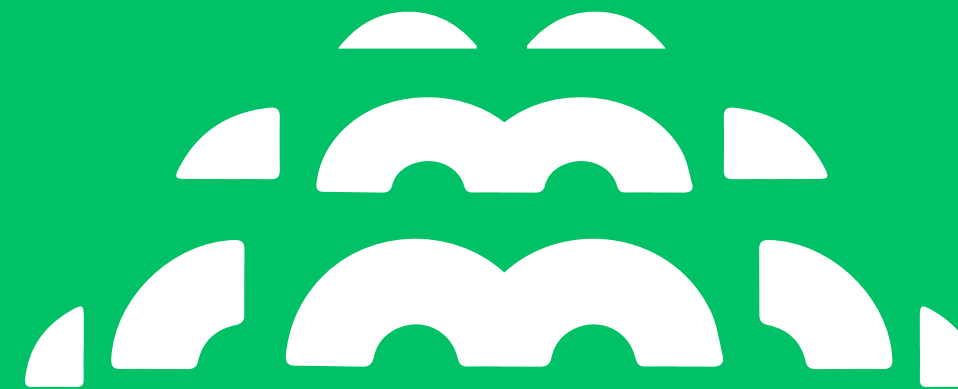
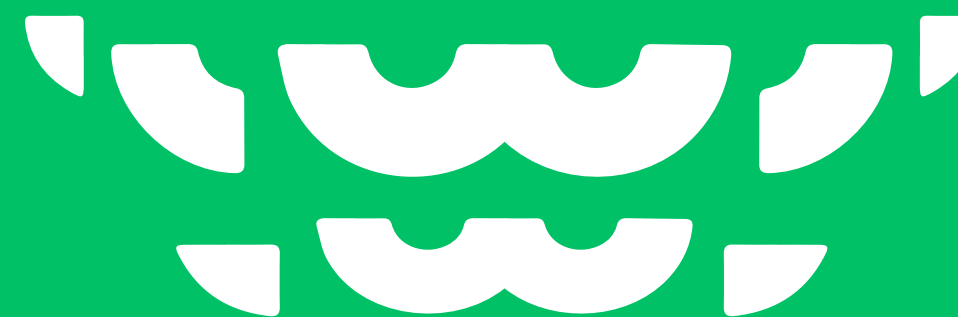




World Cerebral
Palsy Day



OCT 6

Campaign Action Guide

2026

@worldcpday



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About World CP Day

World Cerebral Palsy Day is a global movement that celebrates both people with cerebral palsy and their allies, working to create a more inclusive world. Every year on October 6, people in over 100 countries come together to raise awareness, share their stories, and call for meaningful action.

Last year, our World CP Day campaign reached over 23 million people worldwide.

This year, we're asking those people to share their change for cerebral palsy.



50 million voices. 50 million reasons for change.

There are 50 million people with cerebral palsy around the world, each with their own experiences, priorities and ideas about what needs to change.

This World CP Day, share the change you want to see and tag a local leader, business or community organisation who can help make it happen.

My change is _____.
@[person or organisation], can you help make it
happen? @worldcpday #UniqueANDUnited

#UNIQUE^{AND}UNITED

How to take part

Everyone can take part. If you don't have cerebral palsy, think about what you've heard and learned from people with cerebral palsy when choosing your change.

1

Choose your change.

What's one change you want to see for people with cerebral palsy?

Need inspiration? Click here for examples of change you could ask for

2

Share it.

Start with "My change is..." and share your change using #UniqueANDUnited. Remember to add a photo or video of yourself, your family, friends or community.

3

Tag someone who can help.

Tag the official public account of a local leader, business or community organisation who could help make it happen. You can also tag @worldcpday to join the global conversation.

On Facebook and Instagram, write "cerebral palsy" in full and avoid using "CP" or "#CP" on its own. Meta's automated moderation systems may restrict content that uses this abbreviation.



Take part safely

Keep personal information private.

Don't post home addresses, phone numbers, school or service locations, or other information that could identify where a child or vulnerable person can be found.

If you're under 18, ask a parent, guardian or adult ally to help you take part and make any direct contact with leaders, businesses or organisations on your behalf.

World CP Day will not repost content featuring anyone under 18.

Keep it constructive

Focus on the positive change you want to see.

We welcome different views and respectful discussion. Personal attacks, threats, discriminatory or hateful language, harassment, or sharing someone else's personal information are not part of the campaign and may be removed or reported.

Not sure what your change is?

Every person and community is different. These are just some ideas to get you started. Choose any change that matters to you and make it your own.

Families, friends and allies can use what they have heard and learned from people with cerebral palsy to help choose their change.

Change in our systems

Focus on the positive change you want decision-makers to make

[Click for inspiration](#)

Change for communities

Focus on the positive change you want to see in daily life.

[Click for inspiration](#)

Change in our systems

Focus on the positive change you want decision-makers to make.

Global recognition for World CP Day:

Ask governments and leaders to support official United Nations recognition of World Cerebral Palsy Day.

e.g. My change is official United Nations recognition of World Cerebral Palsy Day. @[government/decision-maker], can you help make it happen? @worldcpday #UniqueANDUnited

Earlier answers and support:

Ask for children who may have cerebral palsy to get answers earlier and the right support as soon as possible.

e.g. My change is for children who may have cerebral palsy to get answers and support as early as possible. @[organisation/decision-maker], can you help make it happen? @worldcpday #UniqueANDUnited

The right support at every stage of life:

Ask for people with cerebral palsy to get the health care and support they need at every stage of life, wherever they live.

e.g. My change is for people with cerebral palsy to get the right support at every stage of life. @[organisation/decision-maker], can you help make it happen? @worldcpday #UniqueANDUnited

Access to the right technology:

Ask for people with cerebral palsy to have access to the technology they need to communicate, move and take part in everyday life.

e.g. My change is for people with cerebral palsy to have access to the technology they need to communicate, move and take part in everyday life. @[organisation/decision-maker], can you help make it happen? @worldcpday #UniqueANDUnited

People with cerebral palsy involved in decisions:

Ask governments, organisations and services to involve people with cerebral palsy in decisions that affect their lives.

e.g. My change is for people with cerebral palsy to be involved in decisions that affect their lives. @[organisation/decision-maker], can you help make it happen? @worldcpday #UniqueANDUnited

Change in our community

Focus on the positive change you want to see in daily life.

At work:

Ask your workplace to make sure people with cerebral palsy have the same opportunities to work, contribute and belong.

e.g. My change is for people with cerebral palsy to have the same opportunities to work, contribute and belong. @[workplace/business], can you help make it happen? @worldcpday #UniqueANDUnited

At a sports club:

Ask your local club to make sure people with cerebral palsy can take part in sport and club life.

e.g. My change is for people with cerebral palsy to have the same opportunities to take part in sport and club life. @[club/council], can you help make it happen? @worldcpday #UniqueANDUnited

At a place of worship:

Ask your local place of worship to make sure people with cerebral palsy can take part fully in worship, activities and community life.

e.g. My change is for people with cerebral palsy to be able to take part fully in worship and community life. @[organisation], can you help make it happen? @worldcpday #UniqueANDUnited

At university or further education:

Ask your university, college or other education provider to make sure students with cerebral palsy have equal access to learning and campus life.

e.g. My change is for students with cerebral palsy to have equal access to learning and campus life. @[university/college/education provider], can you help make it happen? @worldcpday #UniqueANDUnited

In culture:

Ask brands and media organisations to include people with cerebral palsy in the stories and images we see every day, in all their diversity.

e.g. My change is to see people with cerebral palsy represented as part of everyday life, in all their diversity. @[brand/media organisation], can you help make it happen? @worldcpday #UniqueANDUnited

Who can you ask?

Depending on your change, you could tag:



A local elected representative or government leader



Businesses and workplaces



Community and sporting organisations



Places of worship



Universities and tertiary education providers



Health, disability and rehabilitation services



Brands and media organisations



another person or organisation with influence in your community

Remember to tag official public accounts rather than personal accounts.

Want to do more?



If you have
5 minutes

you can:
Share a photo, video or
a few words about your
change. Tag someone
who could help make it
happen.



If you have
15 minutes

you can:
Write to a local leader,
business or community
organisation. Tell them
your change and ask
for their help.



If you have
1 Hour

you can:
Meet with a local
leader, business
or community
organisation. Share
your change, why it
matters and what
they could do to help.



If you have
1 Day

you can:
Organise an event in your
community. Invite local
leaders, businesses and
community organisations
to listen to people with
cerebral palsy and be part
of making change happen.

Make it your own

My change is _____.

@[person or organisation], can you help make it happen?

@worldcpday #UniqueANDUnited



#UNIQUE AND UNITED

**#UNIQUE AND
UNITED**

Templates

Social Posts

SOCIAL MEDIA NOTE: Posting on Facebook or Instagram? Write “cerebral palsy” in full and avoid using “CP” or “#CP” on its own, as Meta’s automated moderation systems may restrict content that uses this abbreviation. Continue to use #WorldCPDay and #UniqueANDUnited.



POST COPY

This World Cerebral Palsy Day, we’re turning our voices into action.

Share the change you want to see for people with cerebral palsy, and tag a local leader, business or community organisation who can help make it happen.

50 million voices. 50 million reasons for change.

#UniqueANDUnited #WorldCPDay

ACCESSIBILITY COPY

A graphic of a world map with a mosaic effect made up of photos of people with cerebral palsy.

Text across the image reads: “This World Cerebral Palsy Day we are #Unique and United.

DOWNLOAD JPEG

DOWNLOAD TEMPLATE



POST COPY

What’s the change you want to see for people with cerebral palsy? Share it and tag a local leader, business or community organisation who can help make it happen.

#UniqueANDUnited

ACCESSIBILITY COPY

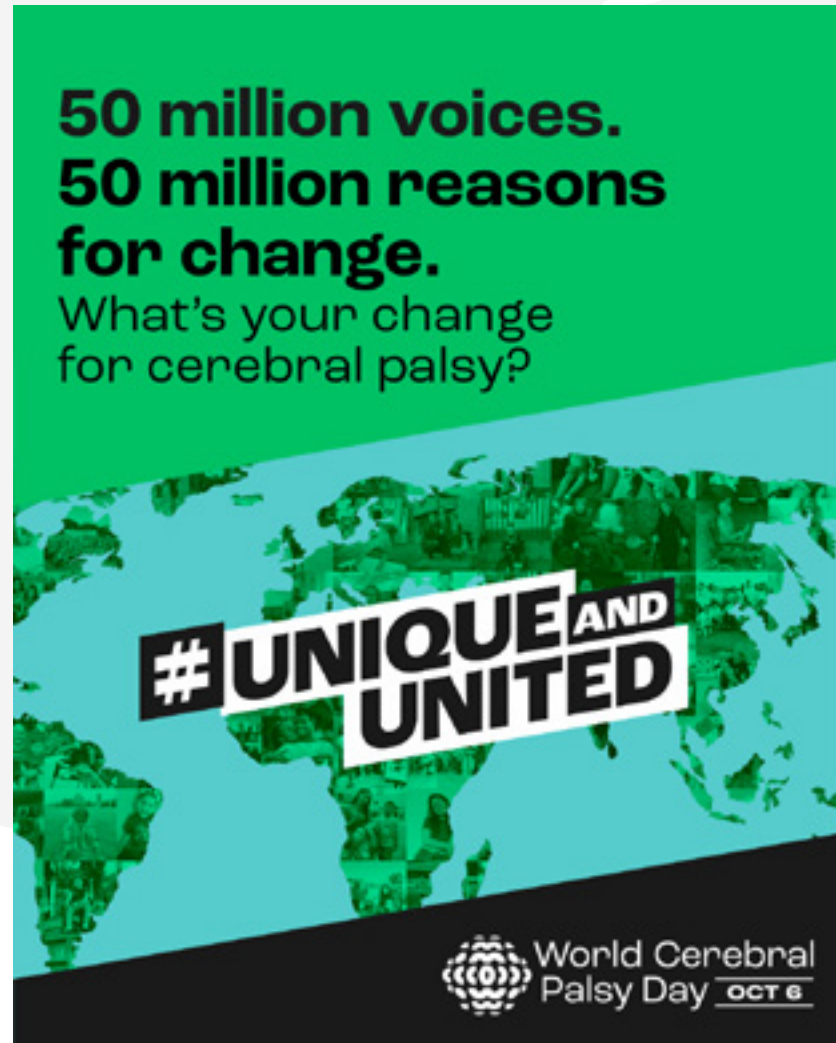
A graphic of a world map with a mosaic effect made from photos of people with cerebral palsy.

Bold text reads: “My change for cerebral palsy is [redacted]. @[person or organisation], can you help make it happen? #UniqueANDUnited”

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Social Posts



POST COPY

There are 50 million people with cerebral palsy around the world, each with their own experiences, priorities and ideas about what needs to change.

This World Cerebral Palsy Day, share the change you want to see and tag a local leader, business or community organisation who can help make it happen.

What's your change for cerebral palsy?
#UniqueANDUnited #WorldCPDay

ACCESSIBILITY COPY

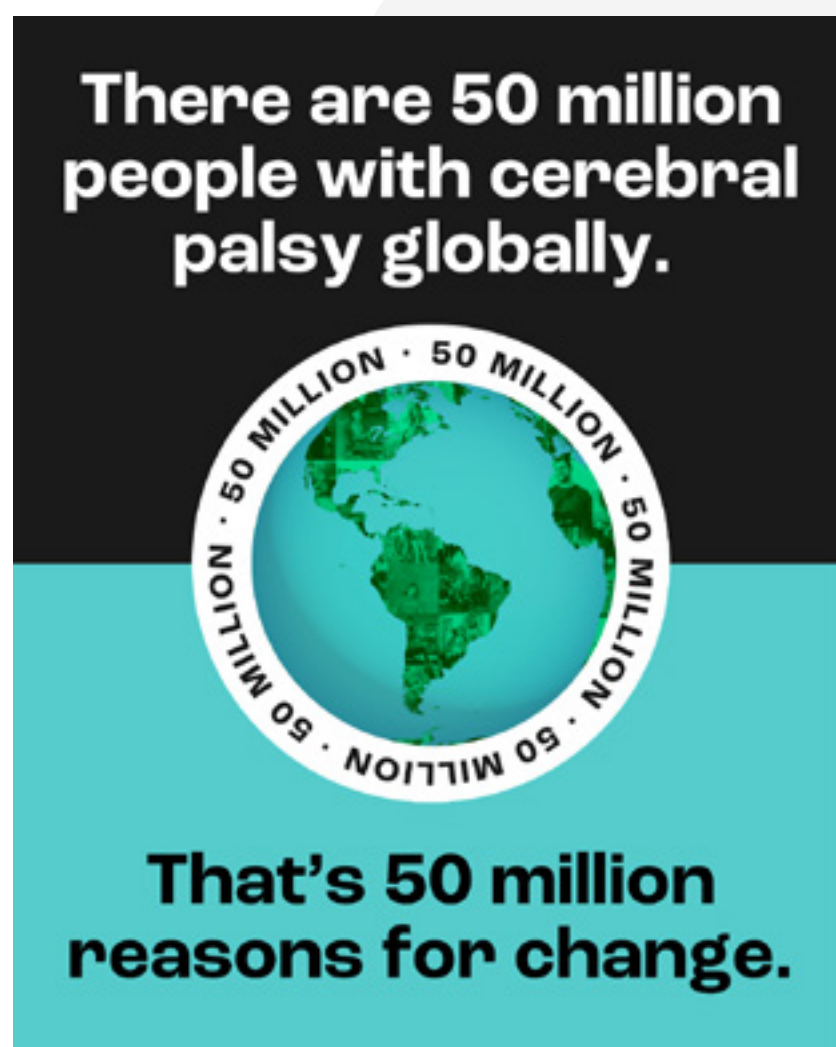
A graphic of a world map with a mosaic effect made from photos of people with cerebral palsy.

Bold text reads: "50 million voices. 50 million reasons for change. What's your change for cerebral palsy?"

The hashtag #UniqueAndUnited appears separately.

DOWNLOAD JPEG

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POST COPY

50 million people. 50 million different experiences, priorities and ideas about what needs to change. This World Cerebral Palsy Day, we want to hear yours.

What's your change for cerebral palsy?

Share it and tag a local leader, business or community organisation who can help make it happen.

#UniqueANDUnited #WorldCPDay

ACCESSIBILITY COPY

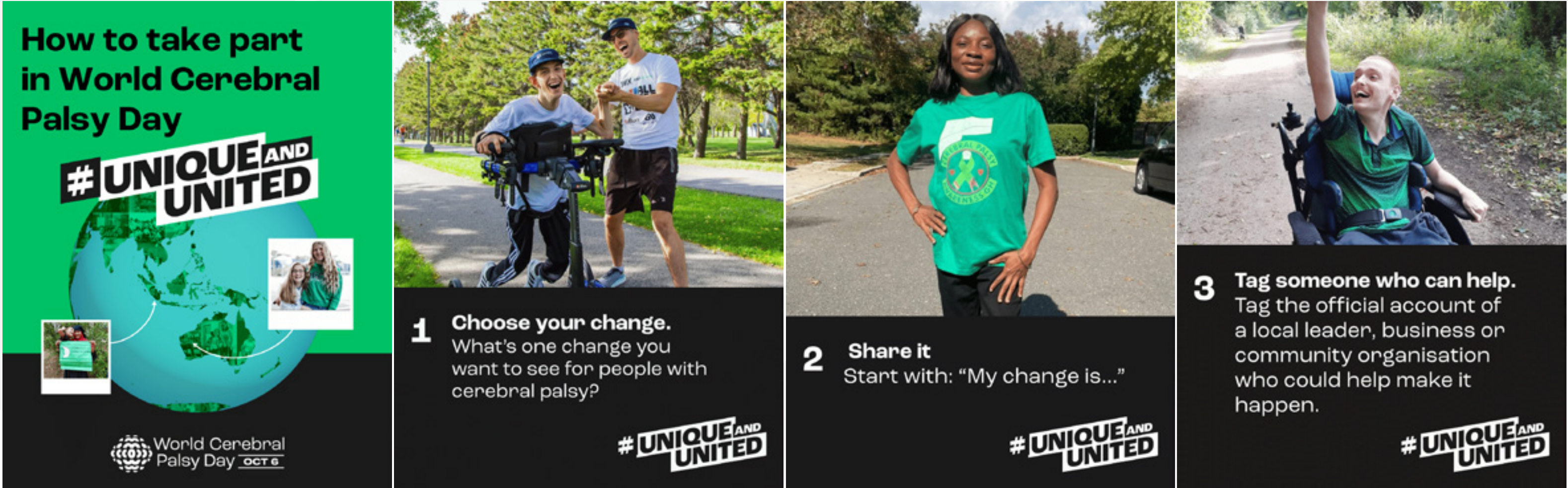
A world map in the shape of a globe, filled with a mosaic of photos of people with cerebral palsy. A circular banner wraps around the globe, repeating the words "50 MILLION. 50 MILLION. 50 MILLION."

Bold text reads: "There are 50 million people with cerebral palsy globally. That's 50 million reasons for change."

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DOWNLOAD TEMPLATE

Social Posts



CAROUSEL POST COPY

Taking part in World Cerebral Palsy Day can start with one change you want to see.

It could be something in your workplace, university, community, health care or everyday life. Whatever matters to you, make it your own.

Then share your change and tag a local leader, business or community organisation who could help make it happen.

What's your change for cerebral palsy?

@worldcpday #UniqueANDUnited
#WorldCPDay

ACCESSIBILITY COPY

Image 1 A graphic carousel explaining how to take part in World Cerebral Palsy Day, featuring photos of people from the cerebral palsy community in green campaign branding.

Image Two: people outdoors, including a wheelchair user. Choose your change: what's one change you want to see for people with cerebral palsy?

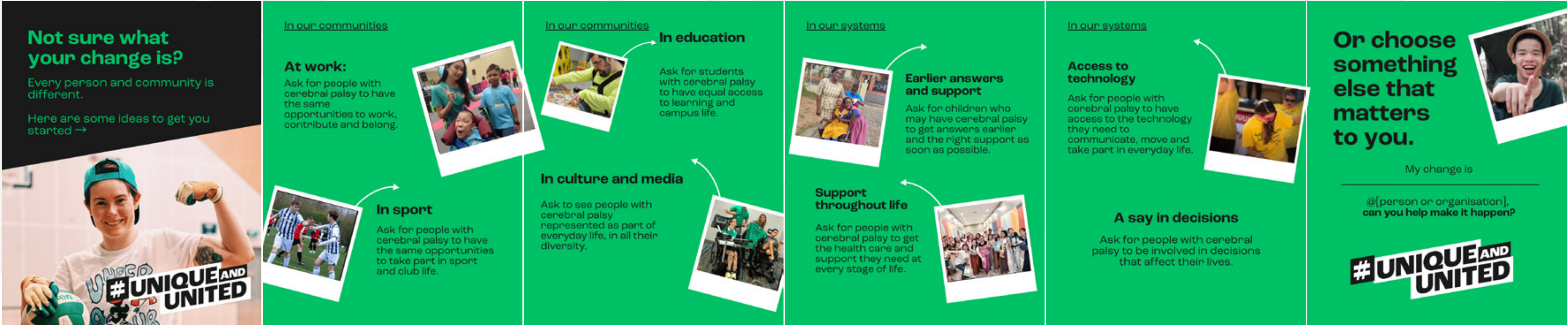
Image Three: A woman wearing a green World Cerebral Palsy Day shirt. Share it: start with "My change is..."

Image four: A wheelchair user outdoors raising one arm. Tag a local leader, business or community organisation who could help make it happen.

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Social Posts



CAROUSEL POST COPY

Your change can be big or small, local or global. What matters is that it's something you want to see change for people with cerebral palsy.

It might be about work, education or sport, or something bigger like access to support, technology or having a say in decisions.

Choose what matters to you and make it your own.

My change is _____.
@[person or organisation], can you help make it happen?

@worldcpday
#UniqueANDUnited #WorldCPDay

ACCESSIBILITY COPY

A carousel sharing ideas for changes people could ask for, including greater inclusion at work, in sport, education and media, as well as earlier support, lifelong support, access to technology and involvement in decisions. The final frame invites people to share their own change and tag a person or organisation who can help make it happen.
#UniqueANDUnited

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Social Posts



CAROUSEL POST COPY

You know the change you want to see for people with cerebral palsy. Now, think about who could help make it happen.

Who you tag will depend on your change. It could be someone in government, education, business, health, sport, media or your local community.

Choose a local leader, business or community organisation with the ability or influence to help, tag their official public account and ask them to be part of the change.

@worldcpday #UniqueANDUnited
#WorldCPDay

ACCESSIBILITY COPY

A black and turquoise graphic carousel helping people choose who to tag when sharing their change for World Cerebral Palsy Day, using globe graphics, icons and an example post.

Image One: “You’ve chosen your change. Who can you ask to help?”

Image Two: Ideas include a local elected representative or government leader, education provider, business or employer, or health or rehabilitation service.

Image Three: Other options include a community or sporting organisation, brand or media organisation, or another influential person or organisation in your community.

Image four: Example: “My change is more inclusive local sports programs for people with cerebral palsy. @[local council or sporting organisation], can you help make it happen?”

image five: “Are you ready to share your change?”
@worldcpday #UniqueANDUnited

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Photo frames



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LOCKUP, LOGO & GLOBE

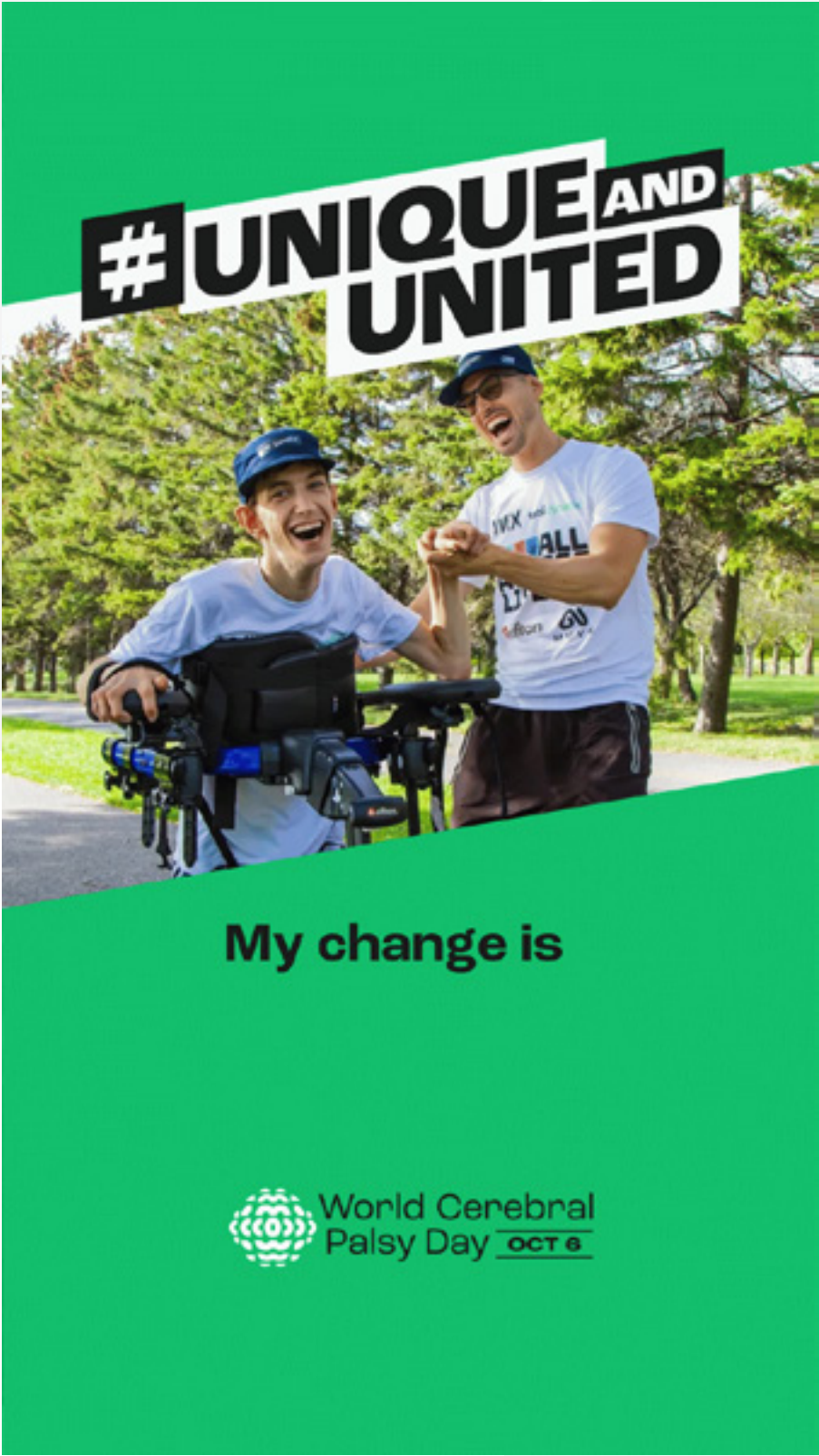
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Please note, photo is a placeholder.
This is a frame that can be overlaid
on top of images and videos.

Photo frames

Please note, photo is a placeholder.
This is a frame that can be overlaid
on top of images and videos.



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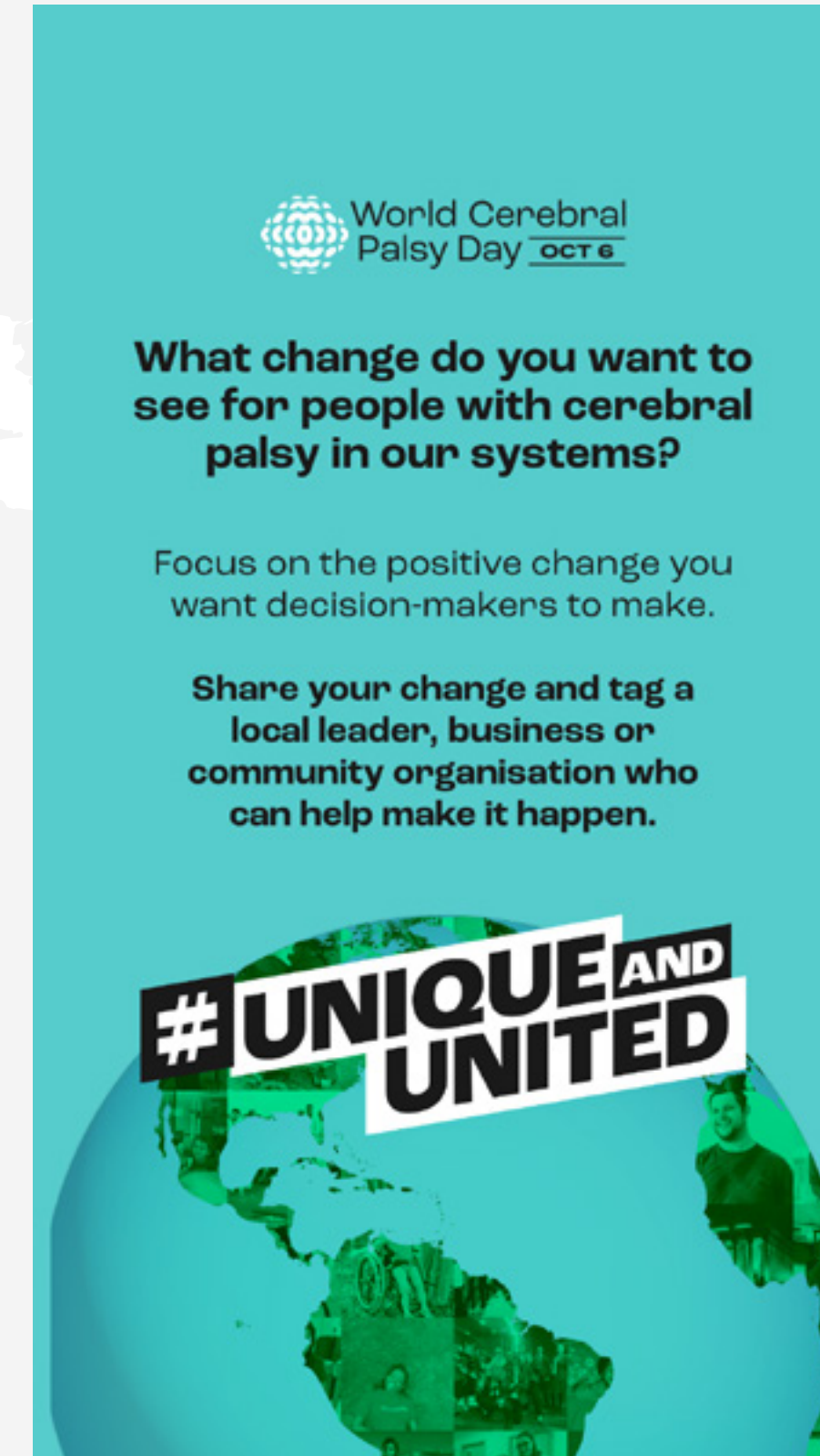
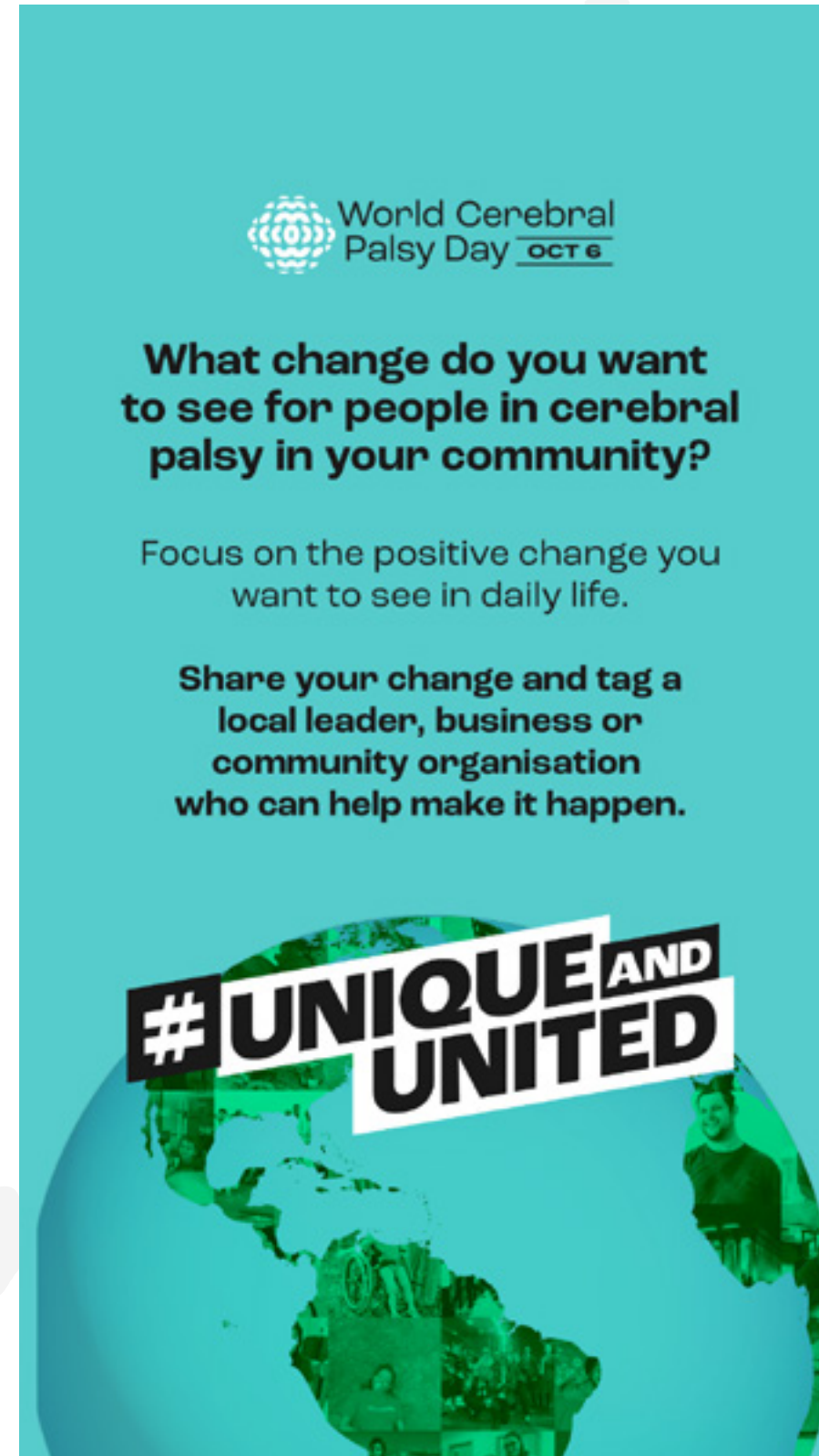


LOGO, LOCKUP & IMAGE

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Instagram Stories



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DOWNLOAD TEMPLATE

Instagram Stories



LOGO, COPY, LOCKUP AND GLOBE

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Stickers

WCPD LOGO

DOWNLOAD PNGS



Stickers

#UNIQUE AND UNITED



DOWNLOAD PNGS

Pre-Written Email/ Letter Templates



Subject: My change for cerebral palsy this World CP Day

Dear [Name],

This **World Cerebral Palsy Day** I'm asking for your help to make a positive change for people with cerebral palsy in our community.

The change I want to see is [insert change].

[Add 1–2 sentences about why this change matters to you or your community.]

I'm asking [you / organisation] to help make this happen by [insert specific action, if known].

There are 50 million people with cerebral palsy around the world, each with their own experiences and priorities. This World Cerebral Palsy Day, we're speaking up about the changes that matter to us and asking the people who can help to be part of making them happen.

Will you help?

Sincerely, [Your Name / Organisation]

#UniqueANDUnited

[NEED INSPIRATION? CLICK HERE FOR EXAMPLES OF CHANGE YOU COULD ASK FOR.](#)

Key facts and stats about CP



What is CP?

- Cerebral palsy is the most common lifelong physical disability globally.
*SOURCE: PETERSON 2024
- Cerebral palsy is caused by damage to the brain during pregnancy, around the time of birth, or in the first two years of life.
- Cerebral palsy primarily affects movement, posture and coordination. However, it can also be linked to secondary conditions such as epilepsy, various behavioural disorders, and intellectual disabilities. People with cerebral palsy may also have difficulties with communication, eating, vision, and hearing. *SOURCE: ROSENBAUM, 2007
- Cerebral palsy affects everyone differently and requires tailored and ongoing health and rehabilitation support.

Key facts and stats about CP



What's the global state of CP?

- **Prevalence:** There are an estimated 50 million* people with cerebral palsy globally, and an estimated 350 million parents, caregivers and family members directly affected.
*SOURCE: CIEZA 2021
- **Prevalence:** As child mortality declines in low- and middle-income countries (LMICs), the number of children living with disabilities, including cerebral palsy, is rising, creating increasing pressure on health, education, and social support systems. *SOURCE: SUMON 2024
- **Access to services:** In many low-income countries, over 80% of children with cerebral palsy receive no rehabilitation or intervention at all, a global failure denying millions the chance to move, learn, or thrive. *SOURCE: AL IMAM 2021, JAHAN 2021
- **Education exclusion:** In many low-income countries, more than two-thirds of children with cerebral palsy receive no formal education at all, mainstream or otherwise.
*SOURCE: JAHAN 2021

Key facts and stats about CP



What's the global state of CP?

- **Gender Equity & Maternal Health**

- Caring for a child with a disability takes a toll on families, especially mothers, leading to poorer health, lower income, and reduced workforce participation.

*SOURCE: [TONMUKAYAKUL 2018](#)

- Mothers: Improving maternal health and perinatal care can prevent some cases of cerebral palsy, yet millions of women still lack access to essential services.

*SOURCE: [BADAWI ET AL., 2020](#)

- **Delay in intervention:** When children with CP in low-resource settings do access rehabilitation, it often begins far later than recommended, undermining outcomes and quality of life.
- **Missed opportunities:** Globally, children with CP face inequitable access to the most basic services – rehabilitation, education, and inclusion despite clear evidence that these improve outcomes.
- **Mortality:** While global mortality for children under-5 has dropped below 4%, children with severe cerebral palsy face up to five times higher risk, often dying from preventable causes like malnutrition and infection. *SOURCE: [UNICEF 2023](#); [BLAIR ET AL., 2019](#); [GLM-CPR](#)



World Cerebral Palsy Day



OCT 6

Contact us for support
contact@worldcpday.org

Social
@worldcpday

