



SPINA BIFIDA AWARENESS MONTH TOOLKIT

Spina Bifida Awareness Month Overview

Thank you for participating in our 2016 Spina Bifida Awareness Month!

We are happy to be building on our 2015 Awareness Month theme in 2016 and continuing to go #BeyondAllLimits for the Spina Bifida Community! Beyond All Limits embodies the spirit of boundless opportunity for all that are part of the Spina Bifida Community. The goal of this year's campaign is to increase the awareness of the Spina Bifida Community to the general population including our needs, support opportunities (community events and legislative advocacy efforts), advancements in research, and overall health care education.



Beyond All Limits

As you may remember, last year during Spina Bifida (SB) Awareness Month we asked community members to tell us how they go #BeyondAllLimits. We received thousands of organic stories from the SB Community across a variety of digital platforms last October as a result of this campaign. This October we are asking the SB Community to "Go Beyond All Limits in Teal" for Spina Bifida Awareness Month in an effort to capitalize on the color teal and increase visual recognition of the SB Community and SBA brand. This ask will be included in all our written and visual content. We want the world to "Go #BeyondAllLimits in TEAL" by wearing teal on World Spina Bifida Day, October 25, 2016! AND, to help keep the momentum going we want our audiences to "Go Beyond the Teal and Donate" to ensure the continued advancement of Spina Bifida health care research, prevention (folic acid education, community support efforts, and legislative advocacy efforts) across the country.

There are many ways you can become an active participant in Awareness Month this year and help spread the word to educate others on Spina Bifida! You can use this toolkit as a resource to stay active and engaged throughout all of October. We will implement a user generated content campaign to create an interactive and engaging experience for the Spina Bifida community, network, and extended participants. The primary platform will be social media and include web, community and individual collaborations, along with Walk-N-Roll involvement. Join us the first of October as we kick-start Awareness Month with our Social Media campaign, #TealForSB and #BeyondAllLimits in TEAL, where we will wash our social media channels and all our content in teal to start raising awareness for Spina Bifida! We want to thank you for your year round support and in return it is our hope that this toolkit will be a resourceful guide to have a successful Awareness Month!

What this Toolkit includes:

- Ways to make a difference
- How to incorporate SB Awareness Month into your local Walk-N-Roll
- Social Media tips and resources

Important Dates in October:

- **October 24:** Deadline for Chapter video contest
- **October 25:** World Spina Bifida Day
- **October 25:** Last chance for Dreamers Coffee gift baskets

How you can make a difference this October

Raise awareness via social media

- Utilize our Social Media channels, advice, and resources! Learn more about social media in the sections below.

Coordinate an education event

- Are you active in your school district, library, or YMCA? Take advantage of your connections and have your school or school district wear teal on World Spina Bifida Day (October 25th). YMCAs and Libraries also have options for raising awareness about a specific cause! Get in touch with your YMCA coordinator about hosting an educational event for your community or reach out to your library about taking over a display case! Most libraries have an area they use for awareness activities, whether it is a special table, a bookshelf or a display case. Offer copies of PDF's, free educational materials, pictures, posters, and other relevant materials, so that library visitors can learn more about Spina Bifida. Use the display to inform visitors of any nearby Spina-Bifida related events or groups!

Coordinate a fundraising event

- There are many ways to be a fundraiser during Awareness Month! In recent years, fundraisers from our community have hosted pizza parties, sold arts & crafts, held sporting tournaments, held campus events (car wash, bake sale), and much more! For starters and good ideas, check out the SBA program [100 ways to make a difference](#) & find fundraising ideas!

Encourage local community to Ask a public official for a proclamation

- Ask for public recognition of Spina Bifida Awareness Month through a proclamation. This is a government document that officially recognizes October as Spina Bifida Awareness Month in your community. Send one request using a formal letter, including signatures of your collaborators. Choose one person to sign it. Make it easy for your official by enclosing a copy of the proclamation. If you are also requesting that the public official publicly sign the proclamation at an event, include this request, as well as any potential dates, times, locations and the names of any other invited public sponsors, a general description of the audience and the role you would like the person to play. Similar to media work, plan to make frequent follow-up calls.

Write to the local news stations or newspapers

- It is possible that your local news outlets would be willing to advertise or promote a community request on behalf of Spina Bifida Awareness Month! Try contacting your local newspapers, radio stations and TV stations, which you can find by searching the Internet or by calling their general numbers. Consider which reporters or media stations would be most receptive to a community story. For local papers, it is most typically the community news reporters but for larger outlets, look for a relevant trend whether it is health, science, or community news.

How to incorporate Spina Bifida Awareness Month into your local Walk-N-Roll for Spina Bifida

It's fall which means it's Walk-N-Roll season for most Chapters! Your local Walk-N-Roll can be the perfect opportunity to raise more awareness for Spina Bifida and Spina Bifida Awareness Month.

Here are some ways you can incorporate AM into your Walk:

- Printing Flyers using the Awareness Month graphics from SBA
- Sharing social media channels & campaigns.
- Hosting your own Awareness Month contest for your Chapter and walk.



Social Media Engagement During Awareness Month

Social Media can have a valuable role in spreading awareness of Spina Bifida to a broader, more diverse audience. As a catalyst for interactive communication, connection, and public engagement, digital media has the power to reach an extended community of users.

Here are some ways you can utilize social media during SB Awareness Month:

Follow SBA and share SBA content

- SBA will be sharing and generating content on a daily basis throughout October. Factoids, #BeyondAllLimits and #TealForSB graphics, and community stories will be a few of the many types of content shared on SBA social media channels.

Use the SBA Twibbon & Cover Photo

- Cover your Facebook profile picture with the SBA Twibbon and change your cover Photo to the SBA Awareness Month cover photo to make sure that users and visitors to your chapter or personal Facebook page know you're supporting Spina Bifida Awareness Month! The Spina Bifida Awareness Month Twibbon will be available September 30th, 2016.

Participate and encourage in the SBA daily contest giveaways

- SBA will be having daily giveaways for active and engaged users during SB awareness month! Encourage users to be active on our social media channels using the hashtags and sharing content for a chance to win a Beyond All Limits tote bag with all the resources that were given in the tote bags at SBA National Conference!

Participate in the Chapter Video contest

- SBA is giving the opportunity for Corporate & Affiliated Chapters to participate in a Video contest! We will be collecting and sharing videos all month but if you're apart of a local chapter connect with them to see if they are participating in the contest and how you can get involved! Show us how your Chapter goes #BeyondAllLimits and sports #TealForSB!

Conclusion

Thank you so much for taking the time to read this Toolkit and supporting our Awareness Month efforts! Please be sure to like and follow our social media accounts to support us during Spina Bifida Awareness Month! We look forward to partnering together this October to go Beyond All Limits in raising awareness for Spina Bifida!