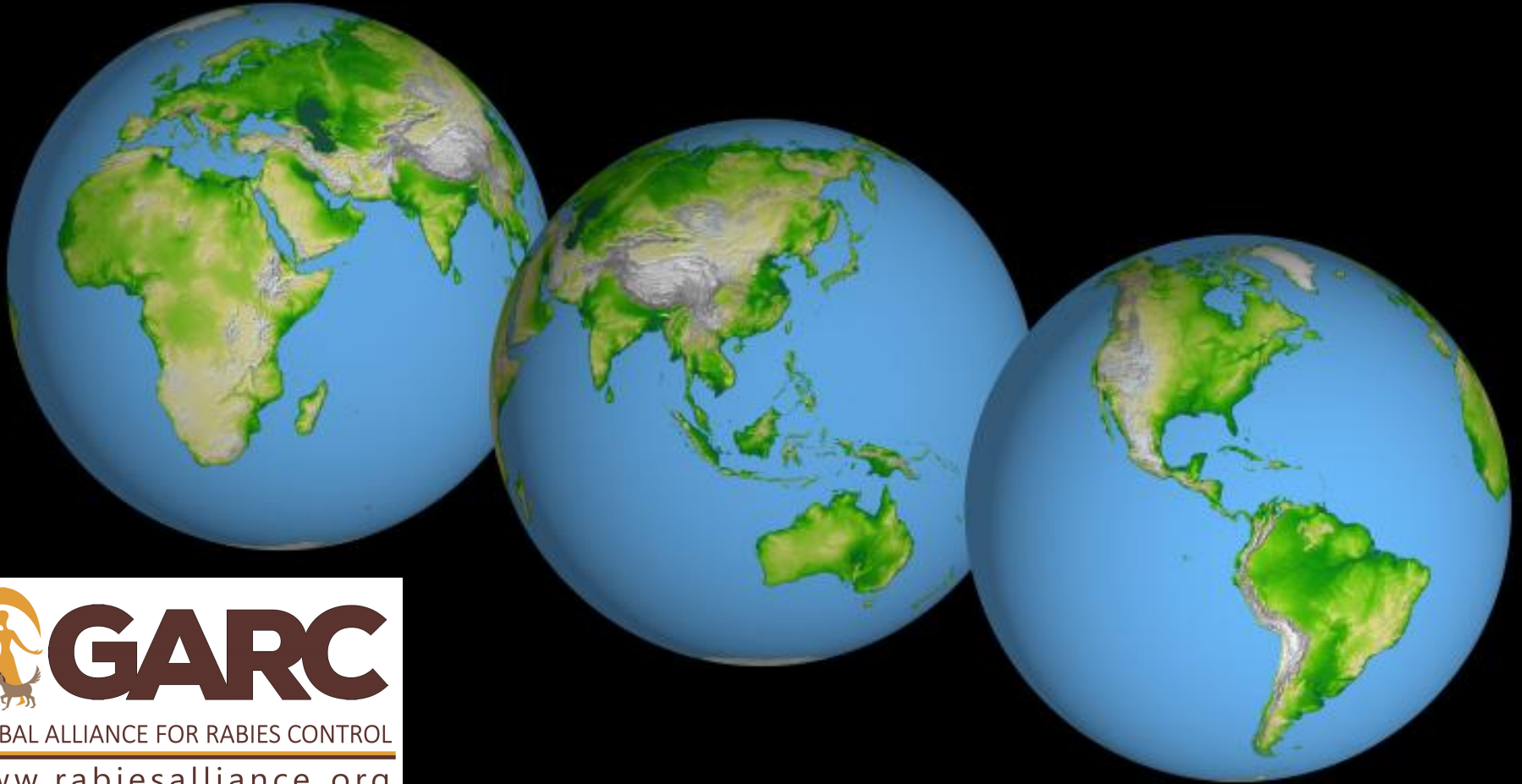


Global Alliance for Rabies Control: 2014-16



GARC

GLOBAL ALLIANCE FOR RABIES CONTROL

www.rabiesalliance.org

Prof LH Nel: GARC/WAP workshop, WC, RSA: 25 October 2016

Landscape analysis 2014

- Lack of awareness in broader health community of progress
- Need to focus on
 - coordination,
 - public awareness building and
 - championing rabies work
- Reach outside the rabies community



Campaign briefing

Background

World Rabies Day was created in 2007

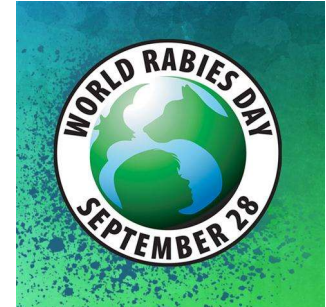
WHAT: A day of declaration and action

WHY: To raise global awareness about rabies

To promote education in local communities to control and prevent rabies

WHERE: All countries, from international to local levels

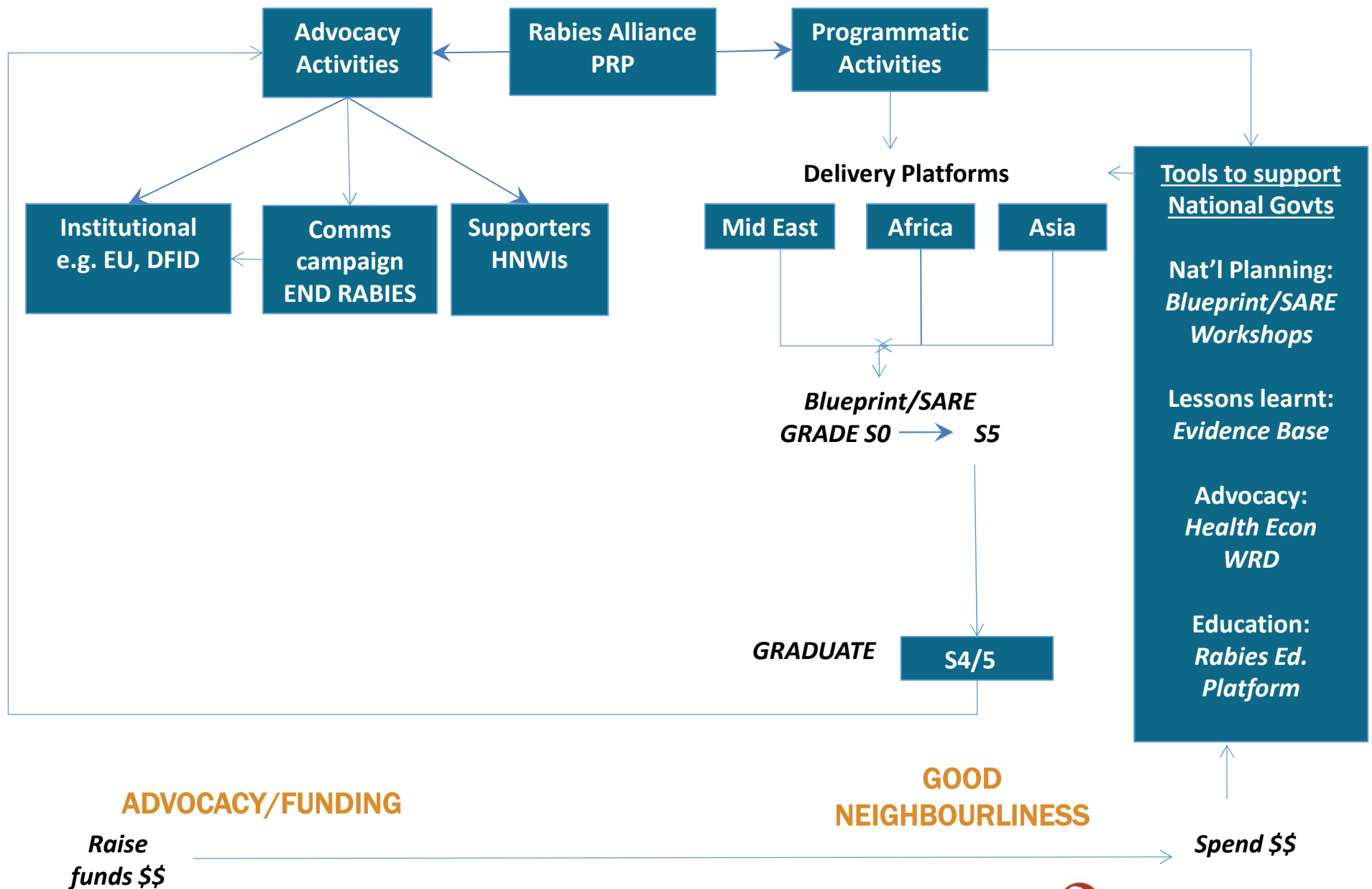
WHEN: Annually on September 28



We now plan to turn this into a year-round campaign –

End Rabies Now

How End Rabies Now supports global elimination



Objectives

The End Rabies Now campaign aims to:

- significantly raise the profile of rabies as a global health challenge that demands international attention and active support to save lives.
- highlight progress made on rabies elimination, and
- share partner stories of their efforts in this area.

In order to:

Inform key stakeholders (policy makers, journalists) looking for compelling facts, statistics and stories on the challenges of and solutions for rabies.



Key messages



It is possible to end human deaths
from canine-mediated rabies by 2030.



Every rabies death is an avoidable death.



Vaccinating dogs ends rabies.

Unique branding

- **Website:** EndRabiesNow.org
- **Facebook:** EndRabiesNow
- **Twitter:** #EndRabiesNow

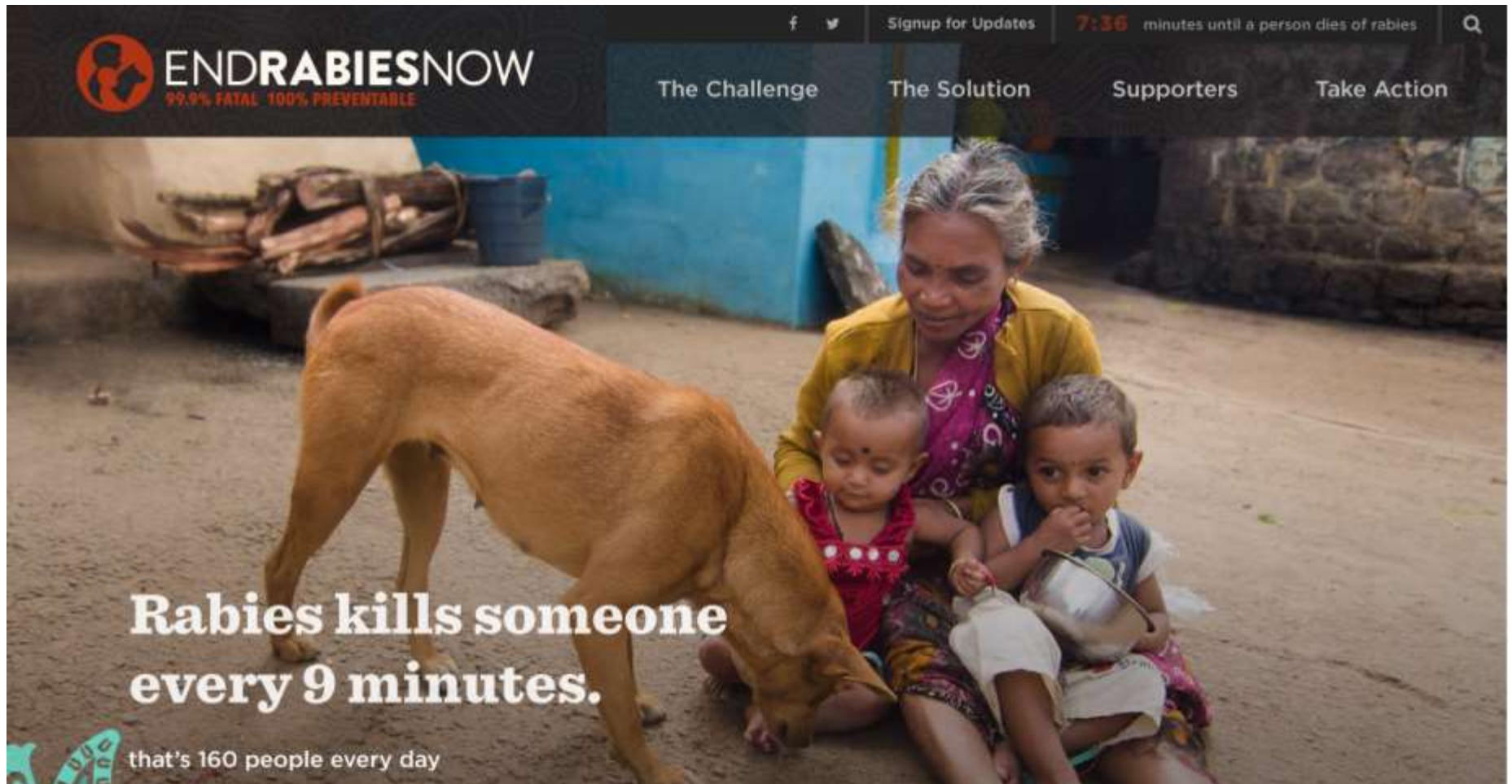


Campaign look and feel

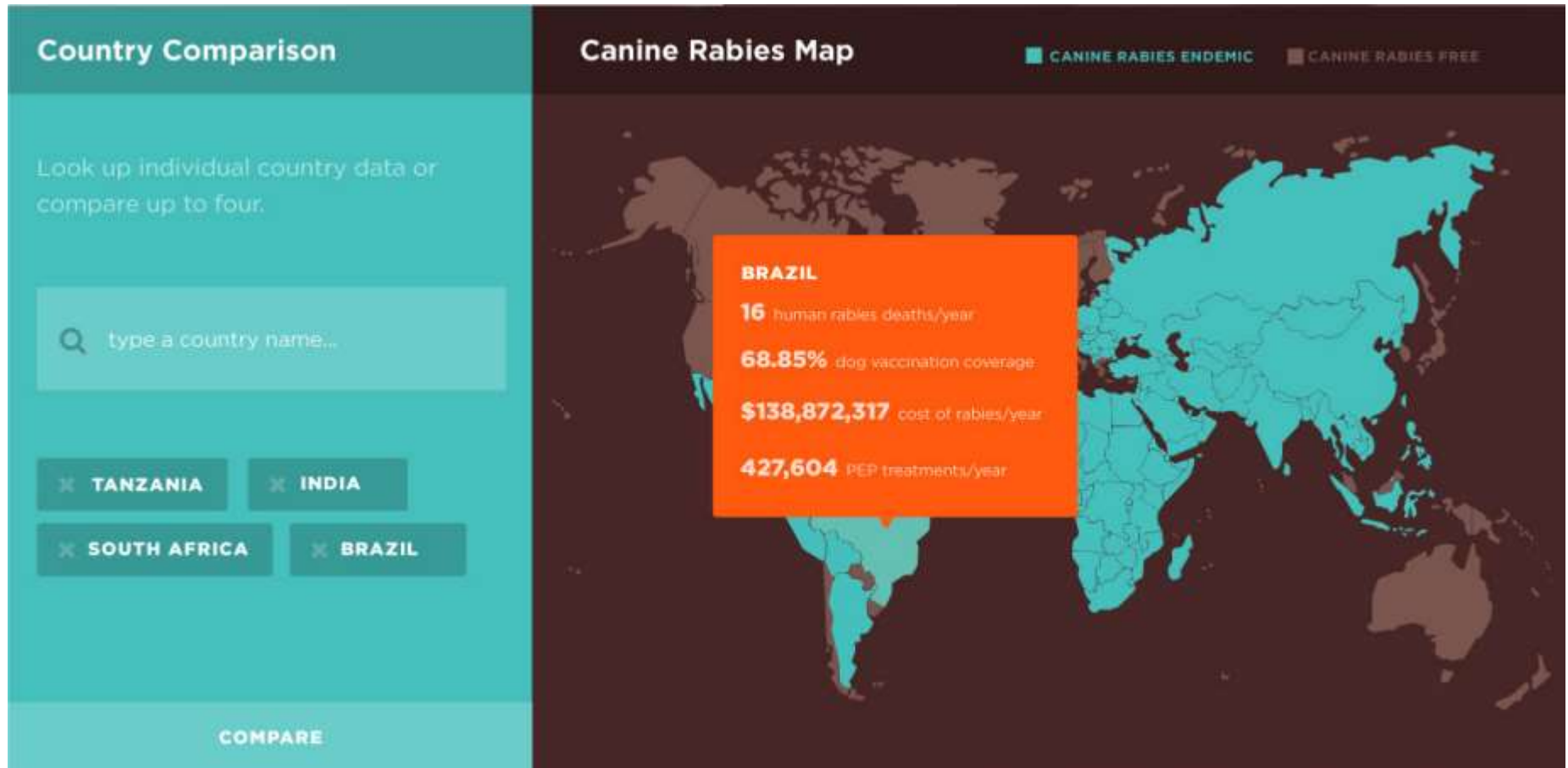
The image displays three examples of campaign materials for 'ENDRABIESNOW'.

- Top Left:** A website header featuring a woman holding a black dog. Text includes 'VACCINATE DOGS' and 'PROTECT HUMANS'. A sub-headline reads: 'The world has the tools it needs to end rabies today.'
- Top Middle:** A poster with the headline 'THIS SHOULD BE SAFE' in large orange letters. Below it, text states: 'Canine rabies kills 50,000 people each year. That's almost 100 times as many as the world's deadliest snake bite and 10 times as many as malaria. There's a great solution.'
- Top Right:** A large graphic with a red background. It features the text '99% FATAL' in yellow and '100% PREVENTABLE' in large white letters. Below this, it says 'Canine rabies kills 50,000 people each year.' and 'Vaccinating dogs can prevent human deaths.' It also includes a call to action: 'Together we can eliminate human deaths from canine rabies by 2030.'
- Middle Left:** A website section with a photo of children and a dog. Text includes: '40% of people feeding and keeping dogs in informal settlements live in informal settlements and have no access to veterinary services.'
- Middle Right:** A poster featuring a woman holding a black dog. Text includes: 'Canine rabies is 99.9% fatal, and 100% preventable.' and 'THIS SHOULD BE SAFE' in large yellow letters.
- Bottom Right:** A social media post (Facebook-style) with the headline 'THIS SHOULD BE SAFE' and a photo of a woman with children and a dog.

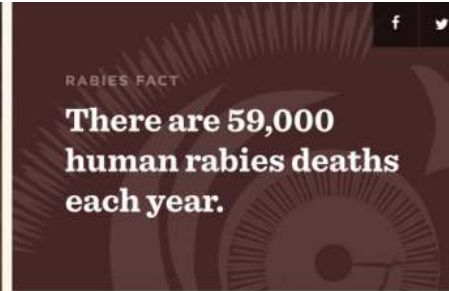
Main platform – EndRabiesNow.org



Website: interactive global map



Website: facts and partner stories



Website: attracting partners and endorsers

Power in numbers.

A major goal of the End Rabies Now campaign is to increase the number of national governments, multilateral organizations, corporations, donor institutions, scientists and health care professionals working together to end human deaths due to canine rabies by 2030.

Partnerships are at the very heart of elimination efforts. Rabies control can be achieved through a One Health approach that prioritises interdisciplinary collaborations and expertise in human, animal and the environmental health. This framework helps to create a shared responsibility toward safeguarding public health.

In the same way, End Rabies Campaign partners are working to lend their expertise and resources to the fight against global rabies. By increasing the number of partners committed to saving human and canine lives, we can show policy makers and leaders that rabies is an urgent priority that must be tackled today.

Contact Us

Find out how you can partner, endorse or support the End Rabies Now campaign.








Resources

Downloadable resources for advocacy




Website: Resources

DOWNLOADABLE RESOURCES



 SOCIAL MEDIA KIT	 CAMPAIGN GUIDELINES	 ADVOCACY POSTCARD United States United Kingdom Philippines Morocco	 FACT SHEET
 POSTER	 BRIEFING PAPERS Paper 1 Paper 2		 VIDEOS

download all

 **ENDRABIESNOW**
99.9% FATAL, 100% PREVENTABLE

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Contact

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Terms of Use



GIVE

all funds donated will go toward the End Rabies Now campaign

The Global Alliance for Rabies Control is registered in the United States as a 501(c)(3) organization. The Alliance for Rabies Control has charitable status in the United Kingdom, charity number is SC 037112.

Website: supporter actions

Pledge to End Rabies Now

Even small actions can help the world end deaths due to dog-transmitted rabies. Your voice can increase funding and resources to save lives and rabies globally.

Your pledge becomes a voice for tens of thousands of people around the world vulnerable to rabies and who do not have access to life-saving treatment. Diverse global support from individuals and organisations tells world leaders to make the elimination of rabies a priority.

PLEDGE & NEWSLETTER SIGNUP

"I support the End Rabies Now campaign and will lend my voice to help save human and canine lives."

If you live in the UK

» write to your MP

If you live in the USA

» write to your representative

Give

funds donated will go only towards the campaign, to further increase our impact



Campaign plans

- Facebook and Twitter updates and cross promotion
- Targeted media outreach
- Celebrity endorsement
- Specific supporter actions

Twitter thumbnail



Facebook banner



Website badge



Launched in February 2016
House of Lords, London

Partners



Thank you

How you can help

- Sign up to support the campaign and receive updates
- Help us to find potential endorsers

Thank you.

EndRabiesNow.org