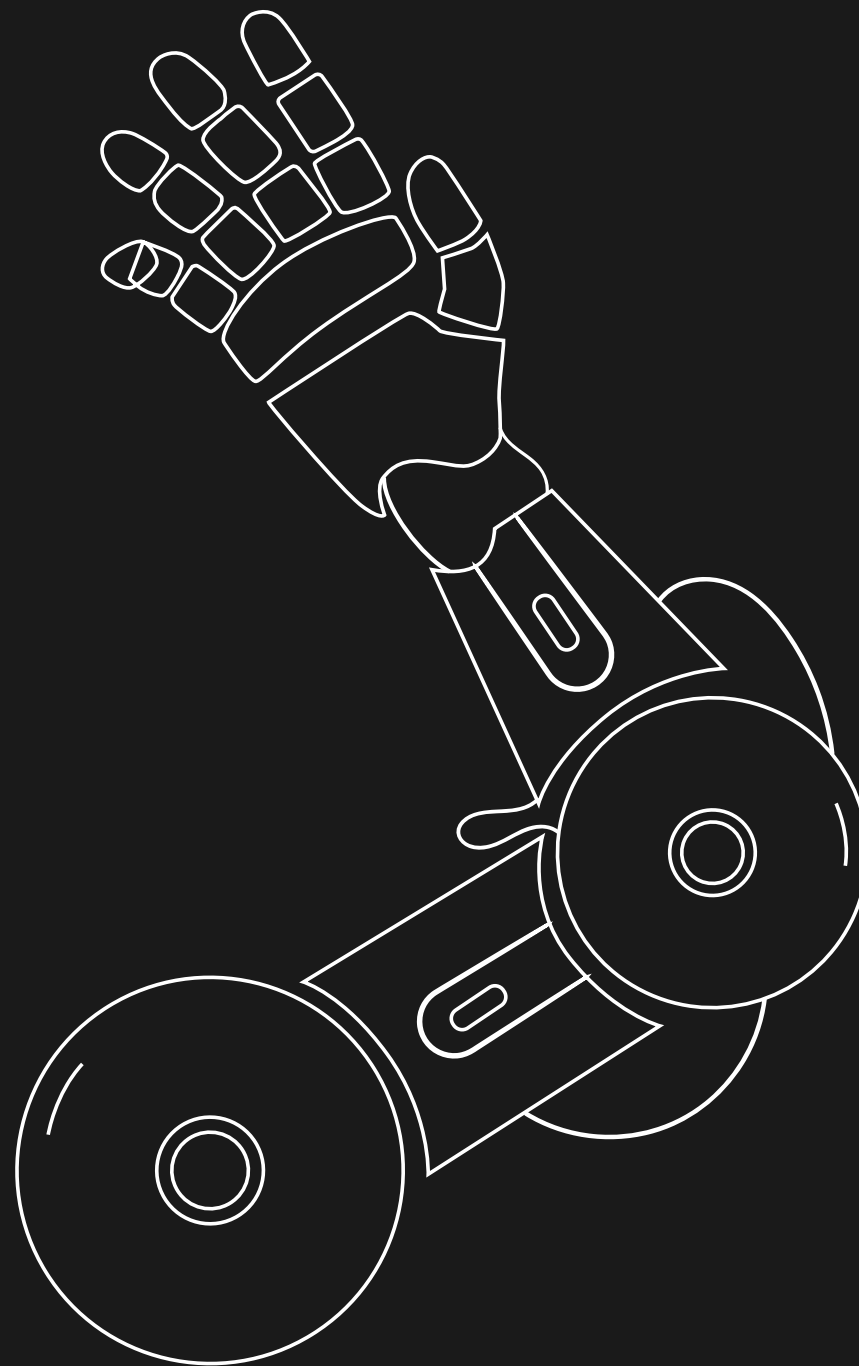
**[RSVP HERE](#)**

Auslan and captioning will be provided, if you have any additional access requirements or questions please email: [info@cpactive.org.au](mailto:info@cpactive.org.au)



**Take inspiration from the ideas submitted last year. We received hundreds of ideas from 45 different countries. Some of these innovations included:**

- Holographic communication devices,
- Accessible emergency shelters,
- Stair-climbing and self-charging wheelchairs,
- Adaptive fashion items
- Robotic hands
- Virtual reality travel partners
- Navigation apps that calculates the route for 'mobility device' as mode of transport





# Resources

Download all these resources from:  
[worldcpday.org/resources](https://worldcpday.org/resources).

All of which are available in 18  
different languages.

- Logos ..... [Download](#)
- Social media graphics ..... [Download](#)
- Canva Templates ..... [Download](#)
- Print posters ..... [Download](#)
- Educational posters ..... [Download](#)
- Educational presentation ..... [Download](#)

**The best**  
**new ideas come**  
**from the disability**  
**community.**

If you've got an idea to improve the lives of people with cerebral palsy, enter it at [ideas.worldcpday.org](https://ideas.worldcpday.org). The winners will advise on the 2024 Remarkable Design-athon and receive **\$5,000 USD**.

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# Contact us for support

Email: [contact@worldcpday.org](mailto:contact@worldcpday.org)



[@worldCPday](https://www.instagram.com/worldcpday)

