



**WORLD
NTD
DAY**
Branding and Social
Media Toolkit

**UNITE.
ACT.
ELIMINATE.**
NEGLECTED TROPICAL DISEASES



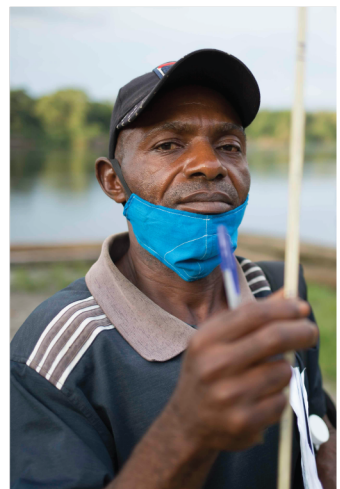
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About World NTD day

1.1 Background and Context

World Neglected Tropical Diseases (NTDs) Day, observed annually on **January 30th**, shines a spotlight on neglected tropical diseases (NTDs) that affect over 1.5 billion people globally, often in the most vulnerable communities. It serves as a call to action to build global awareness, strengthen partnerships, and drive commitments toward eliminating these preventable and treatable diseases.

The theme for World NTD Day 2025 same as last year is **Unite. Act. Eliminate.** It underscores the need for effective action through country commitment, resources, technical guidance, solidarity, and coordination. By highlighting where we are with elimination—including country successes, country spotlights, and ongoing challenges



Social Media Resources

1.1 Key Messaging

UNITE

- The fight against NTDs requires unity across sectors, countries, and communities. By working together and sharing resources, we can accelerate progress toward elimination and create a healthier future for all.

ACT

- Action drives change. On World NTD Day 2025, we call for immediate steps—funding programs, delivering treatments, and scaling up interventions. Let's act now to protect the 1.5 billion people still at risk.

ELIMINATE

- Elimination is achievable. With sustained commitment, innovative solutions, and collaboration, we can remove NTDs from the global health agenda and ensure no one suffers needlessly from these diseases.

1.2 Handles and Hashtags to Use

In the days leading up to the event, we'll be leveraging the right tags to increase engagement and amplify our message—so be sure to tag the relevant handles when you share your post to help spread the word!

Hashtags to use

#ActToEliminate.
#WorldNTDDay
#BeatNTDs
#UniteActEliminate

Handles to tag

@cbmIHI

For this sixth installment of World NTD Day, we have also launched a social wall campaign, and we'd love for you to join in and share what fuels your passion for eliminating NTDs.

Here is how to Participate

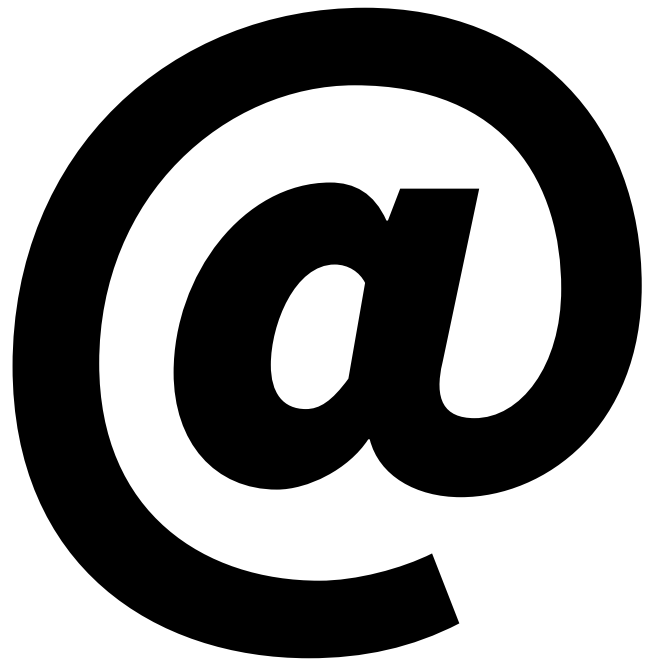
1. Post your response on X (Twitter) or LinkedIn to the question:

What motivates you to join the fight against NTDs?

2. Tag **@cbmIHI** in your post.

3. Use the hashtag

#ActToEliminate.



Social Media Scheduling

Key Message	Tweet	Image/ Video file
Unite	<p>Post 1</p> <p>Onchocerciasis has long impacted the border communities of Uganda & the DRC. Thanks to cross-border collaboration, progress is being made. Together, they are working to eliminate #NTDs. Learn how @cbmWorldwide supports this effort.</p> <p>Read the story here</p> <p>https://www.cbm.org/news/news-articles/2025/worldntdday/Unite.html</p> <p>Post 2</p> <p>Strengthening health systems is key to eliminating #NTDs.</p> <p>But what does this mean for NTD programmes?</p> <p>We asked programme managers at @cbmWorldwide for their insights.</p> <p>#WorldNTDDay 2025 #UniteActEliminateNTDs</p>	<p>https://drive.google.com/drive/folders/1rF9s-b6hj-CURN-Wa7bqQ95V5k-PHxA8ILB</p>

<p>Act</p>	<p>Post 1</p> <p>Working in Unity State, South Sudan has been both challenging and rewarding. Samuel Lubari, @cbmWorldwide trachoma Project Officer, shares his inspiring experience working in some of the most hard to-reach areas to #BeatNTDs. Learn more</p> <p>https://www.cbm.org/news/news-articles/2025/worldntdday/Act.html</p> <p>Post 2</p> <p>What motivates you to join the fight against NTDs</p> <p>Join our #WorldNTDDay 2025 social wall campaign & share what drives your passion to #Eliminate #NTDs with other inspiring voices across the globe</p> <p>Learn how to participate here</p> <p>https://www.cbm.org/our-work/what-we-do/initiatives/inclusive-health-initiative/ntd-day-social-campaign</p>	<p>https://drive.google.com/drive/folders/1rF9s-b6hj-CURN-Wa7bqQ95V5k-PHxA8ILB</p>
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<p>Eliminate</p>	<p>Post 1</p> <p>Pakistan officially eliminated Trachoma, a major public health victory. This success was driven by strong leadership, community involvement, and the support of @cbmWorldwide and other partners. A true example of collaboration in the fight to #BeatNTDs. https://www.cbm.org/news/news-articles/2025/worldntdday/Eliminate.html</p> <p>Post 2</p> <p>1 day to go until #WorldNTDDay. As we count down, remember that each of us has a role in the fight against NTDs. Join the global movement to #UniteActEliminate.</p> <p>Post 3</p> <p>@cbmWorldwide Annual NTD Report 2024 celebrates the significant strides we've made in the fight against NTDs.</p> <p>Read more about our efforts and impact in the fight to #BeatNTDs.</p> <p>https://www.cbm.org/dam/jcr:8d499b5c-93e4-40fb-8847-31acb88c24b6/CBM%20NTD%20Annual%20Report%202024</p>	<p>https://drive.google.com/drive/folders/1rF9s-b6hj-CURN-Wa7bqQ95V5k-PHxA8ILB</p>
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WORLD NTD DAY(Unite, Act, Eliminate)

Post 1

Join us in creating awareness and celebrating World NTD Day! Together, we can amplify the global fight against neglected tropical diseases. Let's raise our voices, spread the word, and take action to #UniteActEliminate NTDs.

Your involvement makes a difference!

#WorldNTDDay

Post 2

@girijasankar06, Head of NTDs & MERLA @cbmWorldwide, underscores the impactful decline of NTD prevalence, a testament to our collective efforts. Read her insights on CBM's leadership in global NTD advocacy

<https://www.cbm.org/dam/jcr:8d499b5c-93e4-40fb-8847-31acb88c24b6/CBM%20NTD%20Annual%20Report%202024>

#UniteActEliminate

Post 3

1.5 B people worldwide are still affected by #NTDs, a staggering reminder of the urgent work ahead. Despite progress, many communities continue to bear this burden. Together, we can reduce this number and move closer to a world free from #NTDs.

#WorldNTDDay #UniteActEliminate

<https://drive.google.com/drive/folders/1rF9s-b6hj-CURN-Wa7bqQ95V5k-PHxA8ILB>

Social Media Posts

4.1 Unite



Data is a key component of a health systems strengthening approach to NTD programmes. Data provides the foundation for informed decision-making, resource allocation, and targeted interventions. A data-driven approach ensures that NTD programmes are responsive, sustainable, and impactful, ensuring healthier and more resilient communities

” **Enan Adamani**
NTD Project Director (AOLFEIN)



To effectively combat NTDs, health systems must transition from isolated vertical programmes to decentralised models that empower local communities. This shift involves enhancing local expertise, ensuring that NTD interventions are managed by those directly involved. Key measures include establishing robust strategies and budgets, particularly in remote areas, fostering an integrated approach by uniting experts from diverse fields.

” **Dr Michel Mandro-Ndahura**
NTD Programme Manager, Africa West and Central



CBM has adopted a HSS approach in the NTD projects, collaborating with national health authorities. Elimination of NTDs requires a country-wide approach including disease mapping, sustained interventions in endemic areas, and ongoing monitoring until elimination is confirmed. To ensure sustainable NTD elimination, it is essential to address public health system gaps including expertise, capacity building, and financing.

” **JOHAN WILLEMS**
Global NTD Programme Manager



I firmly believe that a HSS approach is key to the sustainable elimination of NTDs. It goes beyond targeted interventions, focusing on fortifying each building block (governance, information, financing, service delivery, human resources and medicines and technologies), thus reinforcing the entire health infrastructure at all levels.

” **Juliana Amanyi-Engela**
Senior NTD Programme Manager

4.2 Act

What motivates you to join the fight against **Neglected Tropical Diseases?**

Be part of the conversation by sharing your thoughts. Here's how you can get involved:


- ✔ Post your response on X (Twitter) or LinkedIn.
- ✔ Tag @CbmiHI in your post.
- ✔ Include the hashtag #ActToEliminate.



VOICES
FROM THE FIELD



Samuel Lubari
Trachoma Project Officer



Working in Unity State has

4.3 Eliminate



**UNITE.
ACT.
ELIMINATE.**
WORLD HEALTH ORGANIZATION



Dive into our report to see the progress and impact we made last year!

4.4 WORLD NTD DAY(Unite, Act, Eliminate)

**1.5
BILLION**
People

More than **1,500,000,000** people are affected by NTDs globally.

These diseases are treatable with affordable medicines and public health measures, but remain neglected due to underfunding and limited awareness.



**TODAY
IS WORLD
NTD DAY**

30th January 2025

54 countries have already proven that NTDs can be **eliminated**, and we are closer than ever to ending their devastating impact.

Join the fight against Neglected Tropical Diseases. Together, we can bring hope, health, and a brighter future to millions.



UNITE.
ACT.
ELIMINATE.
NEGLECTED TROPICAL DISEASES



“
We have seen significant reductions in the prevalence of specific NTDs in targeted regions, which is a testament to the impact of coordinated efforts.
”

Girija Sankar
Head of NTDs & MERLA, CBM.

World Neglected Tropical Diseases (NTD) Day

Join us on **January 30th** to raise awareness and take action against neglected tropical diseases. Together, we can eliminate NTDs and create a healthier future for all.

#WorldNTDDay #ActToEliminate. #UniteActEliminate