



PR Guidance Toolkit

Supporting a global petition for the establishment of a World Dengue Day to **connect and focus** dengue efforts worldwide



Contents

Introduction

Why do we need to support the petition for a World Dengue Day?

Target audience

Key timings and milestones

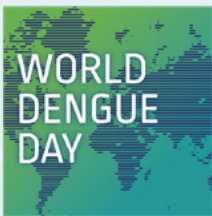
Positioning statement and key messages

World Dengue Day infographic

Draft press release

Social media guidelines

Draft social media content plan



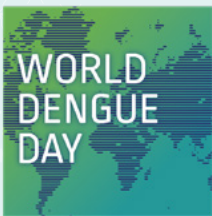
Introduction

This toolkit and guidance document has been developed to offer ideas and resources to support the communication efforts around establishing a World Dengue Day. We appreciate that each user of this guide will have varying experience and budget for activities, therefore all template materials and guidance can be implemented independently according to individual needs and capacity.

Why do we need to support the petition for a World Dengue Day?

Dengue is a serious, viral infectious disease, mainly spread by the Aedes mosquito, causing flu-like symptoms which can lead to fatal complications. Many people know that dengue is a viral disease spread by mosquitoes. However, it is less well known that the incidence and risk of infection has dramatically increased in recent years - dengue fever is currently the fastest growing mosquito-borne disease on earth. Consequently, today nearly half the world's population is at risk of infection or death - a statistic that could be significantly reduced with effective interventions.

A World Dengue Day ratified by the United Nations would act to focus attention on the impact of dengue and motivate public health organisations and governments alike into action. A dedicated day would draw attention globally and demonstrate how concerted health policy action can achieve significant benefits in minimising the impact of dengue and reducing unnecessary deaths due to dengue infection.



Following productive discussions at April's World Health Assembly we must now look towards the United Nations General Assembly in September where we hope to put dengue fever on the agenda. The coming months provide a key window of opportunity to raise awareness of this often-overlooked disease, during which we must communicate the urgency and importance of our message.

Target Audience

Below are some of key groups we need to inform, motivate and support to ensure we maintain momentum in driving for a World Dengue Day and subsequent collaboration

Primary audience

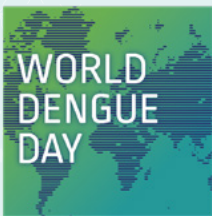
Key decision makers: healthcare policymakers, ministries of health, healthcare professional bodies, politicians, NGOs

Secondary audience

Public / people affected by dengue

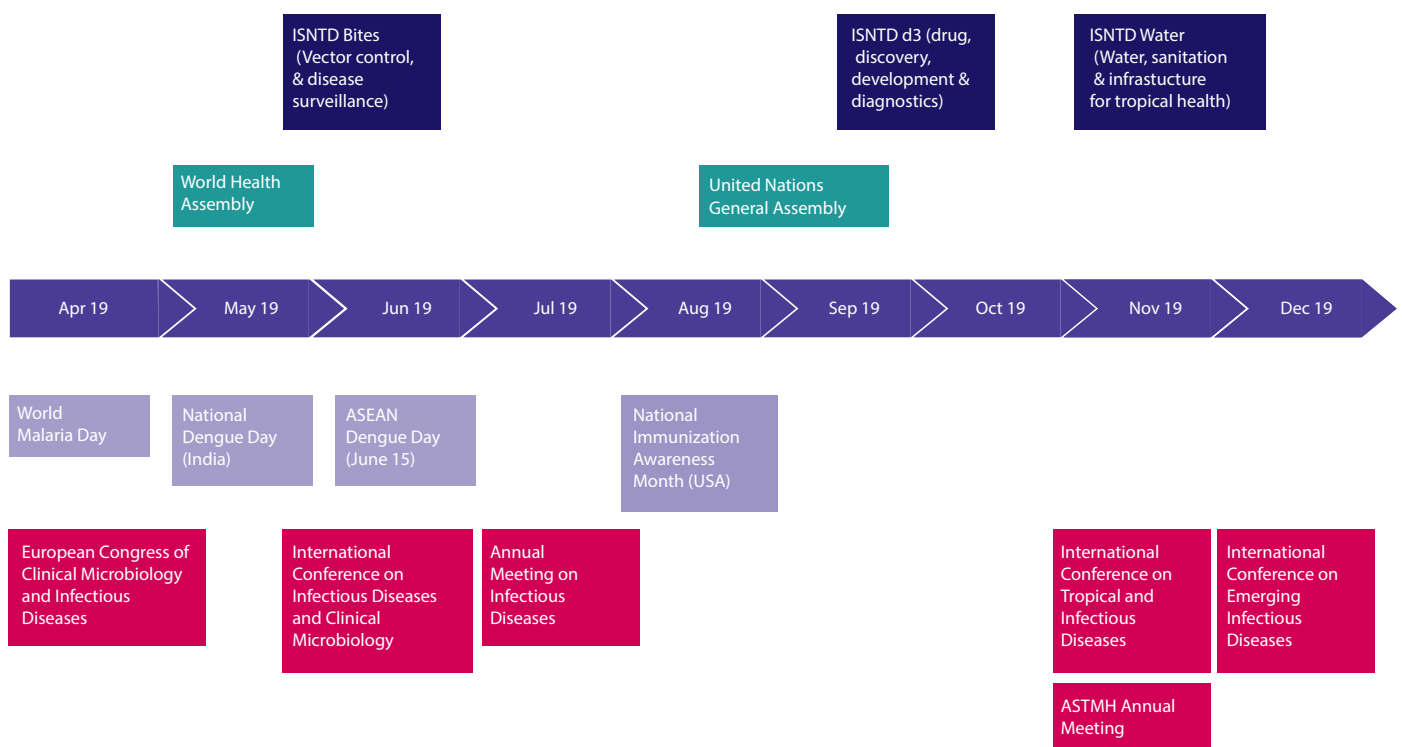
Countries

Global – For the WHO & UN to consider creating a World Dengue Day they need to see demand for this from around the world



Key timings and milestones

The following chart provides an overview of the key timings and milestones for the International Society of Neglected Tropical Diseases and the Dengue Advisory Group for the remainder of the year. This information might be of use when planning and scheduling your communications activity for 2019.

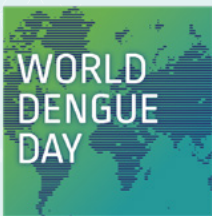


World Dengue Day Infographic

Click on the icon below to access a general awareness infographic which can be used to communicate with various audiences and provide a snapshot of the burden of dengue and highlight the importance of establishing a World Dengue Day through a call for signatures on the petition.



WHY THE WORLD NEEDS A DENGUE DAY



Positioning Statement and Key Messages

You can use the below position statement and messaging to form the basis of your communications around dengue fever, the petition for a World Dengue Day and the formation of the Dengue Advisory Group. This ensures that all communications have consistent facts, statistics, tone and terminology.

Positioning Statement

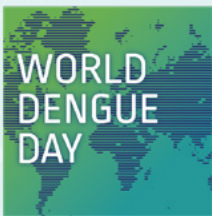
Why we need to renew efforts to reduce the growing impact of dengue fever across the globe

Many people know dengue is a viral disease spread by mosquitoes. However less well known is that the incidence / risk of infection has dramatically increased in recent years. Consequently, today nearly half the world's population¹ (/ three billion people) is at risk of infection and / or death - a statistic that could be significantly reduced with effective interventions. This is why we are combining efforts as The Dengue Advisory Group in calling for international action in the fight against dengue. First, by formalising a new dedicated World Dengue Day to focus attention on dengue. Secondly, with a global collective led by The International Society for Neglected Tropical Diseases (ISNTD) to set goals to reduce the burden of dengue around the world. To achieve this, new ambitious action plans and collaborations have been devised to contribute to the fight against dengue in communities and countries where dengue is a public health concern. We need your support to make these plans happen. Your signature on the petition calling for World Dengue Day is a first step to help realise these ambitions.

Key Messages

The Global Burden of Dengue

Dengue is a serious, viral infectious disease, mainly spread by *Aedes aegypti* mosquitoes, causing flu-like symptoms, but which can lead to fatal complications.



- There are four distinct, but closely related, serotypes of the virus that cause dengue (DEN-1, DEN-2, DEN-3 and DEN-4)¹
- Symptoms of dengue include a fever, a severe headache, pain behind the eyes, muscle and joint pain, a loss of appetite, vomiting and a widespread red rash²
- Recovery from infection provides lifelong immunity against that particular serotype. However, cross-immunity to the other serotypes after recovery is only partial and temporary¹
- Subsequent infections by other serotypes increase the risk of developing severe dengue, which causes increased vascular permeability that leads to a bleeding diathesis or disseminated intravascular coagulation (DIC) known as dengue haemorrhagic fever (DHF)¹
- Severe dengue is a leading cause of illness and death among children in some Asian and Latin American countries¹

Dengue fever is the fastest growing mosquito-borne disease on earth.

- Before 1970, only nine countries had experienced severe dengue epidemics. The disease is now endemic in more than 100 countries in the WHO regions of Africa, the Americas, the Eastern Mediterranean, South-East Asia and the Western Pacific, although all continents are affected¹
- The actual numbers of dengue cases are under-reported and many cases are misclassified. One recent estimate indicates 96 million people manifest clinically, with any severity of disease³
- Dengue has the potential to affect the health and economic futures of nearly 3.5 billion people across the world – with endemic regions such as Latin America, the Caribbean, Africa and Asia particularly affected⁴



Everywhere, the human and economic costs of dengue are staggering.

- Severe dengue requires hospitalisation – costly to individuals, families and the community through lost school and work days and the increased burden on local healthcare services.
- In short, dengue places a huge burden on the progress of families and communities, perpetuating the cycle of poverty and inequality.

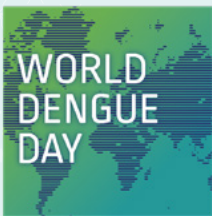
Yet the burden of dengue remains poorly understood and awareness is low

- Dengue is deceptive – any infection with one of the four virus types can be severe but while most first infections go unnoticed, the second infection can be fatal.
- Yet outside endemic areas, people may not have heard of the disease, nor understand its impact.
- Dengue is now spreading to previously uninfected areas, with recent cases reported in Europe.

Why we need World Dengue Day

We urgently need an official World Dengue Day to focus attention on the impact of dengue and motivate people, public health organisations and governments into action to combat the growing burden of dengue.

The Dengue Advisory Group (DAG), led by The International Society for Neglected Tropical Diseases (ISNTD) is driving the movement to call for an official World Dengue Day, with the aim to have it ratified by the United Nations in September 2019



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- Dedicating one official day will draw global attention to dengue and provide a platform to demonstrate how concerted health policy action can achieve significant benefits in minimising the impact of dengue and reducing unnecessary deaths due to dengue infection.
- Such interventions will contribute to the World Health Organization target to reduce mortality and morbidity from dengue by 2020 by at least 50% and 25% respectively (using 2010 as the baseline).

Why we need your support - Sign the petition today

- Your support is vital to raise awareness and stem the tide of dengue fever. By signing our petition we will get a step closer to securing an official World Dengue Day to focus much needed attention and drive action.
- So far, we have signatures from over 100 countries on the petition. Every single name counts. Add yours now by completing this form: [XX](#)
- Don't forget to share the petition with friends - every name counts!

Share your story of how dengue has affected you and read testimonials from patients and professionals

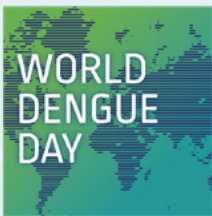
The Evolution of Global Dengue Voice to The Dengue Advisory Group

- After a very successful two years of Dengue VOICE meetings in Paris - a necessary evolution had to take place in order to involve the wider community. By including vector control, diagnostics and civic society activists we will evolve the collective away from a vaccine led approach towards an integrated strategy to reach dengue control targets.
- The Dengue Advisory Group (DAG) represents exactly that evolutionary end-point.
- The DAG is a group of experts who represent various disciplines from the preventative and curative cycle surrounding Dengue.



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- Each member of the DAG will work to champion World Dengue Day activities within their own professional communities and countries, acting as spokespeople to highlight the need for this global awareness day.
- Current DAG members include;
 - Richard Allan** (The MENTOR Initiative)
 - Sophie Durrans** (Malaria Consortium)
 - Dr Duane Gubler** (Duke-NUS Medical School)
 - Dr Zulkifl Ismail** (KPJ University College of Health Sciences)
 - Yenew Kebede Tebeje** (African Centre for Disease Control)
 - Chris Larkin** (International Vector Control Centre)
 - Dr Rachel Lowe** (London School of Hygiene and Tropical Medicine)
 - Dr Derric Nimmo** (International Vector Control Centre)
 - Gregory Rose** (British Red Cross)
- Secretariat;
 - Marianne Comparet** (International Society for Neglected Tropical Diseases)
 - Kamran Rafiq** (International Society for Neglected Tropical Diseases)



Click here to access
the editable press release

Draft Press Release

The World's Growing Dengue Crisis Needs Our Urgent Attention Health Organisations, Charities and Governments Call for Petition Signatures to Designate an Official World Dengue Day to Focus Action on Reducing the Burden of Dengue

Place], [Date], 2019 – During this year's World Health Assembly leading health agencies, non-profit organisations and governments have renewed their efforts to increase cooperation in dengue prevention and control. Recognising the growing burden of disease, particularly among children, and the social and economic impact of dengue epidemics, they are seeking urgent action and attention via petition signatories in support of an official World Dengue Day. Today, they are asking members of the public to add their name here: <https://www.isntd.org/world-dengue-day-open-letter>.

The Dengue Advisory Group continues the mission of the Global Dengue VOICE, to reduce the global burden of dengue fever, with an Open Letter requesting the United Nations General Assembly (UNGA) to designate an official World Dengue Day. With every new signatory to the petition this letter will gain traction with those able to commit to a dedicated day, address one of the World Health Organization's top ten global health priorities¹ and ensure ambitious action plans and collaborations are devised to contribute to this fight against dengue.

Dengue fever is the fastest growing mosquito-borne disease on earth. It has the potential to affect the health and economic futures of nearly 3.5 billion people across the world – with endemic regions, such as Latin America, the Caribbean, Africa and Asia, particularly affected. One recent estimate indicates 390 million dengue infections occur around the world each year. Of these, 500,000 cases develop into dengue haemorrhagic fever, a more severe form of the disease, which results in up to 25,000 deaths annually worldwide.² Alarming, dengue is now spreading to previously uninfected areas, with recent cases reported in Europe and the USA.

"Whilst the human and economic costs of dengue are staggering and now impact nearly one in two people worldwide, beyond endemic areas many people are not aware of the disease, nor understand its impact on local communities," commented XXX. "In reality, dengue is devastating; it places a huge burden on individuals, families and communities, perpetuating a cycle of poverty and inequality. Creating a World Dengue Day will bring dengue into the spotlight on a global scale, allowing nations around the world to understand, cooperate and address the growing threat posed by this often-overlooked disease".

The Dengue Advisory Group's vision is to develop a comprehensive, holistic solution to dengue fever that includes: vector control, disease surveillance, patient advocacy, healthcare professional and non-governmental involvement, innovative and intensified disease management, preventive chemotherapy, vector ecology and management, veterinary public-health services, and the provision of safe water, sanitation and hygiene. The group is working towards the World Health Organization's target to reduce mortality and morbidity from dengue by at least 50% and 25% respectively by 2020. Achieving an official World Dengue Day will be its first significant milestone. The Open Letter will be presented at the 84th United Nations General Assembly on 17th September 2019.

For more information visit: <https://www.isntd.org/world-dengue-day-open-letter>

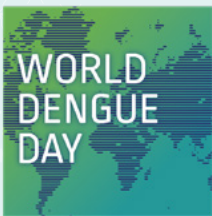
Media Contact

XXX Company

XXX Role

XXX Full Name

References: **1.** World Health Organization factsheet <https://www.who.int/emergencies/ten-threats-to-global-health-in-2019>. Last accessed May 2019. **2.** Bhatt S, Gething PW, Brady OJ *et al.* The global distribution and burden of dengue. *Nature*; 2013 Apr 25;496(7446):504-7. doi: 10.1038/nature12060.



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DRAFT PRESS RELEASE CONTINUED

NOTES TO EDITOR:

About Dengue

Dengue is a serious, sometimes fatal viral illness that is spread by *Aedes aegypti* mosquitoes. It is the fastest spreading mosquito-borne disease on earth, with a recent estimate of 96 million clinically manifested cases. There are four distinct but closely related types of dengue; these include serotypes DEN-1, DEN-2, DEN-3 and DEN-4. In most cases the first infection of dengue is mild, causing symptoms such as a fever or severe headache. Recovery from an infection of dengue causes immunity to that virus type. However subsequent infections by a different serotype are likely to cause severe dengue, which is potentially life threatening as it causes increased vascular permeability.

About The Dengue Advisory Group

The Dengue Advisory Group (DAG) is a collective of experts, brought together by The International Society for Neglected Tropical Diseases (ISNTD), who represent various disciplines from the preventative and curative cycle surrounding dengue. To ensure an integrated approach is used to reach global dengue control targets, the DAG includes experts from vector control, diagnostics and civic society activists. Each member will work to champion World Dengue Day activities within their own professional communities and countries, acting as spokespeople to highlight the need for this global awareness day.

Social Media Guidelines

Overview

These guidelines have been developed to support you in producing social media content in relation to World Dengue Day activities. It includes fundamental rules that can be applied to all social media visual assets, such as images, GIFs and videos across Facebook, Instagram and Twitter. The aim of the guide is to ensure everyone can prepare social media assets quickly and easily, while maintaining a consistent look and feel.



308px

308px

Logo

The World Dengue Day logo is a simple way to establish an identifiable brand, visually link and authenticate our content.

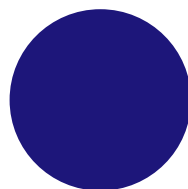
Logo position: Top right-hand corner on still images and videos across social media platforms.

Tip: Where possible avoid using the logo on busy images or images of a similar colourway, as visibility and readability will be significantly impacted.

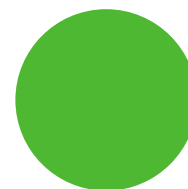
Colour Palette and Font

To create a visual thread throughout the social media posts consider using the logo theme colours and font. For those using Adobe to edit your online assets, the logo and infographic font is:

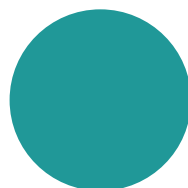
Ropa Soft Pro



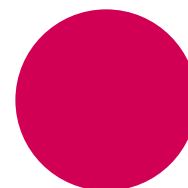
RGB
29-11-122
CMYK
76-91-0-52



RGB
78-184-51
CMYK
76-91-0-52



RGB
32-152-152
CMYK
76-91-0-52



RGB
210-0-85
CMYK
76-91-0-52

Social Media Posts – General tips and tricks



- 1 Careful selection of hashtags (on Twitter and Instagram ONLY) to increase post reach
- 2 Consistent use of logo to build brand recognition
- 3 You don't always have to create new posts. Consider reposting material that aligns with the brand objectives
- 4 Keep messaging short, snappy and consistent in tone – try not to include more than one key message or action per post
- 5 Human visuals resonate strongly on social media
- 6 Always use high quality images, nothing blurry/messy/unprofessional should be used to represent the brand online

Image Posts

Platform	Guidelines	Size & Format
Facebook	<ul style="list-style-type: none"> • Square image is the preferred aspect ratio • Image size = 1200 x 1200px or 1200 x 900px • 125 characters is optimal, over this may be truncated 	5mb JPEG
Instagram	<ul style="list-style-type: none"> • Maximum size: 1080 x 1080px • Minimum size: 500 x 500px • 2200 characters max., two rows are displayed • Use the platform's search function to find relevant/popular #hashtags 	30mb JPEG or PNG
Twitter	<ul style="list-style-type: none"> • Image size = 600 x 335px • Check that any text is well within the borders to avoid being cut off on mobile • 280 characters max. • Use the platform's search function to find relevant/popular #hashtags 	5mb JPEG, PNG or GIF

Tip: Where possible avoid using the logo on busy images or images of a similar colourway, as visibility and readability will be significantly impacted

Video Posts



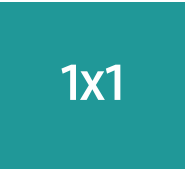






Platform	Guidelines	Size & Format
Facebook	<ul style="list-style-type: none"> Can be square (1:1) or portrait/vertical (9:16) Image size = 1200 x 1200px or 1200 x 900px Aspect ratio no larger than 1280px wide and divisible by 16px Subtitles should be provided in following SRT file format: file-name.en_US.srt 	120 seconds 4GB [MP4 Files]
Instagram	<ul style="list-style-type: none"> Video must be square (1:1) Minimum resolution: 500 x 500px Subtitles must be burnt into the file as Instagram does not allow for .srt files 	3-60 seconds 600MB [MP4 Files]
Twitter	<ul style="list-style-type: none"> Landscape is the preferred format (16:9) or square (1:1) Video Resolution Ideals: 720x1280 (portrait), 1280x720 Subtitles must be burnt into the video as SRT files aren't accepted. 	2min 20seconds 512MB [MP4 Files]

Tip

- Consider where the core message appears – up front ensures the viewer sees it without having to watch the video in full / teaser content might deliver it at the end
- Videos are often viewed with 'sound off' – add subtitles to guarantee full impact and message delivery
- Layout matters as more people use their mobile phones to view content

Sizing Templates

Below are the image and video sizing ratios and orientations that are best suited to each different social media platform. Using suboptimal sizing may mean that parts of your content are cut off of the screen when viewed on a mobile versus a desktop.

	Facebook	Instagram	Twitter
Recommended image sizes	 		
Recommended video sizes	 		 



Content Objectives

Tip: To ensure content is tailored towards a purpose, it's important to consider the objective of each post, or the desired action you want a user to take after interacting with your content. A social post should have one objective. Below are three example objectives for social content, defined as the following:

Awareness: Consuming information directly from the post

Engagement: Content interaction (e.g. likes, shares comments)

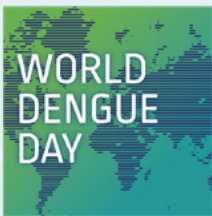
Link Clicks: Finding out more by clicking through to another source

Draft Social Media Content Plan

Please click the below icon to access an editable social media content plan with copy and link suggestions for distribution across Facebook and Twitter.



[DRAFT SOCIAL MEDIA
CONTENT PLAN](#)



References

1. WHO Factsheet <https://www.who.int/news-room/fact-sheets/detail/dengue-and-severe-dengue>. Last accessed May 2019.
2. Dengue. <https://www.nhs.uk/conditions/dengue/>. Last accessed May 2019.
3. Bhatt S, Gething PW, Brady OJ *et al*. The global distribution and burden of dengue. *Nature*; 2013 Apr 25;496(7446):504-7. doi: 10.1038/nature12060.
4. Brady OJ, Gething PW, Bhatt S *et al*. Refining the global spatial limits of dengue virus transmission by evidence-based consensus. *PLoS Negl Trop Dis*. 2012;6:e1760.doi:10.1371/journal.pntd.0001760.