



International Epilepsy Day

REPORT 2020

‘Heart of service’

Aja Mills, United States

International Epilepsy Day
Art Competition Winner 2020
(Over 16s Category)



Table of Contents

2.

SOCIAL MEDIA & WEBSITE

Find out how following of our social networks has grown and how many visitors came to the internationalepilepsyday.org website this year.

4.

EVENTS AROUND THE WORLD!

We showcase a selection of events from around the world on #EpilepsyDay in 2020, including some 'landmark' activities!

6.

SPREADING THE MESSAGE

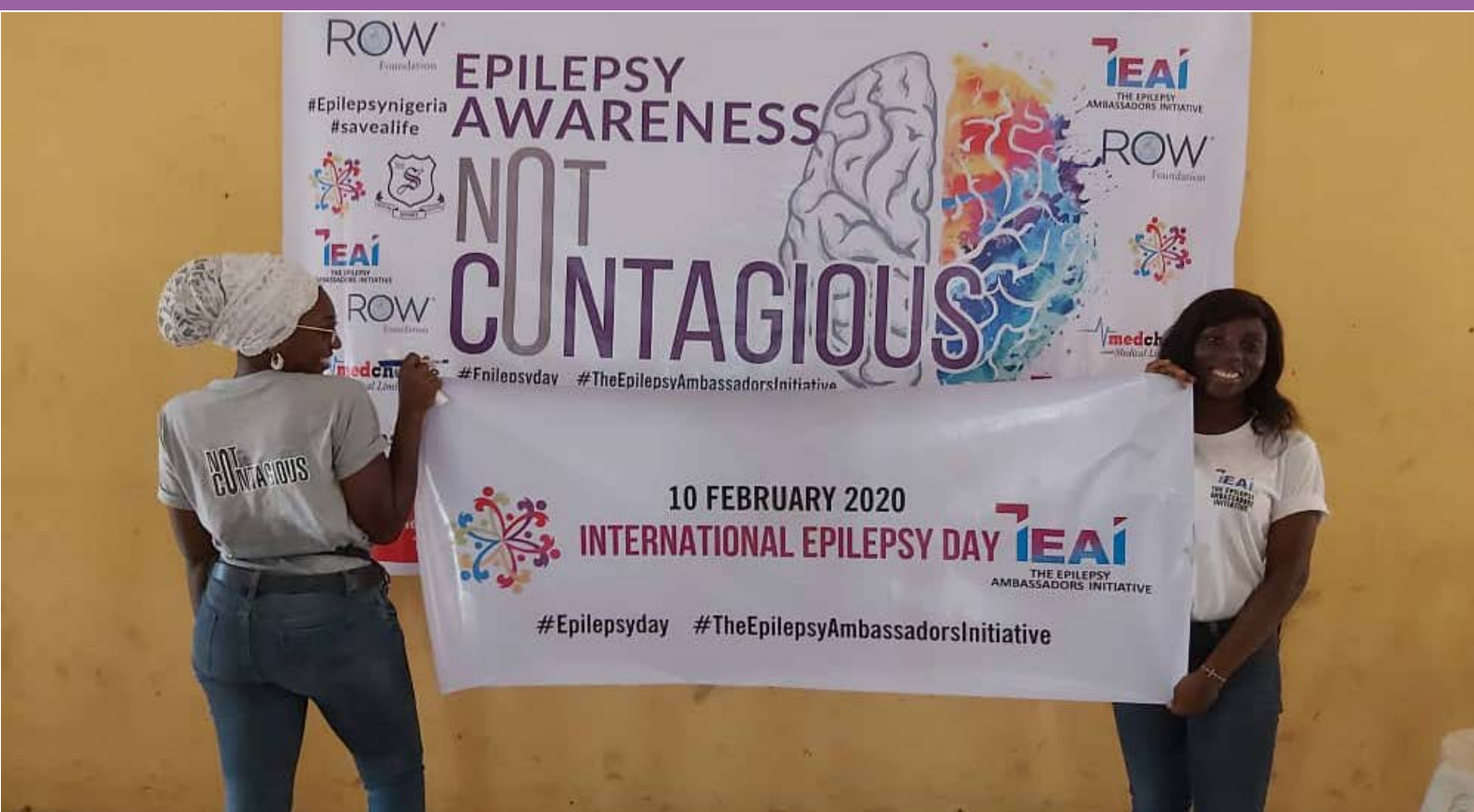
A look at some of the awareness-raising media coverage including celebrity stories and an eye-catching campaign.

9.

ART COMPETITION

Discover the fantastic winning entries from the 2020 International Epilepsy Day Art Competition!

Below: International Epilepsy Day is celebrated in Lagos



ABOUT INTERNATIONAL EPILEPSY DAY

International Epilepsy Day, a joint initiative created by the International Bureau for Epilepsy (IBE) and the International League Against Epilepsy (ILAE), is a global event celebrated annually on the 2nd Monday of February, to promote awareness on epilepsy right around the world. With IBE and ILAE representation in more than 130 countries, this is a powerful opportunity to highlight the problems faced by people with epilepsy, their families and carers, in every region of the world.

Developed in line with a strategy to advocate for appropriate legislation to guarantee human rights of people with epilepsy and to empower people with epilepsy to maximise their quality of life, International Epilepsy Day aims to highlight that:

- epilepsy still remains a hidden disease due to the stigma attached;
- it is treatable, yet 40% of people living with epilepsy in wealthier countries do not receive appropriate treatment. Over 70% of those living in low income countries cannot even access epilepsy medication regularly;
- lack of treatment imposes a huge financial burden on national health systems;
- research and legislation remain key issues in improving the quality of life of persons with epilepsy.

PARTICIPATION AROUND THE WORLD

International Epilepsy Day events and participation were seen in **144 countries** around the world on February 10th, making International Epilepsy Day 2020 the biggest yet!

Countries shown in pink are new countries seen to be involved this year.

-
- Albania
 - Angola
 - Antigua and Barbuda
 - Armenia
 - Aruba
 - Austria
 - Australia
 - Argentina
 - Bangladesh
 - Barbados
 - Belarus
 - Belgium
 - Bermuda
 - Bolivia
 - Bosnia and Herzegovina
 - Botswana
 - Bulgaria
 - Brazil
 - Brunei Darussalam
 - Burkina Faso
 - Canada
 - Cambodia
 - Cameroon
 - Cayman Islands
 - Chile
 - China
 - Colombia
 - Congo
 - Costa Rica
 - Cote D'Ivoire
 - Croatia
 - Cuba
 - Cyprus
 - Czech Republic
 - Denmark
 - Dominican Republic
 - Ecuador
 - Egypt
 - El Salvador
 - Estonia
 - Fiji
 - Finland
 - France
 - Gabon
 - Georgia
 - Guatemala
 - Guyana
 - Ghana
 - Greece
 - Hungary
 - Honduras
 - Hong Kong
 - Iceland
 - India
 - Indonesia
 - Iran
 - Iraq
 - Ireland
 - Israel
 - Italy
 - Jamaica
 - Japan
 - Jordan
 - Kazakhstan
 - Kenya
 - Korea (Rep. of)
 - Kuwait
 - Latvia
 - Lebanon
 - Lithuania
 - Lesotho
 - Liberia
 - Luxembourg
 - Macedonia
 - Malawi
 - Malaysia
 - Maldives
 - Mali
 - Malta
 - Mauritius
 - Mexico
 - Moldova (Rep. of)
 - Mongolia
 - Morocco
 - Myanmar
 - Namibia
 - New Zealand
 - Nepal
 - Nicaragua
 - Niger
 - Nigeria
 - Norway
 - Oman
 - Pakistan
 - Panama
 - Puerto Rico
 - Peru
 - Poland
 - Portugal
 - Qatar
 - Romania
 - Russian Federation
 - Rwanda
 - Saudi Arabia
 - Scotland
 - Serbia
 - Sierra Leone
 - Singapore
 - Slovakia
 - Slovenia
 - South Africa
 - Spain
 - Sri Lanka
 - Suriname
 - Swaziland
 - Switzerland
 - Sweden
 - Syrian Arab Republic
 - Taiwan
 - Tanzania
 - Thailand
 - The Philippines
 - Togo
 - Tunisia
 - Turkey
 - Turkmenistan
 - Trinidad & Tobago
 - UAE
 - Uganda
 - UK
 - Ukraine
 - Uruguay
 - USA
 - Uzbekistan
 - Venezuela
 - Vietnam
 - Wales
 - Yemen
 - Zambia
 - Zimbabwe

TWITTER

@IntEpilepsyDay Account, Feb 2020:

Tweet impressions: 67.4k (up from 25.1K!)

Profile visits: 1,667

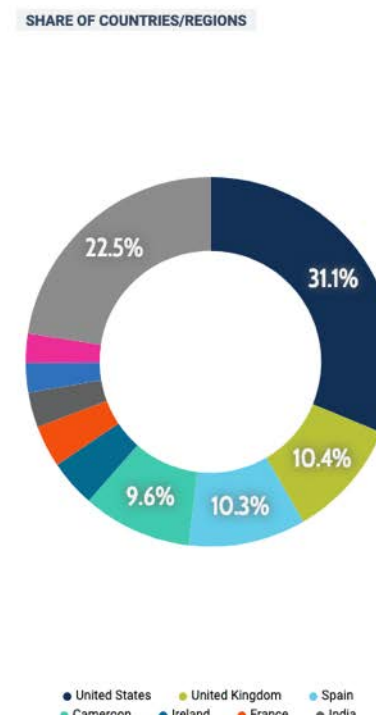
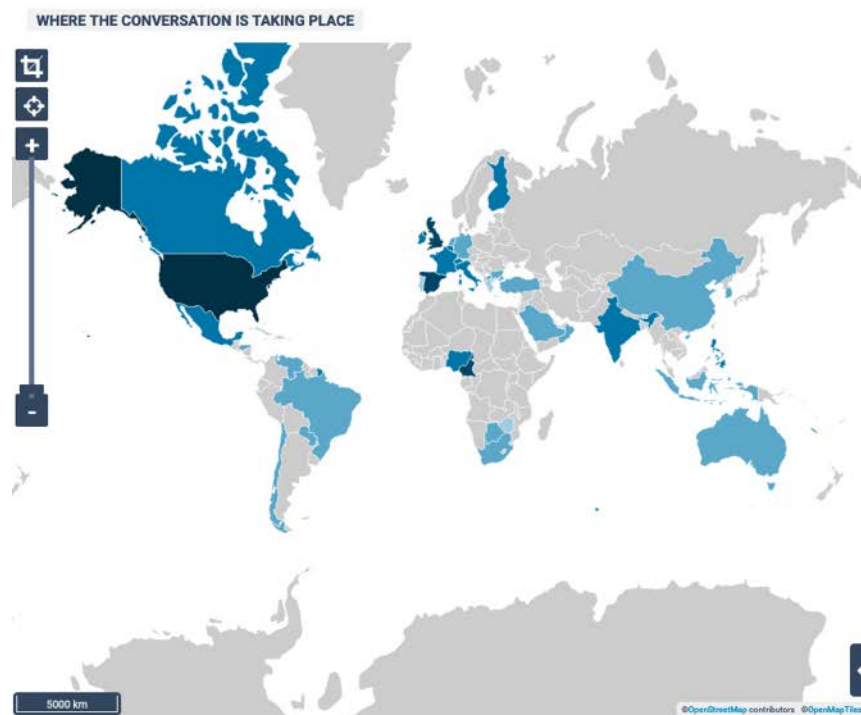
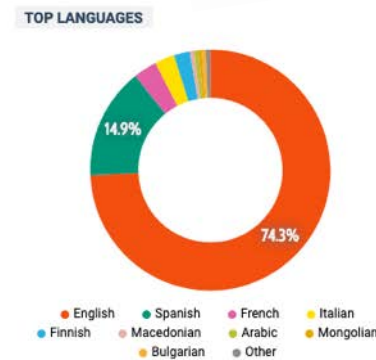
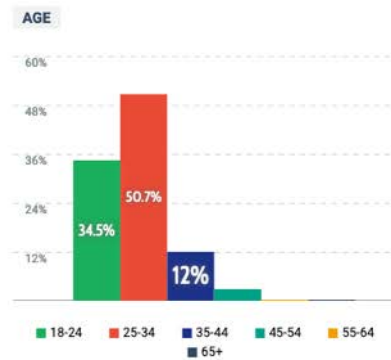
Mentions: 397

New followers: +425

Total followers: 2,327



67K+ impressions



FACEBOOK

International Epilepsy Day Page, Feb 2020:

Page engagements: 12,779

Reach: 79,189

Top post reach: 41.6k

New followers: +988

Total followers: 8,561



INSTAGRAM

@IntEpilepsyDay Account performance, Feb 2020:

Total followers: 1,374

New followers: +371

9,406
#EpilepsyDay tweets

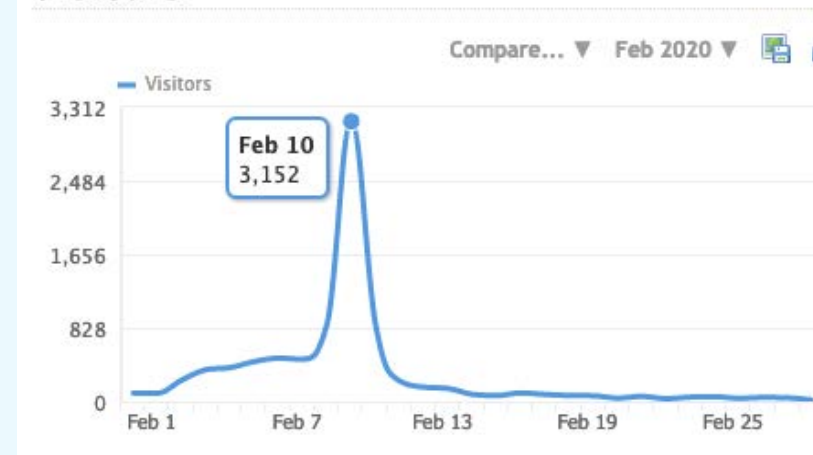


The InternationalEpilepsyDay.org website

Traffic to the InternationalEpilepsyDay.org website increased considerably this year! The graph below shows the peak of traffic that took place on February 10th, with over 3,152 individual visitors while the month as a whole saw over 8,800 visitors to the website.

The average amount of time spent per visit was very high, at 3 minutes 36 seconds and the average number of user actions (e.g. click-throughs) was 2.6.

Visitors



The most visited sections of the website:

1. Home – 7,042
2. Resources – 2,870
3. Map – 1,704
4. Competition results – 1,471
5. About – 632

Top countries visiting the website:

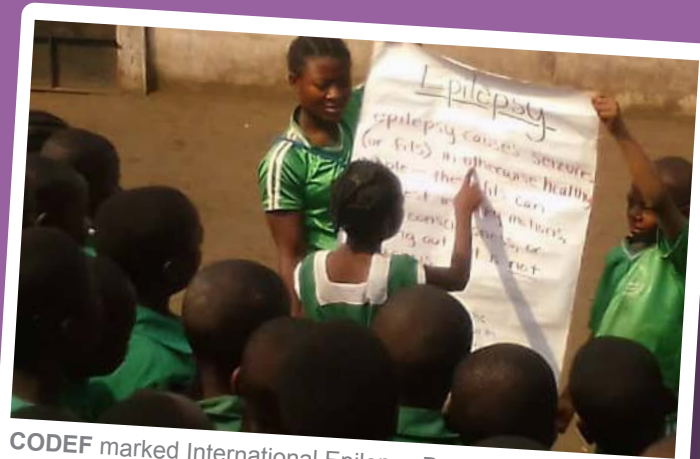
1. USA
2. UK
3. India
4. The Netherlands
5. Italy

International Epilepsy Day Events

Once again, events were held around the world this year to mark International Epilepsy Day 2020, raising awareness of and educating the public about epilepsy as well as providing support to members of the epilepsy community. Below are a selection of images to illustrate the variety of events that took place. You can find out more by visiting www.internationalepilepsyday.org/events.



Association "AHMED" D'aide Aux Enfants Avec Epilepsie, celebrate the day in Tunisia.



CODEF marked International Epilepsy Day by raising awareness among students and teachers in schools in the Western region of Cameroon.



Bangabandhu Sheikh Mujib Medical University celebrated International #EpilepsyDay once again this year to increase awareness of epilepsy among both professionals and public.



Epilepsy Liga (Belgium) brought a giant brain to the Central Station in Antwerp, showing passers-by how our brains work and what types of epilepsy exist!



Colourful celebrations again this year in Sendai Japan at the Epilepsy Hospital BETHEL



Vida Saei celebrates International Epilepsy Day in Tehran with the Iranian Epilepsy Association.



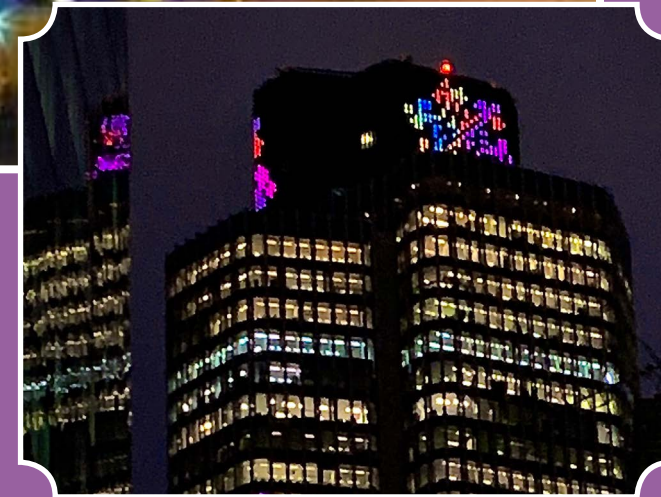
TURNING PURPLE!

A highlight of International Epilepsy Day 2020 was seeing a number of landmarks and buildings around the world turn purple to mark the day!

The Lega Italiana Contro de l'Epilessia (LICE) coordinated events in Italy that included having the Colosseum in Rome (above) and a fountain in Trieste (below) lit up in purple to raise awareness.

Tower 42, the fifth tallest skyscraper in London, projected the international epilepsy Day logo from the top of the building as well as raising awareness among all inside the building through electronic posters and signage in lifts.

We hope to see more landmarks lit up to mark International epilepsy Day in 2021!



AWARENESS THROUGH THE MEDIA

A small sample of the media coverage received on International Epilepsy Day 2020



Above:

Fashion entrepreneur Camila Coelho opened up to CBS (USA) about living with epilepsy and the implications for her attempt to start a family.

Right:

To mark International Epilepsy Day, Sky Sports News visited Watford Football Club (UK) to meet academy analyst Daniel Bedeau, who has not let the condition hold him back



Left:

Mario Hermoso, player with Atlético de Madrid, stars in the new awareness campaign: 'Knowing epilepsy makes us equal', promoted by the Spanish Federation of Epilepsy (FEDE).

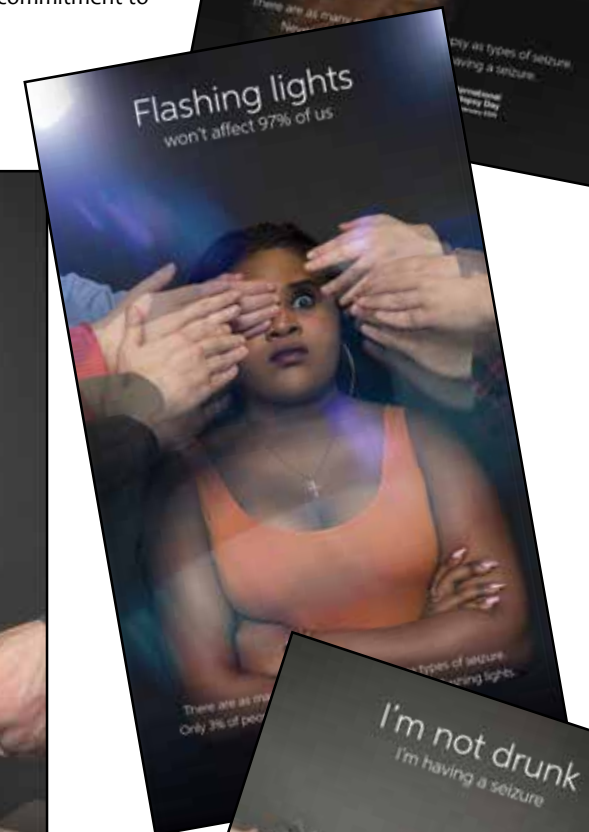


EYE-CATCHING CAMPAIGN for International Epilepsy Day

Epilepsy Ireland has launched a new poster campaign to mark International Epilepsy Day 2020. Featuring four young adults who have epilepsy, the posters take a wry look at four common misconceptions, or poorly understood facts, about epilepsy:

Two of those who appear on the posters, Lorraine Lally (below) Debra Marino (centre right) participated in the Young Adults Workshop, organised by the IBE European Regional Executive Committee in Dublin last October, where their commitment to raising awareness through positive action was clear to see.

The posters were published in prime positions in the principal Irish national daily newspapers, guaranteeing a very large audience. Congratulations to all involved!



VIDEO ADVOCACY

For International Epilepsy Day 2020, we invited people to create and share short personal advocacy videos. This came about as an initiative of the young adults who had attended the EpilepsyNext Young Adults Workshop 'Hear My Story', that took place in Dublin last October. The idea was to create short videos about the daily life of people living with epilepsy or caring for someone who has epilepsy.

See some of the videos shared at <https://internationalepilepsyday.org/epilepsy-stories/>.

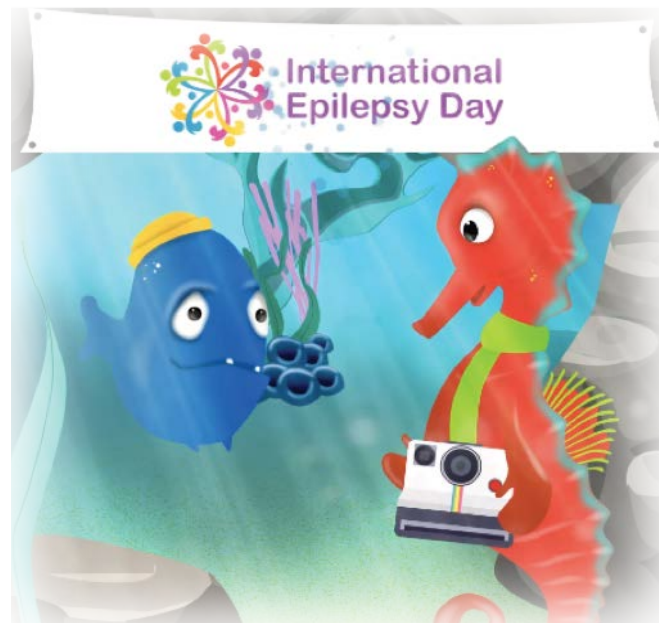


CAMPI'S LATEST ADVENTURES

Over the past few months we have shared five new animations featuring Campi the seahorse, the International Epilepsy Day mascot. This series of short videos is inspired by the overarching messages of the 'Global Burden of Epilepsy' report, published in 2019 by the World Health Organisation, in collaboration with IBE and the ILAE.

In the series, Campi and friends learn about the global burden of epilepsy, stigma and discrimination, the epilepsy treatment gap, the importance on prevention and the reason why the time to act is now! You can watch the videos here:

<https://internationalepilepsyday.org/campi/>



Friendship and Inclusion

Art competition to celebrate International Epilepsy Day

ANNOUNCING THE WINNERS!

We are delighted to announce the winners of our art competition, organised to celebrate International Epilepsy Day. More than 200 entries were received from 33 countries around the world, showing just how popular drawing and painting are as an activity for all age groups.

Open to everyone, the competition had three categories – under 8 years, 8 to 15 years, and 16 years and older. In each category, the winner will receive a prize of US\$250, with four runners-up prizes of US\$100.

The judges praised the talent of the artists and found selecting the winners extremely difficult. All entries feature in a special gallery on the International Epilepsy Day website internationalepilepsyday.org, so you can judge for yourself!

Thank you to everyone who took part and congratulations to the winners!



1

CATEGORY: UNDER 8 YEARS

1. 'Friendship Rainbows'
Samuel Correia (7), Portugal
2. 'Friendship and Inclusion'
Hirunodi Sawindya Thennakoon (7), Sri Lanka
3. 'Art and epilepsy'
Sunjoy Chanel So (6), Philippines
4. 'Friendship and Inclusion'
Wong Tsz Tat Davis (3), Hong Kong
5. 'We are friends forever, no matter what'
P B Lavindu Kithnuka (7), Sri Lanka



5



2



3

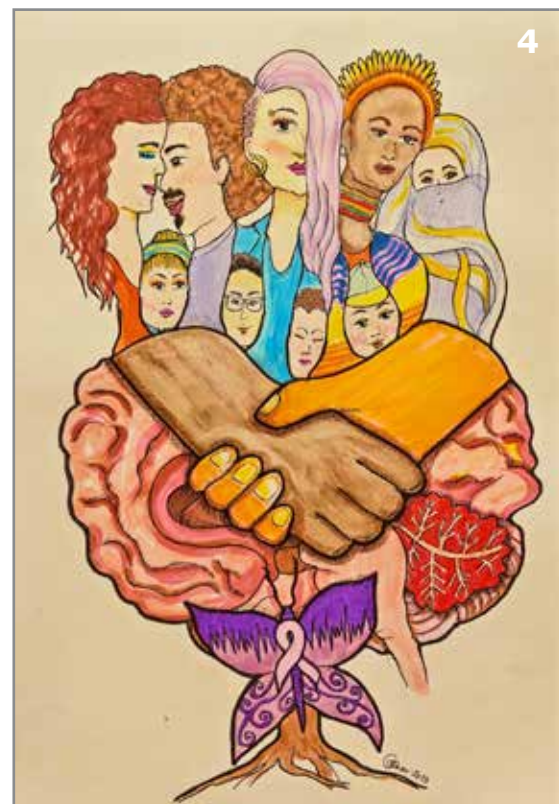
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CATEGORY: 8 to 15 YEARS

1. 'Love what we have'
Chi Tin Cheng (11), Hong Kong
2. 'International Friends'
Kothari Dikshita (14), India
3. 'Friendship and inclusion'
Indunadee Dewdunya Thennakoon (9), Sri Lanka
4. 'Friends in need... extending hands of empathy'
D M T V Dissanayake (11), Sri Lanka
5. 'Untitled'
Kiara Higginson (13), Australia

CATEGORY: 16 YEARS AND OVER

1. 'Heart of service'
Aja Mills, United States
2. 'A place of peace'
Rebecka Lamb, United States
3. 'Big Love'
Justin Mogler, Australia
4. 'True friendship, love and belongingness come when the need for the same is vital'
A A R Nethmi Adhikari, Sri Lanka
5. 'We Belong to Each Other, Both Heart and Mind'
Ramilita Galeos Sacerdoti, Philippines




International Epilepsy Day

Monday, 8 February 2021

