

50 million

STEPS FOR EPILEPSY



TOOLKIT FOR ADVOCATES

Help step up epilepsy awareness
on International Epilepsy Day!

The #50Million Steps campaign

50 million people worldwide are affected by epilepsy. To raise awareness of this and to raise vital funds for epilepsy organisations across the world, we are asking you to help us walk 50,000,000 steps ahead of International Epilepsy Day!

Steps will be counted between Monday, January 4 and Monday February 8, 2021.

Share your completed steps and watch the total step count at 50MillionSteps.org.

International Epilepsy Day

[International Epilepsy Day](#) is a special event which promotes awareness of epilepsy in more than 140 countries each year. Every year, on the second Monday of February people join together to celebrate and highlight the problems faced by people with epilepsy, their families and carers.

In 2021, International Epilepsy Day will take place on Monday, February 8.

This is a day for everyone, no matter where you are, no matter how small your group or large your area, no matter whether you focus on the medical or the social aspects of the disease. We want you to help us celebrate International Epilepsy Day! Let's speak with one global voice.



Competition time!

We're running a fun competition for those taking part in the #50MilionSteps Challenge. Prizes of \$250 each will be awarded for silliest steps, best baby steps, cutest pet steps and best dance steps! Just share your video clip with the hashtag between Monday, January 4 and Monday February 8 for a chance to win.

The International Bureau for Epilepsy

The IBE was established in 1961 and has grown to almost 140 chapters in over 100 countries all around the globe.

The Bureau is the recognised international umbrella body representing national epilepsy organisations that have a specific interest in improving the social condition and quality of life of people with epilepsy and their carers.

You can [find out more about the IBE here](#).



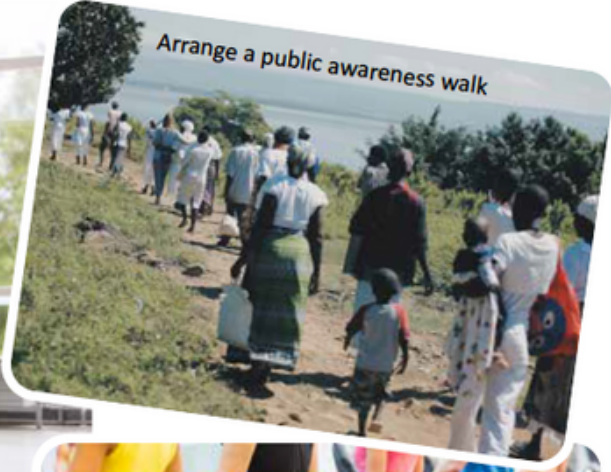
50 MILLION STEPS

One step for every person living with epilepsy

Organise an office walk



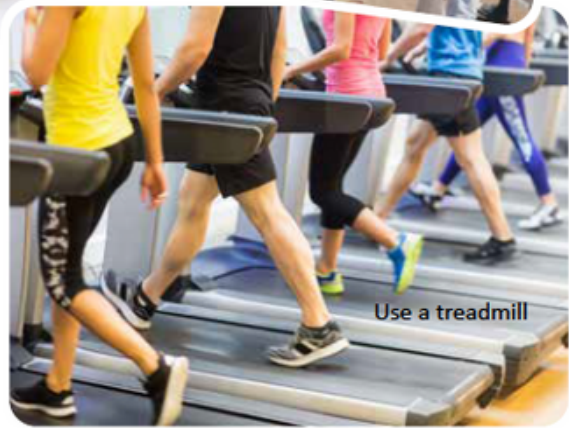
Arrange a public awareness walk



Involve the family pet



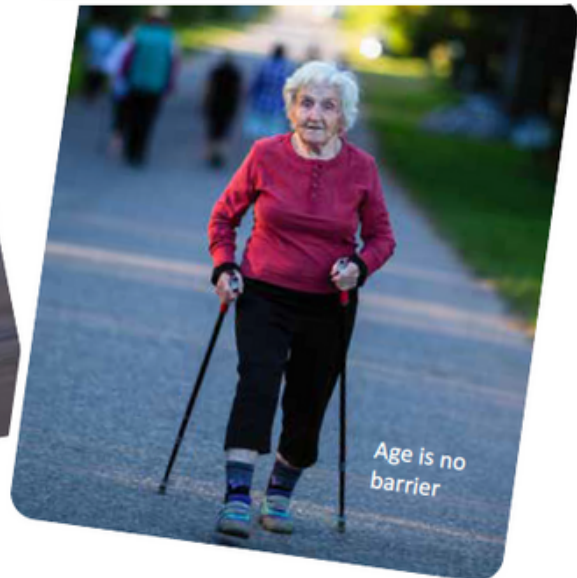
Use a treadmill



Take baby steps



Age is no barrier



Show everyone how you are getting involved by sharing your pictures and video clips on social media with the **#50MillionSteps** hashtag!

Raise vital funds for your local organisation

The 50 Million Steps for Epilepsy campaign provides an opportunity to fundraise for much needed resources for epilepsy patient groups and associations around the world. Most non-profits rely on the generosity of donors for some or all of their funding.

The 50MillionSteps.org website includes a fundraising facility where users can make a donation either directly to IBE, or request that it is forwarded to any participating IBE Chapter*. You can find a [list of IBE Chapters here](#).

**Where a donation is forwarded to a Chapter, an administration charge will be deducted by IBE to cover the costs associated with the platform and the transfer of funds. Funds raised will be collected by IBE and sent in a single transfer once the campaign is complete.*

Organisations can also set up their own fundraising web pages. We'll provide direct links to those via the campaign website.

Individuals can also create their own fundraising pages to raise money for the epilepsy organisation of their choice, using [Facebook](#) or an online platforms such as [GoFundMe](#) or [JustGiving](#).

Fundraising ideas

- Set up a [Facebook Fundraiser](#) or fundraise via another online platform.
- Encourage your friends, family or neighbours to make a sponsored walk with you.
- Set a challenge such as to walk 10,000 steps on every day of the campaign, to run your first 5km race or even to climb a mountain!
- You could walk in a costume or even try walking backwards!
- **Share your progress on social media using the #50MillionSteps hashtag.**



Download resources *(English language)*

While we hope you'll share lots of photos and videos during your 50 Million Steps campaign walks we have also created a range of graphics and video clips that you can use to promote your involvement:

- [#50MillionSteps logos](#)
- [Posters](#)
- [Social media graphics](#)
- [Short video](#)
- Or [download the complete resources pack!](#)

If you would like these resources in your own language, and can help us with translation, please contact elizabeth@ibe-epilepsy.org.

Below are some of the social media graphics available for you to use:



Sample social media posts

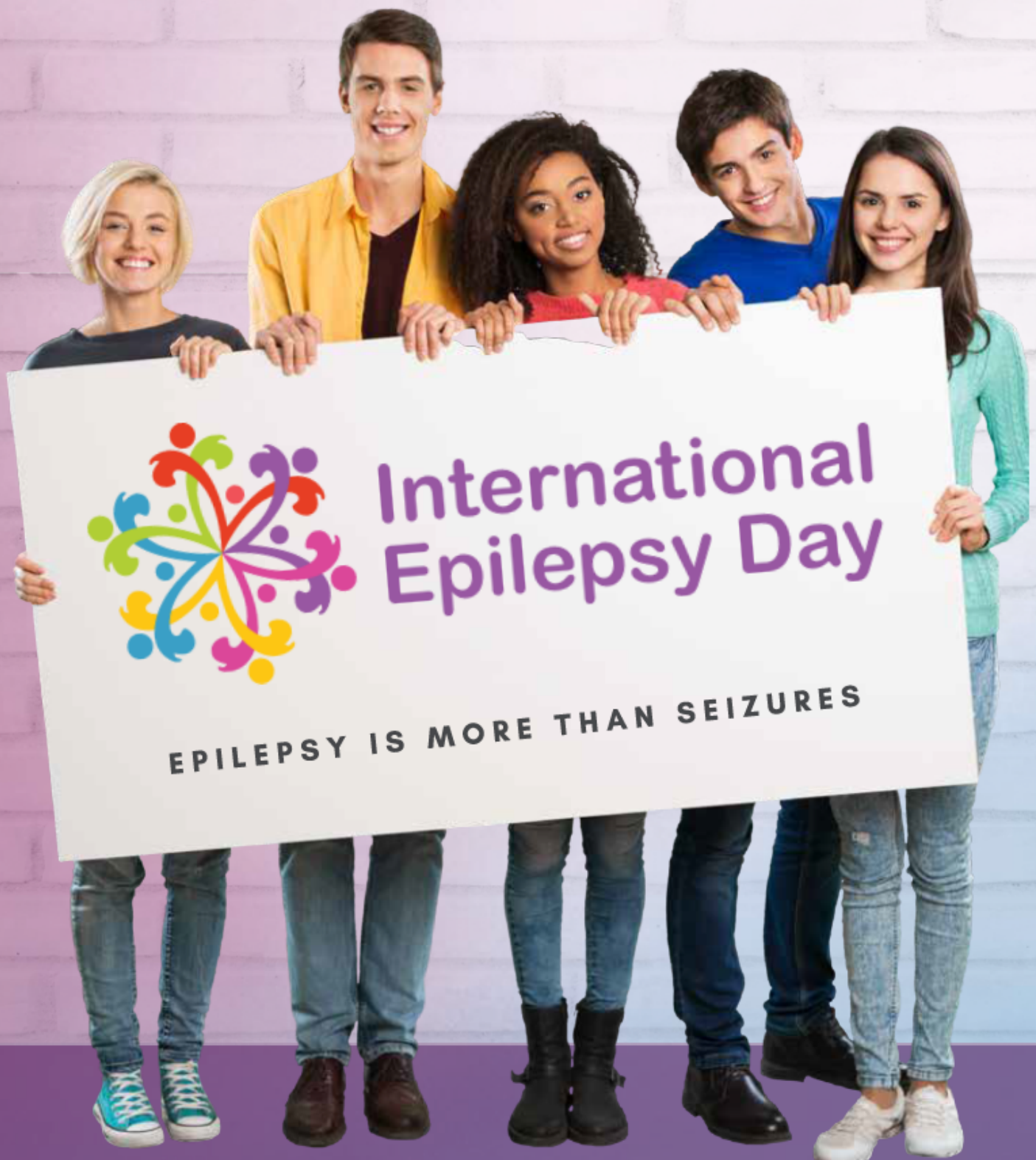
- 1 I'm stepping up #epilepsy awareness on International #EpilepsyDay! Help walk #50MillionSteps – one for each person affected by epilepsy in the world. Complete your steps between Monday, January 4 and Monday February 8, 2021 and share your steps at 50MillionSteps.org
- 2 50 million people worldwide are affected by #epilepsy. Join in and help walk #50MillionSteps ahead of International #EpilepsyDay to raise awareness and vital funds. Visit 50MillionSteps.org to get involved!

Remember to follow and tag @IntEpilepsyDay in your posts!
We're on Twitter, Instagram and Facebook.



SAVE THE DATE!

MONDAY, 8 FEBRUARY 2021



www.internationalepilepsyday.org