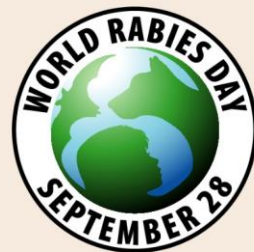




# Event Planning Manual



# ACT NOW: YOU, ME COMMUNITY



## World Rabies Day 2025: Make the most of your event

Thank you for being willing to organize a World Rabies Day event! You are now taking part in a global movement focused on creating awareness and educating communities to help eliminate rabies. It is with your help that World Rabies Day continues to grow its reputation as a global phenomenon!

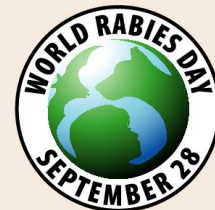
In this manual you will find the following:

- Ideas for World Rabies Day events.
- Guidelines on how to plan your World Rabies Day event.
- Guidelines for communicating with different audiences to promote World Rabies Day and your specific event.
- Communication templates that you can adapt to suit your event's needs.

This manual was created to help you plan and communicate your World Rabies Day event to different audiences. We always want to hear from our supporters and if you have any feedback regarding this manual, please send an e-mail to [support@rabiesalliance.org](mailto:support@rabiesalliance.org) with any comments or suggestions.



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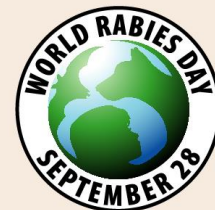


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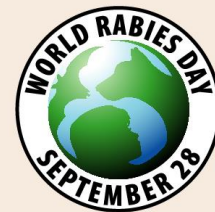


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# ACT NOW: YOU, ME COMMUNITY



## WORLD RABIES DAY: YOUR QUESTIONS ANSWERED

### What is World Rabies Day?

World Rabies Day is the first and only global campaign for rabies with the purpose of

- creating awareness around all aspects of the disease,
- advocating for programs that will eliminate the disease, and
- educating people on how to prevent dog bites and safely interact with all dogs.

World Rabies Day also builds a social and political environment that supports policy change, driving governments and stakeholders to prioritize rabies and attract resources for prevention and elimination programs. Whether you are a veterinarian, a medical professional, a teacher, a dog-lover, or someone who cares about your community, World Rabies Day is your opportunity to join a global community actively working towards rabies elimination. World Rabies Day has developed into a global phenomenon, supported by all international health organizations and major stakeholders including the WHO, WOAH, FAO and US CDC.

### WORLD RABIES DAY AT A GLANCE:

PEOPLE REACHED WITH  
RABIES PREVENTION AND  
ELIMINATION MESSAGES:  
**150 MILLION.**

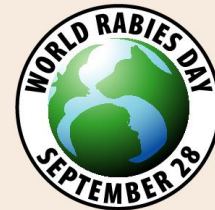
NUMBER OF EVENTS  
REGISTERED IN 2024:  
**412 EVENTS.**

NUMBER OF PARTICIPATING  
COUNTRIES:  
**67**





# ACT NOW: YOU, ME COMMUNITY



## When is World Rabies Day?

28 September. We chose this day because it is the anniversary of the death of Louis Pasteur, who developed the first rabies vaccine and laid the foundations for rabies prevention as we know it today.

## What is a World Rabies Day event?

A World Rabies Day event is any event or activity held on or near September 28 that promotes awareness about:

- rabies prevention, and/or
- how to reduce rabies transmission (like events focusing on how to safely vaccinate dogs)

## Why should you register your event?

World Rabies Day events play a critical role in supporting rabies prevention and elimination efforts. Your event will help us to encourage people to join our global community and help create awareness around rabies, how the disease spreads, and also help to create understanding around what people can do to prevent the disease. World Rabies Day is an opportunity to

- celebrate our successes so far,
- build support for existing challenges, and
- increase awareness of rabies prevention in at-risk communities.

By registering your World Rabies Day event, you publicly voice your support towards raising awareness about rabies and join the global community actively working towards and eliminating rabies. We have a dedicated World Rabies Day platform on the GARC website that reaches hundreds of thousands of people. [Click here](#) to view the platform now!

Through this dedicated platform, your event will be promoted, helping to create further awareness of your efforts. As a thank you for your support, we will also issue you with a certificate of recognition when you register your event!

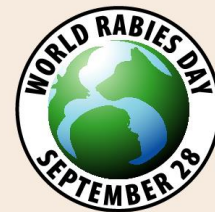
## What do you need to do to register your event?

Go to <https://rabiesalliance.org/world-rabies-day/register> to create an account and register your event. Your event will go live once it has been checked, usually within 24 hours.

You can also find registered events in your area here: <https://rabiesalliance.org/world-rabies-day/events>.



# ACT NOW: YOU, ME COMMUNITY



## World Rabies Day 2025: Theme

### ACT NOW: You, Me, Community

For 2025, the World Rabies Day theme is **Act Now: You, Me, Community**. This year, we are calling on you, me, and our communities to take responsibility, work together, and drive real change. For the first time in its 19-year history, WRD's theme does not include the word "rabies", showing how well-established this movement has become. Whether you are an individual, part of an organization, or a decision-maker, the time to act is today.

- **You – Take action in your personal life:** vaccinate your dog, educate yourself about how to prevent rabies and Pre- and Post-Exposure Prophylaxis, or advocate for better policies.
- **Me – Lead by example:** inspire others, train professionals, or support rabies elimination efforts in your community.
- **Community – Work together:** organize vaccination campaigns, educate learners and their families, and push for stronger rabies elimination programs.

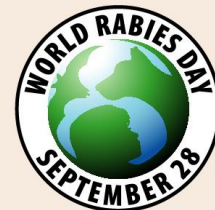
Our call to Act Now is the difference between life and death. As a Neglected Tropical Disease (NTD), rabies disproportionately affects underserved communities, mainly in Africa and Asia. Every nine minutes, rabies claims another victim, but death is 100% preventable. When we work together, eliminating this disease for good relies on all of us acting now!







# ACT NOW: YOU, ME COMMUNITY



## IDEAS FOR WORLD RABIES DAY EVENTS

Any event that promotes rabies awareness and/or works towards rabies prevention and rabies elimination qualifies as a World Rabies Day event. It can be difficult to get started and we want to help! Below you will find several questions to ask yourself before you start. You can also get inspired by the community: [CLICK HERE](#) to see what types of events have already been registered.

### Getting started

Two questions to help guide your World Rabies Day event:

- 1. What would help prevent rabies in your community?**
- 2. Who can you get to help you?**

Generally, most rabies events focus on dog vaccinations or raising public awareness. However, ask yourself:

- What does my community need?
- What are the challenges we face?
- How does rabies affect my community?
- How can my event help my community?

Whatever event you decide to host, it is important to educate your community on rabies and all the aspects of the disease to ensure long-term rabies elimination. Consider the people in your community and think next about who you can ask to help you organize your event.

### People in your community

Contact your local government, veterinarians, doctors, health workers, schools, colleges, and animal welfare organizations to see if they would like to get involved. By working with people that already know your community, you will benefit from their experience and know that your event will make an impact in your community.

### Local businesses

Ask your local businesses to get involved by providing financial or practical support. You can ask them if they would be willing to help pay for vaccines for dogs. Maybe a printing business would be willing to print leaflets and posters for the event. Or maybe they would be willing to help by supplying refreshments to volunteers at the event.

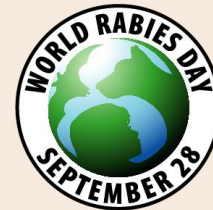
### The media

Contact your local newspapers, radio and TV stations. They are often willing to cover World Rabies Day events, and will give your event exposure within your community. The last section in this manual ([click here](#)) focuses on Event Communications where we discuss involving the media in more detail.





# ACT NOW: YOU, ME COMMUNITY



## Rabies prevention and elimination awareness

### Question and answer session:

Invite an expert (or [click here](#) for GARC's rabies FAQs to help) and get a group of people together. Discuss the group's collective experiences and encourage people to participate by asking their own questions or sharing their own experience. This type of event can also work for radio or a podcast!

*Digital option: Host the event on Twitter or Facebook with an expert or a social media influencer.*

### Host a dog show:

Make the focus of the show responsible pet ownership and encourage owners to regularly vaccinate their dogs against rabies.

*Digital option: Make it an online pet show via Zoom or any other social media platform. Your pet just might become the next TikTok sensation or Instagram influencer!*

### World Rabies Day mural:

Ask local artists to paint murals on a wall. Include this year's key messages for rabies prevention. **Important:** You might need to get permission from the authorities or homeowners!

*Digital option: Ask local artists to create digital art to be posted on a digital wall. You can also ask your social media network to also share their rabies stories and tag your digital wall.*

### Information stands and leaflets:

If there are community events in the next couple of months, try to get a World Rabies Day information stand set up. You can also create small teams of people to walk around and raise awareness about rabies at the events. GARC has several resources available – [click here](#). You can also set up an information stand for World Rabies Day in a local store or at a community center. Also think about handing out leaflets at airports and transportation terminals for travelers. Find out if you will be able to leave posters and leaflets in waiting areas as well.

*Digital option: Share posters, videos, or other informational materials about rabies on your social media.*

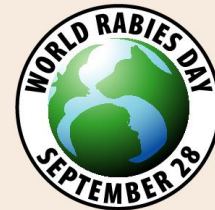
### Art competition:

Encourage people to draw, paint or photograph dogs, people or communities according to this year's theme! To raise funds for a prize, you can ask for an entrance fee per art piece. For inspiration, [click here](#).

*Digital option: Host the competition on Pinterest or Instagram. Invite people to post drawings, paintings or photographs of dogs, people, or communities with specific World Rabies Day hashtags. Or you can work a little more outside the box and have categories for comic strips, memes and GIFs!*



# ACT NOW: YOU, ME COMMUNITY



## Ring the bells:

Ask your local **church or town hall** to ring the bells on World Rabies Day to remember victims and raise awareness about the disease.

## Involve schools:

- **Education sessions:** Focus on teaching children about dog bite prevention, rabies and responsible pet care. GARC has free resources that you can use for this, [click here](#).
- **Creative writing competition:** Encourage young people to share their stories about pets and the importance of protecting these beloved pets from rabies. Think about asking for an entrance fee that can help fund a prize.
- **Show a video:** You can either just show the video, or you can facilitate a discussion afterwards. You can also share the video on different social media platforms.

## Sport events and rallies:

- **Dog walk or fun run:** Get people in your community involved encouraging them to also bring their dogs with them for the run.
- **National sports event:** Give a short speech about rabies and hand out leaflets.
- **Local sports tournament:** Ask your local sports clubs to dedicate a tournament specifically to World Rabies Day.
- **March or motorcycle rally:** Send out a public call to ask people to join and make your way through your town or down your street! **Important:** Remember to get permission from your local authorities. You can also get local performers involved. Think about musicians, puppeteers, or dancers.

## Direct Mail campaigns:

- Provide information on responsible pet ownership, rabies prevention and rabies elimination.
- Direct people to your website or social media page with informational videos or virtual galleries.

## Ideas for dog vaccination activities

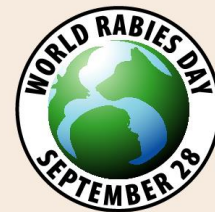
- Organize a **mass dog vaccination event** with your local veterinarians and animal welfare groups. You can do this along with registration of owned dogs by your local authorities. Hand out information about dog bite prevention and rabies elimination. GARC has several resources available for this, [click here](#).
- Take a team to **vaccinate dogs in remote areas** that do not have easy access to vaccines.
- Ask local veterinary clinics to hold **free or subsidized vaccination days** and help them to organize these events. Think about companies that you can ask to donate or subsidize vaccines.

## Resources

- GARC is here to help with advice, practical support, and online resources. If you register your event on the GARC World Rabies Day webpage, we can help you to promote your event on social media platforms.  
**Important:** GARC cannot help to fund individual World Rabies Day events.
- We have lots of advice to help you plan and promote your event, at <https://rabiesalliance.org/world-rabies-day/event-resources>



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- World Rabies Day logos to use on your materials are available in multiple languages and formats <https://rabiesalliance.org/world-rabies-day/event-resources/logos>
- There are lots of free resources available on <https://rabiesalliance.org> for you to download and use at your event. Resources include posters, factsheets, videos and lesson plans for different age groups. Many of these resources are in various languages. Use the Search Resources function to narrow results by language, resource type, or to search for a keyword.

## ACT NOW! It is all up to you!

These event ideas are just a few possibilities. Even if your idea is not listed here, as long as it is aimed towards rabies prevention, we would love your event to be part of World Rabies Day. Coming up with a good idea is only the first step! Now it is time to start planning your event! Please remember to **register your event** here:

<https://rabiesalliance.org/world-rabies-day/register>

By registering your event, you make sure that your it will have the impact that your hard work deserves! Be part of the World Rabies Day community and work with us to eliminate rabies for everyone.

## PLANNING YOUR EVENT

Once you have decided what you are going to do for World Rabies Day, it is time to start planning your event. In this section, we will provide you with guidelines on the specifics that you need to think about. We also provide you with checklists to help you with the administration of your event.

### Event details: Important questions to ask

#### Who are you working with?

Are you organizing the event on your own, as an organization, or as part of a partnership? Try to set expectations around responsibilities early so everyone knows what is expected of them. Recruit volunteers to help you if you need them.

#### Where will you hold your event?

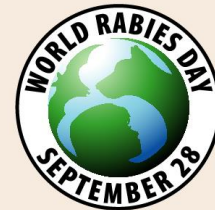
Do you need any permission to hold your event in your chosen location? Are there any particular aspects that you need to consider such as the weather elements, lighting, seating and so on?

#### When will you hold your event?

World Rabies Day, September 28, is a good day to hold events because it coincides with so many others and creates media interest. However, you can host your event any time in the lead-up to 28 September. Select the date and time of your event depending on what it is, what is practical, and what best suits the people you want to invite



# ACT NOW: YOU, ME COMMUNITY



to attend your event. Remember to consider the needs of your community when planning the date and time. Some communities may not be able to participate if the event is held on a weekday as they may be at work. Keep this in mind when planning your event.

## What is your budget?

If resources are very limited, remember there are lots of things that you can do that cost little or no money. Some events, like a lesson to school children or an awareness rally, can be held for very little money. If you are planning a bigger event with a large budget, you may need to consider a back-up plan in case of funding challenges.

Remember to give local businesses the opportunity to support your event through sponsorship. In-kind gifts like printing and refreshments for volunteers can also be very helpful. If you need posters but printing is a problem, try asking a local school to get the children to make posters for you or a local business to sponsor them. This expands the impact of your event too.

## Checklist

### Event details: Important question to ask

Inform any authorities and get permission, if needed

- ☐ Choose a location or venue
- ☐ Make an event plan
- ☐ Recruit volunteers
- ☐ Offer businesses the opportunity to support your event with sponsorships
- ☐ What do you need from them? What benefits will they get from sponsoring your event?
- ☐ Invite guests/speakers/celebrities/performers

Now that you have all the details of your event, you can get started. Next, you will find a description and checklist of all the actions you need to think about before, during, and after the event.

## Before the event

### Register your event and keep track of your planning progress

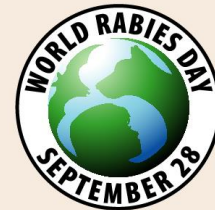
To get started, register your event on the World Rabies Day page of the GARC website, or simply access the link: [click here](#). Next, set up a detailed timeline that outlines everything you need to prepare for your event, both in the lead-up and on the day itself, to ensure everything runs smoothly. Hold regular planning meetings with everyone involved, making sure to save all the contact numbers for volunteers and share your own number with them as well. It is also important to contact local authorities well in advance to request any permissions that you might need to host your event. While you are in contact with them, also consider inviting them to take part in your event.

## Checklist





# ACT NOW: YOU, ME COMMUNITY



## Before your event: Event registration and keeping track

- ☐ Register your event
- ☐ Set up a timeline for actions
- ☐ Schedule regular meetings
- ☐ Contact your local authorities for the necessary permissions

## Advertising

Be sure to announce the time, date, and location of your event at least a month in advance to give your audience enough time to plan. Create posters and leaflets to spread the word, if you do not have a printing budget, consider partnering with a local school and ask learners to design posters for your event. As the date approaches, remind people by promoting your event on social media. Encourage your network to share your posts to reach a wider audience.

Reach out to your local media outlets, especially radio stations, as they often promote community events free of charge. Some may even be interested in interviewing you. For more guidance, refer to our Event Communications section. You will also find standard press releases you can adapt in [Appendix 1](#).

Take full advantage of social media to boost your event's visibility. We will support your efforts where we can.

Please connect with us on our official social media platforms:

- [Facebook.com/GlobalAllianceforRabiesControl](https://Facebook.com/GlobalAllianceforRabiesControl)
- [Twitter.com/RabiesAlliance](https://Twitter.com/RabiesAlliance)
- [Instagram.com/rabiesalliance](https://Instagram.com/rabiesalliance)
- Youtube: Global Alliance for Rabies Control: [Click here](#).

Be sure to use the hashtags #WorldRabiesDay and #EndRabiesNow in all your posts. You can also showcase your participation by adding your event to the GARC World Events Map, highlighting how your efforts are part of a truly global movement. [Click here](#).

## Checklist

### Before your event: Advertising

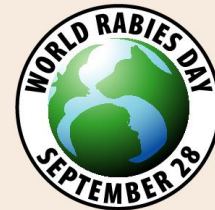
- ☐ Organize posters and leaflets
- ☐ Contact the media
- ☐ Share information on social media #WorldRabiesDay, #EndRabiesNow, @rabiesalliance
- ☐ Remind people regularly of the date and time of your event

## Risk and waste management

Every event, no matter how small, carries some risk. You need to consider public liability insurance, especially if the event is open to the public or held in a public space. If you will have volunteers helping at the event, you might also need volunteer insurance to protect them as well as you as the event organizer. A comprehensive risk assessment involves identifying potential hazards (adverse weather conditions, injuries, equipment failure, or



# ACT NOW: YOU, ME COMMUNITY



overcrowding) and detailing the steps of how you will manage these potential hazards. Also plan for if something goes wrong at your event.

Think about:

- evacuation procedures,
- emergency contact protocols, and
- contingency plans for delays or cancellations.

Appoint designated first aiders who are trained to respond quickly and appropriately to medical emergencies and have first aid kits clearly marked and available.

Plan a comprehensive post-event clean-up to ensure that people would be willing to host you again in future. Assign responsibilities to volunteers, hired cleaners, or even both, and ensure that there are enough waste disposal bins and recycling stations throughout the venue. Events involving food preparation or medical procedures may also need sterile services to handle hazardous or bio-waste. Contact local waste management services to ensure that you comply with regulations and to avoid penalties. Start cleaning up as soon as your event finishes to minimize environmental impact and maintain good relationships with the venue owners and your community.

## Checklist

### Before your event: Risk and waste management

- ☐ Do you need insurance - public liability, volunteers?
- ☐ Risk assessment – what could go wrong and what is your plan if it does?
- ☐ Appoint first aiders
- ☐ How will you clean up after the event: Post-event clean-up arrangements
- ☐ Do you need any sterile services?

## Refreshments

Refreshments are a welcome addition to most events, but they require careful planning. Start by identifying who the refreshments are intended for: participants, guests, volunteers, or all attendees. Next, decide what types of refreshments you will offer. Will it be snacks and bottled water, a full catered meal, or just tea and coffee? Consider dietary requirements, cultural preferences, and the timing of the event when making your choices. Then, determine who will supply the refreshments. This could be a local caterer, a supermarket donation, or a self-catering setup managed by volunteers. Regardless of what you decide, ensure that you meet food hygiene standards and that your suppliers have the necessary certifications or approvals.

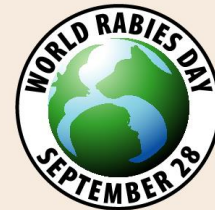
## Checklist

### Before your event: Risk and waste management

- ☐ Who will you provide refreshments for?
- ☐ What refreshments will you offer?
- ☐ Who is going to supply them?



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## Final arrangements on the day before your event

The day before the event is your final opportunity to confirm that everything is in place and to ensure that all participants know the details of your event. Contact your volunteers and guests to confirm their attendance and clarify logistical details. Make sure they know exactly where they need to be, what time they should arrive, and who they should report to on arrival. This is also a good time to answer any last-minute questions they might have and to remind them of any specific instructions, such as what to bring or wear. Clear, timely communication helps reduce confusion on the day of the event, builds confidence among your team, and sets the tone for a smooth, well-organized experience.

### Checklist

#### Before your event: Final arrangements

- ☐ Contact volunteers: Do they know where to be and what time you expect them?
- ☐ Send final reminder to guests: Include date, time and directions to your event
- ☐ What else do you need to have in place for your event?

## The day of your event

Everyone taking part in your event will need to know what to do and where they need to be. Make sure an organizer is there early to welcome volunteers. Assign an organizer or volunteer(s) to manage:

- other volunteers,
- performers, celebrities, and guests, and
- members of the public.

Make sure everyone knows who is responsible for what so, if they have a question or need something, they know whom to ask. Look after your guests and volunteers. Make sure they have access to refreshments and shade. Providing food will help prevent them from wandering off!

Take lots of pictures and share them on your event page on the World Rabies Day platform.

- If you are able to tweet live from the event, tag @rabiesalliance and use the hashtags #WorldRabiesDay and #EndRabiesNow and we will retweet as many tweets as possible.
- Take photos and share them with us via Facebook, Instagram, and X (formerly Twitter) or via your event's page on our website. Also tag us in all your posts.

Have a backup plan in case things go wrong. Make sure you know what to do if it rains, if volunteers or guests don't show up, or if somebody gets hurt. Clean up after your event. Nobody is going to thank you if you leave a mess. Remember to thank everyone who takes part. We hope they will thank you too but even if they do not, from our side: Thank you!

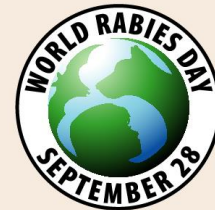
### Checklist

#### The day of your event

- ☐ Brief your team



# ACT NOW: YOU, ME COMMUNITY



- ☐ Organize a volunteer registration area
- ☐ Organize an area for guests
- ☐ Circulate contact list of staff and volunteers, and their responsibilities
- ☐ Thank people when they leave

## After your event

- Make a note of how things went and names and contact numbers of people who helped. This can help with planning future events. Follow up with the media to see if they will run your story. If they did not come to the event, offer to send them photos and/or submit a short write-up.
- Share photos of your event on our [Facebook page](#) (GlobalAllianceforRabiesControl) or on [X \(formerly Twitter\)](#) and [Instagram](#) (tag @rabiesalliance) and on your event platform of the World Rabies Day webpage.
- Send a report of your event to your government. Rabies affects both human and animal health so remember to send it to all relevant departments.
- A written note thanking businesses, organizations, dignitaries, and volunteers who took part is a memorable gesture. It is often worth making the extra effort because they may be able to help you in the future.
- After your event, take a moment to reflect on what went well and what you could improve on for next time. This will help make future events even more successful. Do not forget to share your experiences with GARC via our website or on our social media platforms. We would love to hear from you! You can also send us an e-mail at [support@rabiesalliance.org](mailto:support@rabiesalliance.org). Also keep up with us by signing up to our newsletter – [click here](#).

## Checklist

### After your event

- ☐ Clean up
- ☐ Thank you notes to volunteers, sponsors, and guests

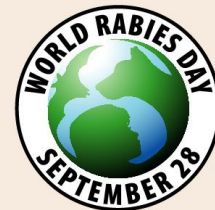
### De-brief

- ☐ What went well? What could you do better next time?
- ☐ Tell us! Share your experiences with GARC through our website, on Facebook, Twitter, and Instagram





# ACT NOW: YOU, ME COMMUNITY



## EVENT PLANNING CHECKLISTS

### Before your event

- ☐ Inform any authorities and get permission, if needed
- ☐ Choose a location or venue
- ☐ Make an event plan
- ☐ Recruit volunteers
- ☐ Offer businesses the opportunity to support your event with sponsorships
- ☐ What do you need from them? What benefits will they get from sponsoring your event?
- ☐ Invite guests/speakers/celebrities/performers

### Register your event

- ☐ Register your event on the World Rabies Day ([click here](#)) page of the GARC website

### Promote your event

- ☐ Organize printing of posters and leaflets
- ☐ Contact the media (see our Communications Toolkit)
- ☐ Share information on social media #WorldRabiesDay, #EndRabiesNow, @rabiesalliance
- ☐ Remind people regularly of the date and time of your event

### Risk Management

- ☐ Do you need insurance - public liability, volunteers?
- ☐ Risk assessment – what could go wrong and what is your plan if it does?
- ☐ Appoint first aiders

### Waste: How will you clean up after the event?

- ☐ Post-event clean-up arrangements
- ☐ Do you need any sterile services?

### Refreshments

- ☐ Who will you provide refreshments for?
- ☐ What refreshments will you offer?
- ☐ Who is going to supply them?

### The day before

- ☐ Contact volunteers and guests to check that they know where they need to be and when they need to arrive.

### On the day

- ☐ Team briefing
- ☐ Organize a volunteer registration area
- ☐ Organize an area for guests
- ☐ Circulate contact list of staff and volunteers, and their responsibilities
- ☐ Thank people when they leave



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## After the event

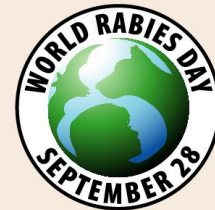
- ☐ Clean up
- ☐ Thank you notes to volunteers, sponsors, and guests

## De-brief

- ☐ What went well? What could you do better?
- ☐ Tell us! Share your experiences with GARC through our website, on Facebook, Twitter, and Instagram



# ACT NOW: YOU, ME COMMUNITY



## EVENT COMMUNICATIONS

This section focuses on how you communicate with the media. This includes newspapers, magazines, and news websites, as well as social media platforms. Contacting journalists may seem daunting at first, but they are always looking for new stories. Every year interesting World Rabies Day stories make the news, and your event could be one of these stories!

### Hooking the media: Getting the right answers

When you are preparing to contact the media, you need to answer the following questions:

#### What are you going to say?

We have included example press releases in this event planning manual. You can add details about your event to one of these templates or write use these as a guide to write your own release. Depending on who you are contacting, include:

- References to other World Rabies Day Events registered in your country/continent.
- Comments from relevant government departments: health, agriculture and/or animal health.
- National statistics or information about rabies. Also focus on the lack of information as a barrier to saving lives.

If you are organizing an event where you expect many people to attend or where diverse stakeholders will be collaborating (like a national conference), it may be worth holding a press conference. Here are some criteria to help you determine whether you need a press conference:

#### Newsworthy content:

Does your event include something *new*, *unique*, or *high impact*, like a major vaccination milestone, new rabies control initiative, or the launch of a national campaign?

#### High-profile participants:

Will government officials, celebrities, or respected experts be attending?

#### Broad media coverage:

Do you want to reach large audiences through TV, radio, or newspapers?

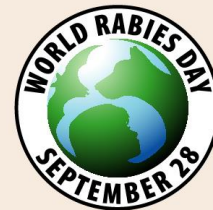
#### Public health angle:

Will your event involve a focus on urgent health issues, outbreaks, or community safety in terms of rabies?

If you do host a press conference, have clear messages, a designated spokesperson, and good visuals (like banners, dog vaccination demos, or community participation). This is a good way of highlighting your work around rabies



# ACT NOW: YOU, ME COMMUNITY



prevention and building awareness to drive rabies elimination. It can also help to build support to influence the government to take action to eliminate rabies. For help on how to organize a press conference, [click here](#).

Background information on rabies to use for media interaction: [Appendix 3](#).

## When are you going to contact the media?

Send your press release out at least **one week before your event**. If your event is taking place on World Rabies Day (September 28) then submit your release on or close to September 21. Follow up again with a telephone call a couple of days before your event.

## Who are you going to contact?

To find the best people to contact, make enquiries about who to contact during your planning stage. Look at publications like local or national newspapers, relevant magazines and websites, and TV and radio news channels. Take note of the journalists who have covered other public health issues, or stories about similar events to what you are planning.

## Why will the media be interested in your story?

Think about who you are contacting, who *their* audience is, and how you can tailor the story of your event to their needs. It may sound obvious but local outlets will be interested in local stories, national outlets will require details of national significance, publications aimed at young people will want a story that appeals to their audience. The [Key Messages](#) and [Appendix 3](#) will help you to add relevant details.

## How are you going to contact them?

Think about inviting local journalists to attend your event. They are more likely to come if you have dignitaries, celebrities, or performers coming too. The quickest and cheapest way to send a press release is via email. However, journalists often receive thousands of emails a day. Make your subject line as relevant and interesting as possible to ensure that you get their attention. Consider sending a traditional, hard copy letter as an alternative. This is different to the usual and might just interest journalists long enough to pick up your story.

It is critical for you to follow up with a telephone call later in the week to see if they have had a chance to read the press release and to ask if they need more information or would like to meet with you.

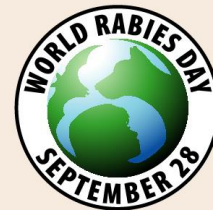
## Radio and TV

A popular event for World Rabies Day is a question-and-answer session in which people talk about their experiences of rabies and can also ask questions. It is also a great way of clearing up misconceptions about rabies.





# ACT NOW: YOU, ME COMMUNITY



Doing this as a phone-in on a local radio station multiplies the impact of the discussion. If you are thinking of doing this, contact your local radio station and be sure to emphasize the importance of public health and how rabies elimination is key to keeping communities safe.

Try to make sure you have at least one expert (if possible, more) to answer questions. If there are not many callers, have the following as a back-up plan:

- a script of things to say and stories to tell about rabies and rabies prevention,
- providing the radio show host with some pre-prepared questions to ask you, and
- arranging for volunteers to call in with pre-prepared questions.

Our Frequently Asked Questions and news feed contains useful information:

- Frequently asked questions: <https://rabiesalliance.org/resources/faqs>
- News feed: <https://rabiesalliance.org/news>

## Press conferences

### Press conference structure

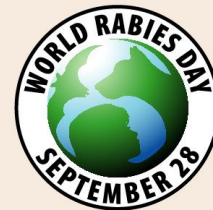
- Keep it short! Journalists are busy so try to get your message across as quickly as possible.
- If you have a celebrity, make their appearance the main part of the press conference.
- Make a **short** statement about the issue you want to highlight and then allow questions to a panel. The panel could include a celebrity, government officials who are responsible for the issue, and someone from your organization.
- Limit the speakers to two or three, speaking for a maximum of 5 minutes each.

### Planning for the press conference\*

- Provide enough notice for everyone to be able to participate.
- Advertise your press conference at least a week in advance.
- Send out a release to the media that includes:
  - Location
  - Date and time
  - Speakers (highlight the celebrity if you have one)
  - The main theme
  - Contact details
- Call the main media channels after you have sent this out, to encourage them to attend and try to get an idea of the numbers attending.
- It is worth checking the best time to hold a press conference in your area, but either 10-11am or 2:30-3pm seem to be the times when you get the most journalists to a press conference.



# ACT NOW: YOU, ME COMMUNITY



- Ensure that people can find the event location easily, that there is space for parking, and that there are banners or signs near the venue. Also, check the lighting and sound system, seating arrangements, make sure you have a backdrop, interview space, exhibition space (if you plan to have one) and power outlets for camera crews.
- Speeches for the media:
  - Keep speeches short – 5 minutes maximum. Make sure that you specify which parts you want the media to quote.
  - Distribute the key statement to journalists when you start the conference – this allows them to choose what they want and helps to avoid being misquoted.
  - If you do want to give a long speech, hand out a hard copy, but do not cover the whole thing at the conference.
  - Avoid too many speakers as this can complicate and confuse the messages.
- You should have a chairperson to introduce speakers, explain the process, answer questions if needed and keep to deadlines.
- Put out refreshments such as tea, coffee, and snacks. Designate one or more staff members to welcome people and take their names and contact details. Add these contact details to your media contacts database for future stories.
- Create a “Media pack”. Give each journalist a media pack at the beginning of the conference that contains all the necessary information:
  - Printouts of the main speeches.
  - Information about your organization and work, particularly the issue you are focusing on at the press conference.
  - Background information about rabies in your area.
  - Background information about World Rabies Day.
  - The press release. This should include all the best quotes. Also send it to journalists who did not attend the press conference.
  - Photos.
  - You can use information from this manual in your pack.
- Have one of your staff or volunteers take photographs. Also write a story about the press conference for your website or newsletter. You can also send out some of these photos and the story to journalists who did not attend the conference.

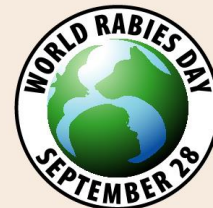
*\*Press Conference Checklist adapted from Amnesty International Campaigning Manual*

## Social media

Social media platforms help you to promote World Rabies Day activities to a wide audience. Please use **#WorldRabiesDay** for more exposure. This section will help guide you to use Facebook, X (formerly Twitter), and Instagram for the best possible results



# ACT NOW: YOU, ME COMMUNITY



## How to get results: Partner, promote, cross-promote

The interactive nature of social media provides an ideal opportunity to share your World Rabies Day messages with current, new, and emerging audiences. Follow these three steps for maximum exposure:

- **Partner:** Establish relationships with organizations involved in rabies prevention and overlapping issues. GARC may be able to assist in sharing your message. Use @RabiesAlliance for X (formerly Twitter) and Instagram) and @GlobalAllianceforRabiesControl on Facebook in all your messages to enable us to be aware of your event.
- **Promote:** Share your messages with these overlapping organizations and partners.
- **Cross-promote:** When your partners share messages with you, reshare where you feel comfortable doing so. Also engage your audience by responding to their posts.

The following table provides a snapshot of some strategic ways to use Facebook, X (formerly Twitter) and Instagram:

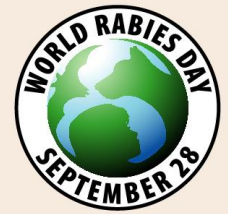
FACEBOOK	Like <a href="https://www.facebook.com/GlobalAllianceforRabiesControl">Facebook.com/GlobalAllianceforRabiesControl</a>
Partner	Find and like organizations with a similar interest in rabies: <ul style="list-style-type: none"><li>• Health departments</li><li>• Colleges of public health and veterinary medicine</li><li>• Human and animal healthcare organizations</li><li>• Animal welfare organizations</li></ul>
Promote	Send periodic messages about rabies to all friends: <ul style="list-style-type: none"><li>• Write a note to your wall to promote an upcoming event and encourage your friends to participate</li><li>• Post educational and/or awareness messages</li><li>• Update your status to include a countdown to your rabies event and/or World Rabies Day</li></ul>
Cross-promote	Respond to other people's posts about rabies-related information: <ul style="list-style-type: none"><li>• Use current friends to engage with new collaborators</li><li>• Highlight other World Rabies Day events and use them as an opportunity to promote your own.</li></ul>

X (formerly Twitter)	Follow <a href="https://twitter.com/RabiesAlliance">Twitter.com/RabiesAlliance</a>
Partner	Seek out and follow other organizations with an interest in rabies: <ul style="list-style-type: none"><li>• Health departments</li><li>• Colleges of public health and veterinary medicine</li><li>• Human and animal healthcare organizations</li><li>• Animal welfare organizations</li></ul>



# ACT NOW: YOU, ME COMMUNITY

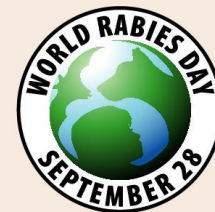


Promote	Send periodic tweets to promote upcoming events or initiatives. Use <b>#WorldRabiesDay</b> and <b>#EndRabiesNow</b> . Remember a tweet is a maximum of 280 characters but can include images and links to other webpages. Tweet event updates in real time, and also tweet about local or national rabies stories.
Cross-promote	<ul style="list-style-type: none"><li>• Retweet tweets from @rabiesalliance and any other rabies related tweets.</li><li>• Include @rabiesalliance in tweets that are relevant to rabies.</li><li>• Follow media outlets that have X pages. Watch for opportunities to contact them about your rabies events.</li></ul>
INSTAGRAM	Follow <a href="https://www.instagram.com/RabiesAlliance">Instagram.com/RabiesAlliance</a>
Partner	Follow relevant stakeholders and influencers with an interest in your field of work: <ul style="list-style-type: none"><li>• human health</li><li>• animal welfare</li><li>• dogs</li><li>• rabies prevention</li></ul>
Promote	Share posts and stories about your work on rabies prevention, how it is helping communities, saving lives, and promoting animal welfare. <b>Important:</b> unless you have thousands of followers, you can only use links in the bio section.
Cross-promote	<ul style="list-style-type: none"><li>• Interact with other relevant stakeholders through messages, sharing their stories while tagging them, and leaving comments on their posts.</li><li>• Use hashtags to find relevant media posts as a way to promote your messages.</li></ul>





# ACT NOW: YOU, ME COMMUNITY



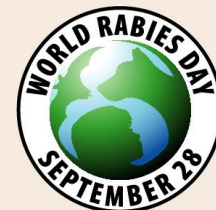
## KEY MESSAGES

This section provides you with suggested key messages around rabies prevention and elimination. Depending on who you are talking to, use these as a starting point for your main message to promote your World Rabies Day Event.

GENERAL PUBLIC	WORLD RABIES DAY
	If we work together as a global community, we can end human deaths from dog-mediated rabies by 2030.
	Rabies elimination is only possible when we work together as a global community.
	Vaccinating dogs in our community also protects community members. Vaccination will help us to eliminate rabies by 2030!
	GLOBAL RABIES AWARENESS
	Over 59,000 people die of rabies every year worldwide, and millions more seek life-saving treatment.
	<ul style="list-style-type: none"> <li>Someone dies of rabies every 9 minutes – these deaths can be stopped.</li> <li>A child dies every 15 minutes from rabies – save our future by acting now.</li> <li>29 million people seek life-saving treatment to prevent rabies every year.</li> </ul>
	Many rabies deaths are because of poverty and inequality. People die of rabies since they do not have access to the medical treatment that they need!
	Rabies is 100% preventable through human and dog vaccines. We have the tools to eliminate rabies!
	Fear of rabies leads to the indiscriminate slaughter of millions of dogs every year. This does not stop rabies. Vaccination helps rabies to be 100% preventable.
	RABIES PREVENTION IN DOG-MEDIATED RABIES ENDEMIC COUNTRIES
	Vaccinate your dog. Protecting dogs against rabies helps protect you and your family too.
	Avoid dog bites: Learn to read a dog's body language. Don't tease or attack them.
	Teach children to always tell you if an animal bites or scratches them. Praise a child for doing this.
	Immediately wash a bite wound for 15 minutes and consult your doctor about vaccinations.
	COUNTRIES FREE FROM DOG-MEDIATED RABIES
	Avoid dog bites:
	<ul style="list-style-type: none"> <li>Learn to read a dog's body language. Don't tease or attack them.</li> <li>Ensure that your children remain safe from traumatic dog bites.</li> <li>Educate children about how to act around dogs to stay safe and build a lasting relationship with their companion animals.</li> </ul>
	Give dogs and cats the rights that they deserve by instilling responsible pet ownership in your community.



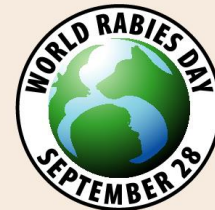
# ACT NOW: YOU, ME COMMUNITY



TARGETED AUDIENCE	POLICY MAKERS
	100% of human rabies deaths can be prevented. Rabies-related deaths are preventable; simple and low-cost tools and strategies for rabies prevention and elimination exist. By vaccinating 70% of dogs, we can eliminate human, dog and livestock deaths from dog-mediated rabies.
	One Health or holistic rabies programs work and are within reach for even low- and middle-income countries – the crucial need lies in garnering the political will to take these programs forward. <ul style="list-style-type: none"> <li>• Human and animal health stakeholders need to work together to eliminate rabies.</li> <li>• Governments need to make rabies programs a priority.</li> </ul> Rabies disproportionately affects the poor, but elimination is within reach of even low-income countries.
	Sustained national integrated rabies programs result in cost savings to national health budgets. <ul style="list-style-type: none"> <li>• Controlling dog rabies through vaccination will reduce human healthcare costs.</li> <li>• National rabies programs reduce costs as well as deaths.</li> </ul> Investment in dog vaccination is the single most effective way of reducing the disease burden.
	Rabies is a solvable problem that can lead to immediate (within an election cycle) results for national governments and international donors. Well-designed rabies programs have a significant impact within a few years.
	Rabies programs can be integrated into existing health systems and mechanisms, strengthening them in the process. <ul style="list-style-type: none"> <li>• Existing health systems will be strengthened by integrating rabies prevention programs.</li> <li>• Capacity building for rabies surveillance and control can strengthen health systems for the prevention of other diseases.</li> <li>• Capacity building for rabies control will strengthen (one) health systems / disease preparedness.</li> </ul>
	Rabies is still present in over 150 countries. Ending rabies is integrally linked to UN Sustainable Development Goal (SDG) 3, to ensure healthy lives and well-being, particularly SDG 3.3, to end the epidemics of neglected tropical diseases by 2030. Freedom from dog-mediated human rabies is a <i>global public good</i> .
	Rabies goes beyond country borders. National governments need to work together on the international stage. A Global Strategic Plan has been developed to drive global rabies elimination towards the goal of Zero By 30.
	PROFESSIONALS FROM HUMAN AND ANIMAL HEALTH SECTORS
	Work together with doctors, veterinarians, educators, legislators, community workers, and others, to prevent rabies at the community level.
COMMUNITY LEADERS	
Work together with your community to improve dog vaccination rates and awareness of rabies prevention.	



# ACT NOW: YOU, ME COMMUNITY



## APPENDIX 1: MODIFIABLE PRESS RELEASES

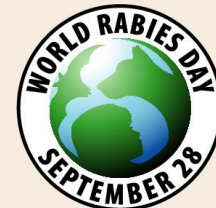
Use these press releases to interest the media in your event.

The text marked in red needs to be modified or deleted to suit your event or organization.

The modifiable press releases have been kept on separate pages for your own ease-of-use.



# ACT NOW: YOU, ME COMMUNITY



## Press release: Option 1

[Your Organization's Information/Letterhead Here]

---

**For Release:** [For Immediate Release or Embargoed Until]

**Contact:** [Name, Phone Number & Email]

---

**Act Now: You, Me, Community**

**[insert town/city/county] joins World Rabies Day 2025**

**[City, State & Date]** – World Rabies Day, a global campaign to help prevent the spread of the world's most fatal disease, received a boost today in **[insert name of city]**, when supporters pledged to take action in their neighborhoods.

World Rabies Day is being facilitated by the international non-profit organization, [Global Alliance for Rabies Control](#), and the global series of events will culminate on September 28 – World Rabies Day. This year's theme is *Act Now: You, Me, Community*. By working together, we can all play a role in keeping people and animals safe from rabies. For the first time in its 19-year history, World Rabies Day 2025's theme does not include the word "rabies", showing how well-established this movement has become. The theme focuses on three components:

- **You** – Take action in your personal life: vaccinate your dog, educate yourself about how to prevent rabies and Pre- and Post-Exposure Prophylaxis, or advocate for better policies.
- **Me** – Lead by example: inspire others, train professionals, or support rabies elimination efforts in your community.
- **Community** – Work together: organize vaccination campaigns, educate learners and their families, and push for stronger rabies elimination programs.

In **[insert name of city]**, activists will add to the momentum by **[What local organization is doing, where and when (e.g., rabies vaccination clinics, educational seminars, events, etc.) will take place at/on (locations, dates and times)].** **[Insert who is invited to attend, etc; include fee information, or free services, etc.].**

**[Optional – add supporting quote from an organization executive here].** "Rabies is a global problem that we can all play a role in defeating," says **[insert name and title.]**

Additional information is available online at **[Your organization's WRD event page]** and at <https://rabiesalliance.org> or by calling **[Contact Name and Number here]**.

**[Organization Name]**

[Address (Street, City, Zip)]

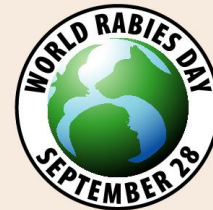
[Phone #] [Email/Website]

**[Contact Name]**

[Contact Title]



# ACT NOW: YOU, ME COMMUNITY



## Press release: Option 2

[Your Organization's Information/Letterhead Here]

---

**For Release:** [For Immediate Release or Embargoed Until]

**Contact:** [Name, Phone Number & Email]

---

**[Organization Name here] takes local action as part of the global World Rabies Day campaign.**

- Rabies is preventable but continues to cause death and suffering to people and animals.
- Global calls for action encourage medical and veterinary services to work together to eliminate rabies.
- Local activists can become agents of change that work towards a world free from rabies.

[Place & Date] From Afghanistan to Zimbabwe, people are promoting rabies awareness and prevention this World Rabies Day, September 28. Every event contributes towards the creation of an international movement to put an end to the suffering and death caused by rabies.

World Rabies Day is a GARC initiative. They are the leading non-profit organization dedicated to the global elimination of dog-mediated rabies. They have structured, science-led approach that focuses on empowering stakeholders to lead and sustain elimination efforts within their countries.

[Include details about your World Rabies Day event]

**Who:** [Your organization name].

**What:** [Name or description of the World Rabies Day event]

**Where:** [Where the event is taking place (e.g., rabies vaccination clinics, educational seminars, events, etc.)]

**When:** [locations, dates and times].

**Other information:** [Include who is invited to attend, etc; include fee information, or free services, etc.].

[Insert a quote from your organization.]

###

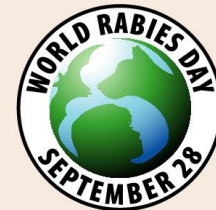
Additional information is available online at [Your organization's website address or the event page on the [rabiesalliance.org](https://rabiesalliance.org) website] and at <https://rabiesalliance.org/world-rabies-day>.

[Send with background information below.]





# ACT NOW: YOU, ME COMMUNITY



## Background information for press releases

### About rabies

Around 59,000 people die from rabies annually, with over 99% of these deaths occurring in Africa and Asia. The majority of these deaths occur as a result of people being bitten by an infected dog. Up to 60% of all dog bites and rabies deaths occur in children under 15 years of age. This means that one child dies every 15 minutes from rabies.

Dogs are major victims of the disease too. Millions of dogs are killed every year as a result of mass culling through misguided attempts to control or eliminate the disease. In addition, hundreds of thousands of dogs suffer and die lonely deaths from rabies.

Rabies is 99.9% fatal, but it is also 100% preventable. Eliminating the disease by vaccinating dogs protects them and stops transmission to people. Despite the existence of effective, relatively low-cost solutions to control animal rabies, people and animals are still dying needless deaths.

### About World Rabies Day

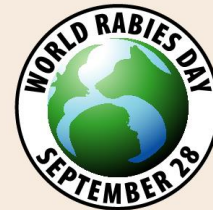
World Rabies Day, held on September 28 every year, was initiated by GARC in 2007 to create a global opportunity for people to unite in increasing awareness of rabies prevention. Since then, it has grown year on year, with thousands of people organizing and participating in local, regional and national events, on or around September 28. Learn more at <https://rabiesalliance.org/world-rabies-day>

### About the Global Alliance for Rabies Control

The Global Alliance for Rabies Control (GARC) is the leading non-profit organization that aims to eliminate deaths from dog rabies by 2030. GARC works with governments, veterinary, public health and educational experts, and communities to facilitate policy change and build capacity to eliminate rabies in areas hardest hit by the disease. For more information about rabies and GARC's work, visit <https://rabiesalliance.org>.



# ACT NOW: YOU, ME COMMUNITY



## APPENDIX 2: PUBLIC SERVICE ANNOUNCEMENTS

### General Radio PSA

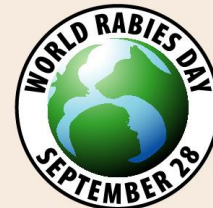
Every year around 59,000 people die from rabies, over one person every ten minutes. Rabies is 100% preventable and prevention starts with the animal owner. Join us on September 28th in promoting rabies prevention awareness and education by celebrating World Rabies Day. Let's end rabies together! To learn more or to get involved visit [www.rabiesalliance.org](http://www.rabiesalliance.org). That's [www.rabiesalliance.org](http://www.rabiesalliance.org)

### Modifiable Radio PSA

Every year around 59,000 people die from rabies - that's one person every nine minutes! Rabies is 100% preventable and prevention starts with the animal owner. In honor of World Rabies Day, please join the [Agency Name] on [Date & Time] at [Place] in promoting rabies prevention awareness and education by participating in [Event]. [include event details: Who is welcome, whether there are fees or if it is free, etc.]. Let's eliminate rabies together! To learn more or to get involved in this initiative please call [Phone #] or go to [Web site]. That's [Repeat Phone # and/or web site].



# ACT NOW: YOU, ME COMMUNITY



## APPENDIX 3: BACKGROUND ON RABIES

### Overview

Rabies has been terrorizing humans and animals for 4,000 years. It is a zoonotic disease (transmitted between animals and humans), usually via a bite wound inflicted by an infected animal, although scratches may also be a risk. More than 99% of human cases are a result of exposure to a rabid dog.

Rabies is currently responsible for 59,000 human deaths every year, in addition to the deaths of millions of dogs due to both the virus and their indiscriminate culling prompted by fear of the disease.

Annual economic losses because of the disease are around 8.6 billion US dollars, mostly due to premature deaths, but also because of spending on human vaccines, lost income for victims of animal bites, and other costs.

### Prognosis

Following exposure to the virus, the onset of symptoms can take anywhere from a few days to over a year; however, the average is 1 to 12 weeks.

The first symptoms of rabies are similar to those of the flu. As the disease progresses, the person can experience delirium, abnormal behavior, and hallucinations, as well as hydrophobia and foaming at the mouth (related to the paralysis of swallowing muscles). However, these symptoms are not always present, making rabies diagnosis so challenging.

Once symptoms manifest, rabies is 99.9% fatal with only a handful of survivors ever recorded. However, if people are given a course of vaccinations immediately after exposure to a rabid animal and before symptoms become evident, the disease can be prevented.

### Prevention

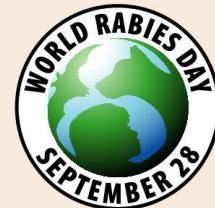
Rabies is preventable. The tools and science to stop the extensive suffering, loss of life, and financial burden of rabies already exist. The most cost-effective and feasible means to prevent rabies is to vaccinate domestic dogs. By vaccinating enough dogs, we can eliminate the disease, saving both human and animal lives globally.

### Geography

Although rabies is found on every continent, except Antarctica, it is well controlled or even eliminated in most developed countries. Today over 95% of human victims are from Africa and Asia, most from marginalized and impoverished rural communities. The World Health Organization considers rabies one of 20 Neglected Tropical Diseases.



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Rabies has been known to decimate numbers of endangered species, for example the Ethiopian Wolf.

## A neglected disease that perpetuates poverty

Rabies is a preventable disease that overwhelmingly afflicts the poor, both in terms of its death toll and the financial burden associated with the disease.

With a survival rate of less than 0.1%, those exposed to the virus face a stark choice: go in search of post-exposure prophylaxis (PEP, the series of vaccines and immunoglobulin that prevent the onset of the disease) or die. In some cases, PEP costs more than the monthly household income and families are known to either go into debt to pay for PEP or sell livestock on which they depend for income; both are options that negatively affect families' future prospects. Sometimes, when multiple family members are exposed to the virus, families are forced to choose which person receives treatment and which person will die – these are terrifying and impossible choices that people are forced to make because of rabies.

## Dogs

Countless animals die after suffering the horrific clinical symptoms of rabies. Dogs also suffer from a second tragedy: fear of rabies transmission from dogs regularly prompts dog culls in which animals are killed indiscriminately. This creates a territorial vacuum and encourages new dogs to move into the area, before the process starts again. World experts agree that dog culling does not stop rabies.

## Some key challenges to rabies prevention

- **Lack of awareness** – this is a problem at all levels of society, from those most at risk to governments.
- **Lack of coordination** – as a zoonotic disease, prevention often falls under the remit of various agencies. To get sustainable results, it is essential that these agencies work together in their approach to tackling the problem.
- **Lack of data** – accurate surveillance (or monitoring) of rabies incidence is critical to a true understanding of the actual burden.
- **Lack of capacity** – this includes knowledge, the sufficient availability of quality vaccines and immunoglobulin (at a price people can afford), and networks to support supply.

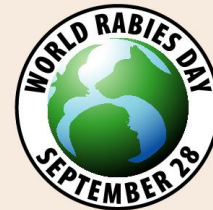
## Preventing dog rabies is the key to saving human lives

Dog vaccination is the key to preventing the disease in humans by stopping the disease at its source. The immunity of vaccinated dogs (and other domestic animals) also offers a barrier of protection between potentially rabid wild animals and people.

All dogs and cats should regularly be vaccinated against rabies, where required by law.



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## What to do when an animal bites someone:

- A dog or cat that bites a person needs to be examined by a veterinarian immediately.
- The animal may require monitoring for 10 days.
- Report any illness or unusual behavior by the animal to a veterinarian immediately.

## What to do when your animal gets bitten by another animal:

- Consult your veterinarian immediately and have your veterinarian examine your animal and assess your animal's vaccination needs.
- Contact local animal control if the bite was from a stray or wild animal.
- Monitor your animal for a specified time period by state law or local ordinance (usually at least 45 days) if an unvaccinated or wild animal bit your pet.

## What to do with the human bite victim:

Following exposure to rabies, time is of the essence.

- The wound needs to be washed thoroughly with soap and running water for at least 15 minutes.
- The victim then needs to seek urgent medical care and exposure assessment.

Prompt and appropriate post-exposure prophylaxis after being bitten and before the disease develops can stop rabies infection and prevent the disease.

Post-exposure prophylaxis (PEP) is a course of vaccinations that protects against rabies after exposure to the virus.

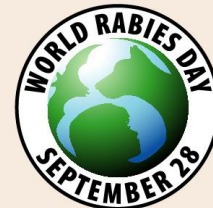
In some cases, particularly for people who are considered at high risk of exposure, pre-exposure vaccinations (PrEP) are given. If subsequently exposed to rabies, the patient still needs to seek medical attention and receive rabies booster vaccinations but does not need immunoglobulin injections.

PrEP is particularly important for people who are, or will be, far away from medical services.





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## APPENDIX 4: INTRODUCING WORLD RABIES DAY TO YOUR COLLEAGUES

This is a short overview of World Rabies Day to help you tell your colleagues all about World Rabies Day and get them involved in events as well.

### Rabies: Did you know?

- Rabies is a fatal viral disease mainly transmitted to humans through dog bites.
- Rabies is 100% preventable by vaccination.
- An estimated 5 billion people are at risk of rabies.
- 22 million people are exposed annually to rabies.
- Around 59,000 die every year from rabies.
- Around half the victims of rabies are children younger than 15 years old.
- Every dog bite in dog rabies endemic countries is considered a risk of exposure. This causes the exposed person huge amounts of anxiety and expense.
- Elimination of rabies in dogs would reduce the current number of human rabies deaths by over 95%.
- The mental health burdens of care workers and the families of victims are largely undocumented.

### Why does rabies still cause deaths?

#### Rabies continues to circulate in dog populations:

- 95% of rabies exposures are from dogs.
- Unvaccinated dogs help to maintain and spread the virus to other animals and to people.
- Roaming dog populations are often difficult to reach and are left unvaccinated and uncared for by communities.

#### There is a general lack of awareness about rabies and aspects important to rabies elimination.

- Responsible dog ownership: Owners must take responsibility for the health and well-being of their dogs and pets. They must ensure that their animals are vaccinated against rabies and are treated humanely.
- Rabies prevention education and awareness: When people are bitten by a suspect rabid animal, they need to seek post-exposure prophylaxis (PEP). This includes wound washing at home, anti-rabies vaccines and potentially rabies immunoglobulin. If people are not educated, they do not know what to do when exposed and suffer because of it.

#### Rabies vaccines are not accessible to all.

- Rabies disproportionately affects the poorest communities who often do not have access to basic healthcare, including rabies post-exposure prophylaxis (PEP; vaccines and immunoglobulin).



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- Rabies PEP is often only available at major health centers. Therefore, people must pay to travel long distances from rural areas to major cities to receive treatment. This is often too expensive for many poor families.
- The costs of PEP can be prohibitively expensive for many families, costing more than a family's entire monthly income.

## Rabies is a forgotten disease of the poor.

- Rabies is a disease where no one survives to tell the tale. People end up dying quiet and lonely deaths in poor and rural communities.
- Rabies has been effectively controlled in economically developed countries, therefore many of the people who are able to support rabies elimination remain unaware of the true scourge of this disease.
- Due to a lack of awareness, donors often turn their attention to other diseases that are making headlines.

## What is World Rabies Day?

What?	A day of declaration and action
Why?	<ul style="list-style-type: none"><li>• To raise global awareness around rabies</li><li>• To promote education in local communities to prevent and eliminate rabies</li></ul>
Where?	All around the world!
When?	Every year on September 28

## 2025 THEME: ACT NOW: You, Me, Community

World Rabies Day can help attract:

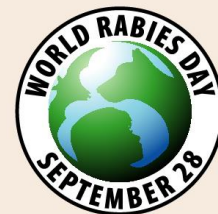
- international media,
- new partners,
- donor organizations and institutions, and
- international NGOs for capacity building.

World Rabies Day encourages:

- Professional and community networks to spread rabies prevention messages.
- People to unite against a common cause.
- New partnerships and initiatives against rabies.



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## APPENDIX 5: ADDITIONAL RESOURCES:

### Become a certified rabies educator

The best way to prepare for your upcoming World Rabies Day event is to be assured that you have the correct, life-saving knowledge about rabies and its prevention. Be confident when answering questions from the press or from people at your event. Become a certified rabies educator by undertaking the Rabies Educator Certificate (REC). This is a free, online course open to anyone interested. You will receive a certificate from GARC upon completion of the course to prove your knowledge.

You can access this course and others at: <https://education.rabiesalliance.org>

### World Rabies Day resources

We have a variety of World Rabies Day logos that are available in multiple languages. If your language is not there, you can contact GARC to have it translated and made in your own language.

You can find all the logos, as well as this year's themed logos, banners, and social media frames at: <https://rabiesalliance.org/world-rabies-day/event-resources/logos>

### Share your events with the world

You can register your World Rabies Day event at: <https://rabiesalliance.org/world-rabies-day/register>

Only registered events:

- are promoted on the GARC website and social media streams,
- will receive a certificate of recognition for their participation in World Rabies Day,
- stand a chance to be entered into the World Rabies Day awards,
- show the rest of the world the strength and commitment of the rabies prevention movement in your country.

**Thank you for organizing a World Rabies Day Event! Thank you  
for your efforts towards raising global awareness about rabies.  
Please engage with us on social media.**

**Good luck with your event!**