

WORLD RABIES DAY OUTCOMES 2010



Image Credit: Paraguay - Dr. Isabel Sanchez

YEAR-ROUND AWARENESS

2011 marks the fifth anniversary of World Rabies Day! The annual WRD campaign has truly changed the face of rabies by bringing the world together to fight this preventable disease through improved education and vaccination programs that are active throughout the year. WRD has established the first ever global rabies network and continues to utilize communication to spread the message that 'Rabies is preventable'. Over the last four years, more than 1200 reported local events in 135 countries have shown that education really does save lives.

STRENGTH TO STRENGTH

Thanks to your continued support, World Rabies Day continues to gain momentum and is reaching more people than ever before. Since 2007, the campaign has sent educational messages to over 150 million people about how to prevent rabies, but it has not stopped there. WRD now serves as a year-round platform for information-exchange, encouraging partnerships and sustainable initiatives focusing on a world where no-one suffers from the devastating effects of this preventable disease.

BUILDING THE NETWORK

World Rabies Day now has over 500,000 committed supporters and advocates throughout the world, and since 2007, the campaign website has received 320,000 visits from 200 countries. In 2010, the WRD Team launched web pages in Spanish, Portuguese and French that will become a year-round focus for multi-language educational resources and a platform for publicizing events and successes in these languages. Contact jane.coutts@worldrabiesday.org and visit our websites at www.worldrabiesday.org.

VIRTUAL INFORMATION-EXCHANGE

On September 28, 2010, over 2,000 listeners from 34 countries participated in the first-ever intercontinental rabies webinar. 24 speakers shared information and discussed their own experiences on best practices in rabies prevention during 4 three-hour sessions that connected the rabies community in real time across the globe. The webinar covered themes from scientific advances and government vaccination campaigns to achievements in community education and effective partnerships. It was a great success, and 98% of participants indicated they would attend additional webinars. The WRD Team plans to expand the use of this new communication tool and welcomes suggestions and proposals for future presentations.

Contact peter.costa@worldrabiesday.org



Image Credit: Uganda-Dr. Inangolet Francis



Image Credit: Upper - Spain - Dr. Santiago Vega García, Lower - Nepal - Lucia De Vries

E-COMMUNICATIONS

By leveraging technology, SMS/text message communication and social media strategies, World Rabies Day is transmitting rabies prevention messages to new audiences throughout the world. Join us on Facebook, Twitter and YouTube and see how the rest of the world celebrates World Rabies Day!

SHELTER PROGRAM

Outreach and collaboration for homeless pets is growing. Across the world, animal welfare organizations hosted vaccination clinics in conjunction with adoption days, microchip clinics and trap-spay/neuter-return programs. Strong partnership support meant that 50,000 animals could be vaccinated, and publications, conference exhibits, web sites and magazine articles boosted educational outreach.

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VETERINARY OUTREACH

Vaccination clinics on World Rabies Day are the most effective way to raise awareness, prevent disease and promote responsible animal ownership. To support these efforts, the WRD Team released a rabies vaccination clinic toolkit and provided online educational materials for students across the globe. Support from our partners allowed us to send educational material to 10,000 veterinary clinics. The toolkit is available at www.worldrabiesday.org.

CROSS-SECTOR COLLABORATION

Events in 2010 have confirmed that partnerships between governments, local communities, volunteers and the private sector are pivotal to successful vaccination campaigns and sustainable rabies prevention programs. Since 2007, World Rabies Day has provided a focus for the vaccination of more than 4.6 million animals, not just dogs and cats, but also livestock that provide food and serve as the mode of transportation for so many people.



Image credits: Upper - Taiwan - Dr. Andrew Fei,
Center - USA - Melissa D. Maass, Lower - Russia - Dr. Artem Metlin

LIFE-SAVING EDUCATION

Rabies education saves lives. The World Rabies Day team has built an extensive library of freely downloadable educational materials in over 20 languages. Awareness is the best defense against rabies and these resources have become essential in providing much needed life-saving information. Also included are modules for children so they can become the future of rabies prevention. Over 96% of the respondents to our 2010 survey indicated that rabies education is saving lives in their community.

CALL FOR ACTION

You have told us overwhelmingly that World Rabies Day is making a difference. Help us make the fifth anniversary on September 28, 2011 the best ever World Rabies Day, and please keep sending us information and photos for our websites all year round!

Help us continue to change the world for those living at daily risk of dying of rabies by making a donation at www.worldrabiesday.org. Your financial gift of support will ensure that educational materials reach the people that need it most and each donation you make will help to save lives. Rabies is 100% preventable and no one needs to die of this most deadly and yet preventable disease.

STAND UNITED
END RABIES



“World Rabies Day is an initiative of the
Global Alliance for Rabies Control”

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