



Toolkit For Advocates

Take A Step Against Stigma, Towards International Epilepsy Day 2025

Introduction

The World Health Organisation [WHO] estimates that approximately 50 million people worldwide live with epilepsy (although recent studies suggest this figure may be higher) and around half will experience some form of stigma.¹

To address this, in 2022, WHO Member States unanimously adopted the 10-year [Intersectoral Global Action Plan on Epilepsy and other Neurological Disorders](#).

The goal of IGAP is to reduce the stigma, impact and burden of neurological disorders and to improve the quality of life of people with neurological disorders, their carers and families.

¹ Baker GA, Jacoby A, Buck D, Stalgis C, Monnet D. Quality of life of people with epilepsy: a European study. *Epilepsia*. 1997 Mar;38(3):353-62. doi: 10.1111/j.1528-1157.1997.tb01128.x. PMID: 9070599.

Epilepsy is given specific attention in this Plan, with global targets aimed at improving access to care and addressing the discrimination and human rights challenges impacting our community worldwide.

Empowering and amplifying the voice and visibility of people with epilepsy, and those who care for them is a necessary step in the awareness-raising and advocacy that will be required to ensure we can meet these ambitious global targets set out by IGAP.

Therefore, in the weeks leading up to International Epilepsy Day – our biggest awareness raising day of the year – we are calling on everyone to join us on our epilepsy journey, and take a step against stigma!

#50MillionSteps Campaign

The #50MillionSteps campaign serves as the starting point for [International Epilepsy Day](#) (#EpilepsyDay) which takes place on February 10, 2025.

Aligned with the overarching goal of #EpilepsyDay, #50MillionSteps seeks to:

- Raise awareness about epilepsy.
- Dispel the myths and misconceptions surrounding epilepsy.
- Improve knowledge levels about epilepsy across all sectors of society.

The campaign has gained incredible momentum since its launch. In the five years since it began, over 900,000,000 steps have been taken!

The number of steps achieved in 2024 far exceeded our goals and expectations. In 2025, we're aiming even higher!

More steps. More awareness. More lives improved.

But we can only reach this goal with your support.

Help us to raise awareness of epilepsy stigma by walking 50,000,000 steps - one step for each person living with epilepsy - ahead of International Epilepsy Day, 10 February 2025.

How To Take Part

Joining the campaign is easy! From January 6 through February 10, 2025, all you need to do is count your steps as you walk. Then record your steps on our Step Counter at www.50millionsteps.org.²



We recommend logging your steps either at the end of each day or cumulatively at the close of the week so we can track the overall progress together and mark key milestones on our journey.

We will reveal our grand step total on February 10th, International Epilepsy Day.

² Step Counter will be active from January 6th, 2025.

Additional Suggested Activities

Share Your Daily/Weekly Step Count on Social Media: Engage with the 50 Million Steps community by sharing your daily step count on social media.

Sample post: "Stepping into Day 12 of the '50 Million Steps' campaign. Today's count: XXX steps. Every step is a step against #epilepsy stigma. Let's keep walking together! #StepsAgainstStigma #50MillionSteps"

Share a Selfie from Your Walk: Capture and share moments from your walks. Share your selfies on social media using the campaign hashtags #50MillionSteps #StepAgainstStigma.

Sample post: "Today, I'm taking a #StepAgainstStigma! Join me in the #50MillionSteps campaign as we walk together to dispel myths and raise awareness about epilepsy."

Step-a-Thon: Organize a step-a-thon in your community.

Dog Walking: Combine your love of dogs with your passion for this cause.

Fitness Classes: Partner with fitness studios or trainers to organize special fitness classes or workouts focused on step counts.

Walk and Talk: Get together for a "Walk and Talk" event. Whether at your school, workplace, or in your local area, this can create a safe space for open dialogue, promote inclusivity, and help others learn more about living with epilepsy.

Step Challenges: Create weekly step challenges with different themes or goals, for example, "High Energy Steps."

Get Creative With Your Steps!

In the 50 Million Steps campaign, there's no one-size-fits-all approach to take part. So let your imagination run free and get creative with your steps!



Biking: Pedal your way to our goal! Whether it's a leisurely ride or an exhilarating cycling session, log those cycling miles!



Dance Your Heart Out: Why not organise a dance-a-thon, where participants can log their dance sessions as steps?



Step and Stretch: Combine your regular yoga, pilates, or Tai Chi routine with your daily steps. Perhaps a mindful walk to a serene outdoor spot for your yoga practice or integrating steps into your warm-up and cool-down.



Swim the Distance If you love the water, each lap in the pool adds to our final step count.



Skiing or Snowboarding: Embrace the winter wonderland and turn your snowy adventures into steps.

How To Convert Your Activities To Steps

You can use a Fitbit or a step counter to keep track of your steps. If you don't have a device, you can estimate your steps. As a general guide, there are about 1,350 steps in a kilometer. The average person walks around 3.8 kilometers after taking 5,000 steps.

Convert Other Activities

- **Running:** Approximately 2,000 steps are equivalent to running one mile.
- **Yoga:** A 30-minute yoga session is equivalent to approx 5,000 to 7,000 steps.
- **Dancing:** A 30-minute dance workout is around 5,000 to 7,000 steps.
- **Cycling:** Approximately 1 minute of cycling equals 1,000-1,500 steps.

No matter how you track your activity, every step counts towards our goal!

[Download Our Step Conversion Chart](#)

Remember to:

- **Spread the Word:** Share your progress on social media using the hashtag #50MillionStepsAgainstStigma
- **Educate Others:** Use this opportunity to educate others about mental health and the impact of stigma.
- **Celebrate Success:** Celebrate your achievements and the collective impact of the campaign.

Whatever activity you choose, we want to see and hear about it! Share your #50MillionSteps journey on social media and tag us in your photos and videos.



facebook.com/InternationalBureauForEpilepsy



instagram.com/international_epilepsy



twitter.com/IBESocialMedia

Thank you for your support!

When we walk in step together, nothing is impossible.

Campaign Toolkit

Campaign resources are freely available for use by individual advocates or non-profit organizations.

Commercial companies who wish to use the campaign resources should contact us for approval.

If you have any questions about the campaign or issues with downloading the graphics, please contact Marie Ennis O'Connor, Head of Communications at communications@ibe-epilepsy.org

Poster

- Poster 1 – ([download .pdf](#)) ([download .png](#))
- Poster 2 – ([download .pdf](#)) ([download .png](#))
- Poster 3 – ([download .pdf](#)) ([download .png](#))
- Poster 4 – ([download .pdf](#)) ([download .png](#))

Logo (Transparent Background)

- Steps Against Stigma (Purple) [download .png](#)
- Steps Against Stigma (White) [download .png](#)
- Steps Against Stigma (Black) [download .png](#)

Social Media Graphics

Download Graphics Set 1

X (formerly Twitter)



- [Download zip file of images](#)

Download Graphics Set 2

Facebook



- [Download zip file of images](#)

Download Graphics Set 3

Instagram



- [Download zip file of images](#)

Editable Selfie Card

This blank template can be customized with your own logo and images.

Why not use it to share a selfie from your walk and share it on social media?

Note: This template was designed using Canva. If you're unfamiliar with Canva you can follow [a tutorial here](#)

[Download template](#)



Sample Social Media Posts

Step up against [#epilepsy](#) [#stigma](#) this [#InternationalEpilepsyDay](#). Visit [50MillionSteps.org](#) to be part of the change! [#StepAgainstStigma](#) [#50MillionSteps](#)

Help us to raise awareness of [#epilepsy](#) [#stigma](#) by walking 50,000,000 steps - one step for each person living with epilepsy. Visit [50MillionSteps.org](#) to take part. [#50MillionSteps](#) [#StepAgainstStigma](#)

I'm stepping up against [#stigma](#) Join me on my journey to walk [#50MillionSteps](#) to raise awareness of epilepsy [stigma](#). Learn more at [50MillionSteps.org](#) [#StepAgainstStigma](#)

Every step counts! Lace up your shoes and join us as we [#StepAgainstStigma](#). Visit [50MillionSteps.org](#) to learn more about the campaign! [#50MillionSteps](#)

Let's walk [#50MillionSteps](#) ahead of International [#EpilepsyDay](#) on 10 February.

I'm taking strides on my [#EpilepsyJourney](#) with a mission to erase stigma. Walk beside me by joining the movement at [50MillionSteps.org](#)

Let's unite to break down the barriers surrounding epilepsy. Take the first step at [50MillionSteps.org](#). Together, we can make a difference! [#StepAgainstStigma](#) [#50MillionSteps](#)