



World Cerebral  
Palsy Day  
OCT 6

**Campaign Guide**

2024

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# World Cerebral Palsy Day

**OCT 6**

## About World Cerebral Palsy Day

World Cerebral Palsy Day brings together people living with cerebral palsy, their families, supporters and organisations from over 100 countries.

Established in 2012, it works to celebrate our global community while raising awareness about cerebral palsy and combating stereotypes to ensure a future in which children and adults with cerebral palsy have the same rights, access and opportunities as anyone else in our society.

Everywhere you look, the CP community is vibrant, diverse and wonderfully supportive. We can't wait to celebrate with you again and continue to build our community in 2024.

In 2023, World Cerebral Palsy Day reached

**10,000,000 people**

in over

**100 countries**

How many can we reach this year?

# World Cerebral Palsy Day 2024

# #UNIQUELY CP

This year, we want you to share and celebrate how cerebral palsy makes you unique on World Cerebral Palsy Day.

**Whatever makes you unique...**  
**Whatever you love doing...**  
**Whatever you're proud of...**

**...share your loves, skills and hacks with the world through your social channels using #UniquelyCP.**

Each person with cerebral palsy is unique. By sharing your personal experiences, we can all see and celebrate the diversity of our community and the millions of ways cerebral palsy can touch our lives while combating stereotypes.



# How you can participate

The more we post how cerebral palsy makes us unique, the more we can celebrate together!



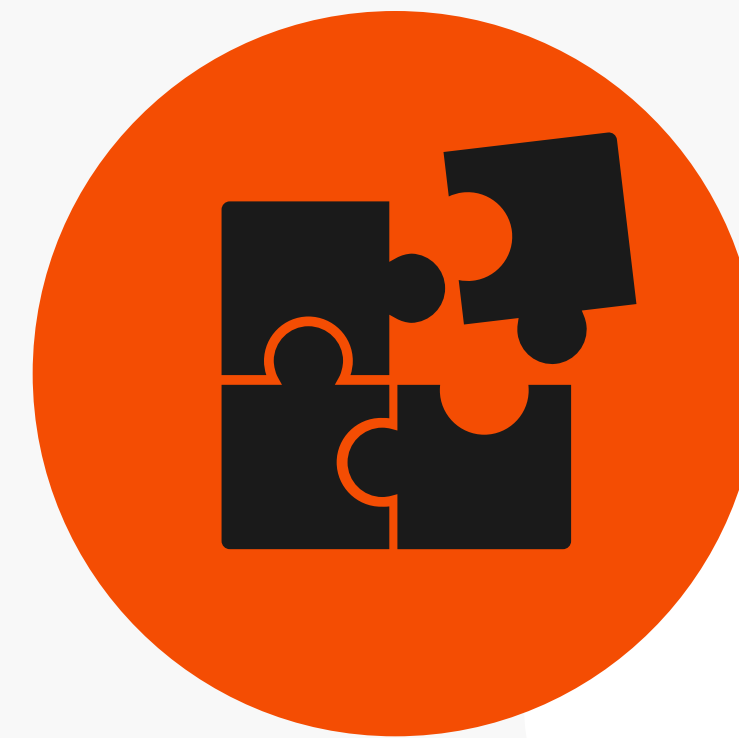
## STEP 1

Think of something you love or love doing that is unique to you and your experience of cerebral palsy.



## STEP 2

Choose the best way to share it with world – a video, photo, podcast, blog post or an event.



## STEP 3

Use the resources provided in this kit to supercharge your content for World CP Day



## STEP 4

Post to your preferred social platform using **#UniquelyCP** and tagging **@worldcpday**

Other hashtags you can add to help spread your message further!

**#WorldCerebralPalsyDay**

**#WorldCPDay**

**#MillionsOfReasons**

# Our World CP Day principles

Our community can play a huge role in shifting perceptions about disability. Here are some ways to think about your content messaging.

This is about **celebration** not sympathy

We are united in **solidarity** not stereotypes

Celebrate **individuality** not assumptions

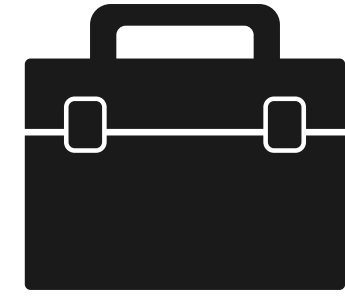
Focus on **strengths** not weaknesses



# Thought starters



SHARE YOUR  
STORY



SHARE YOUR  
WORK



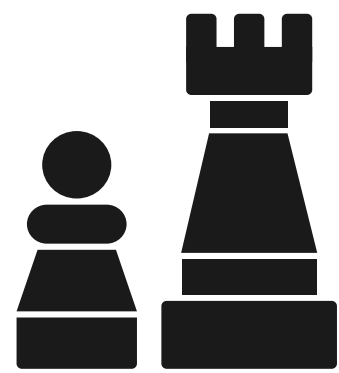
SHARE YOUR  
ART



SHARE YOUR  
HACKS



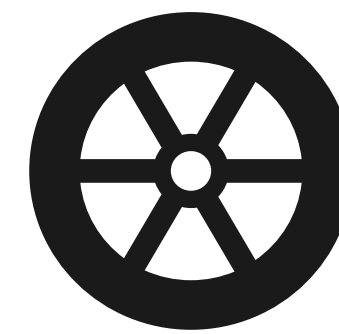
SHARE YOUR  
SKILLS



SHARE YOUR  
MOVES



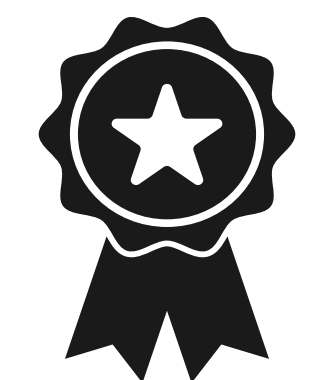
SHARE YOUR  
LOVE



SHARE YOUR  
RIDE



SHARE YOUR  
FAMILY



SHARE YOUR  
TALENT



# Post these in the lead up to World CP Day



## POST COPY

For World Cerebral Palsy Day 2024, we want our amazing community to share what makes them #UniquelyCP

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



## POST COPY

Share your skills, share your art, share your family, share your ride – whatever it is that makes you #UniquelyCP this World Cerebral Palsy Day!

#UniquelyCP @WorldCPDay

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



## POST COPY

How are you celebrating World Cerebral Palsy Day? One way is to share something that makes you #UniquelyCP @WorldCPDay

DOWNLOAD JPEG

DOWNLOAD TEMPLATE

# Post these in the lead up to World CP Day



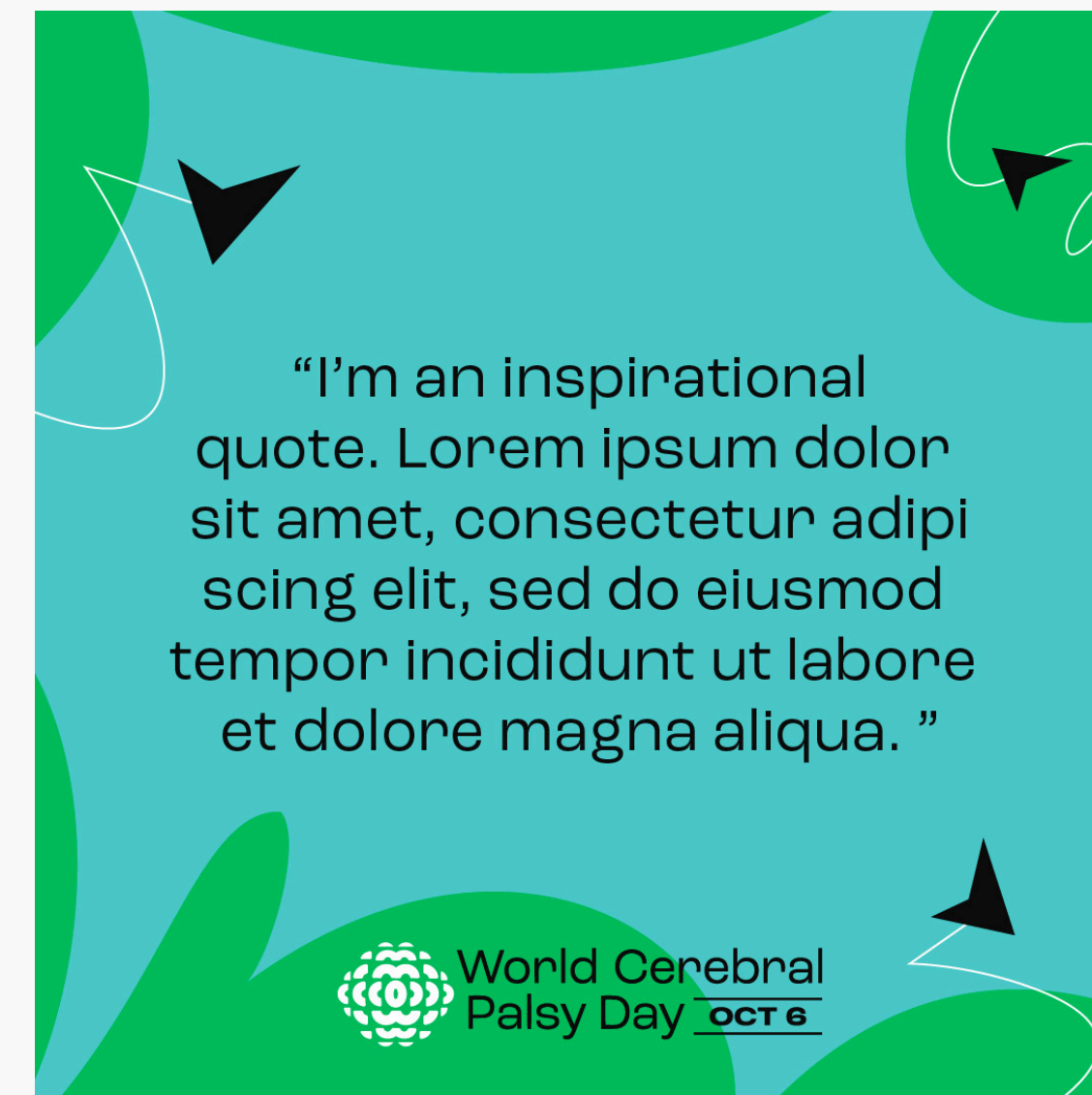
## POST COPY

Everyone born with #CerebralPalsy is affected differently. See our amazing community using #UniquelyCP

@WorldCPDay

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



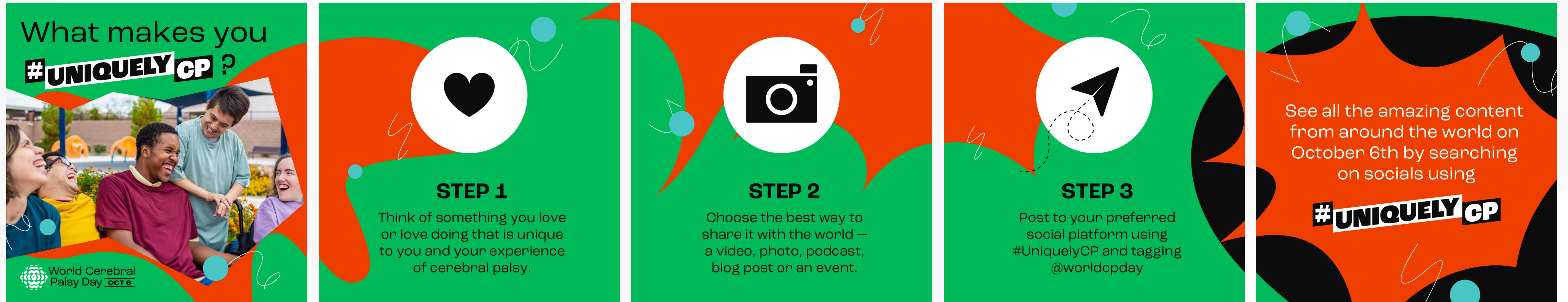
## POST COPY

World Cerebral Palsy Day is coming up on October 6th 2024. Let's celebrate all the ways our community is #UniquelyCP

@WorldCPDay

DOWNLOAD TEMPLATE

# Carousel post



## POST COPY

Help celebrate the uniqueness of our amazing community by posting on World Cerebral Palsy Day – October 6th 2024 #UniquelyCP @WorldCPDay

Find out more <https://worldcpday.org/resources/>

DOWNLOAD JPEG

DOWNLOAD TEMPLATE

# Post these on World CP Day

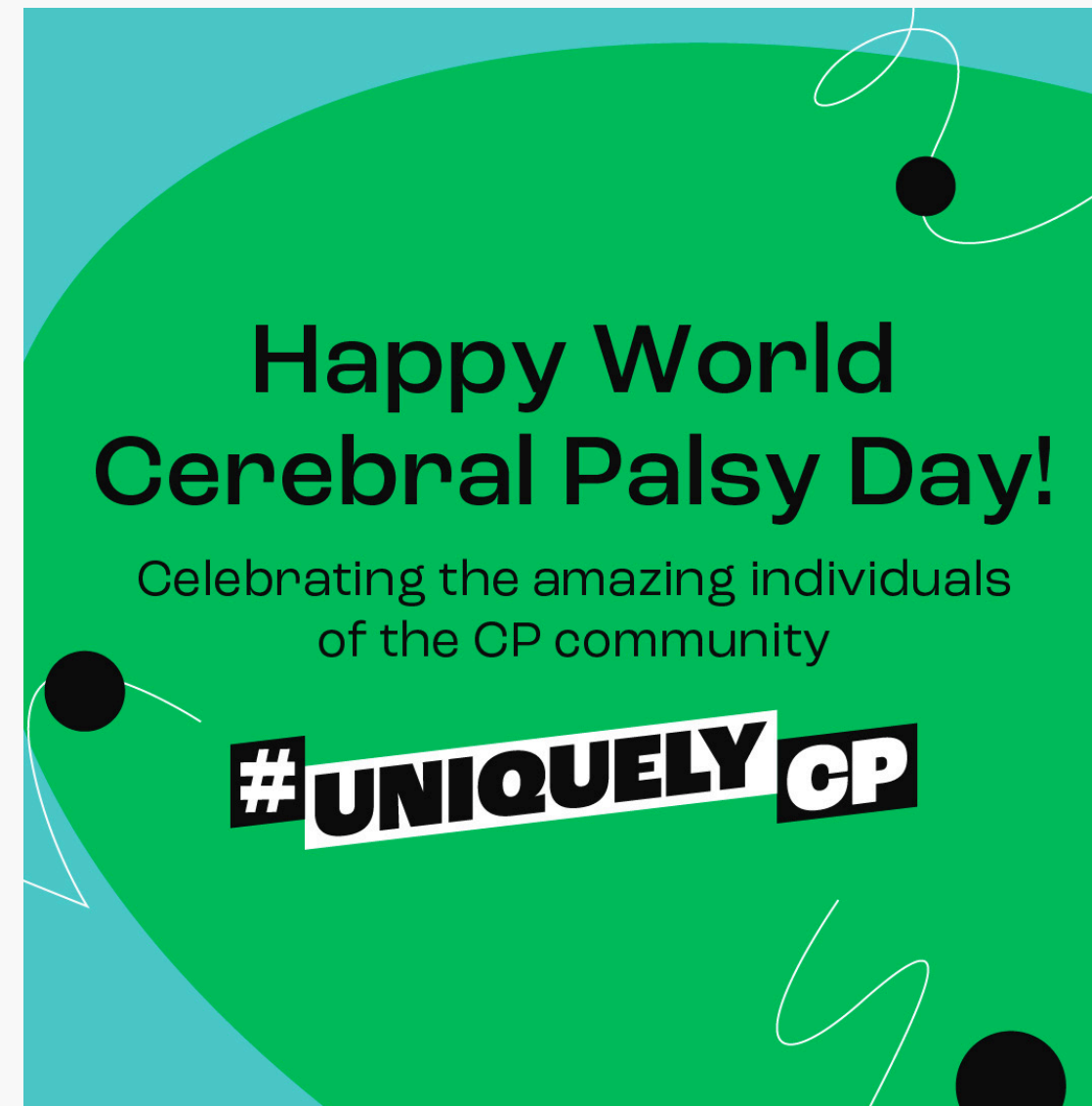


## POST COPY

Today we celebrate the amazing and diverse community of people living with cerebral palsy. Search #UniquelyCP to see what makes us unique!

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



## POST COPY

Search #UniquelyCP to see the millions of ways people with cerebral palsy are unique.

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



## POST COPY

How are you celebrating World Cerebral Palsy Day? One way is to share something that makes you #UniquelyCP

DOWNLOAD JPEG

DOWNLOAD TEMPLATE

# Activation ideas

Get your community together to celebrate this World CP Day!



## Host a talent contest

Help people in your community living with CP to showcase their individual talent so they can share their voice, share their moves, share their tricks and more!



## TikTok/Instagram Live

Promote the CP discussion by sharing stories, busting myths and interviewing experts in front of a live audience – beamed all over the world.



## Run a workshop

Want to solve a challenge in your community? Got an idea that will help people living with CP?

Invite people living with CP to join your workshop online or in person, and use your combined uniqueness to make our community better.

# Resources

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

All resources are available in 18 different languages.

LOGOS

SOCIAL MEDIA GRAPHICS

CANVA TEMPLATES

PRINT POSTERS

EDUCATIONAL POSTERS

EDUCATIONAL PRESENTATION



## **Activism 101:** Your guide to making change.

World CP Day is a great opportunity to drive change in your community around the issues that matter to you. Download our Activism Guide to get tips and guidance on how to make meaningful change through activism.

DOWNLOAD ACTIVISM GUIDE



# World Cerebral Palsy Day

**OCT 6**

Contact us for support

EMAIL

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

SOCIAL

@worldcpday

