

World Vitiligo Day: Toolkit And Tips

Vitiligo is somewhat of a hush-hush topic, affecting a mere 1% of people worldwide. However, its impact—especially on kids, teens, and those with richer skin tones—extends far beyond the surface, affecting mental and social wellbeing.

Thinking of educating the 99% of the globe that's in the dark about vitiligo might seem daunting. However, even a small effort from you can illuminate World Vitiligo Day, bringing a wave of optimism to those navigating life with vitiligo. From voicing support on social media to championing the search for better treatments, your actions can make a tangible difference.



This toolkit provides the information and tools needed to partake in this global initiative.

What You'll Need

Ensure you've got these materials - either as templates or ready-to-print PDFs from 25June.org:

- ✓ Sample Media Release
- ✓ Sample Letter To Editor
- ✓ Posters and Leaflets
- ✓ Official Logo or Badge
- ✓ Links to [Website](#) and [Facebook](#)

Planning and promoting an event can feel overwhelming, but we've got you covered with some helpful tips.

Planning Ahead

- Reach out to the [VR Foundation](#) or your local vitiligo support group a few months prior for up-to-date materials and info.
- Rope in local businesses, government agencies, healthcare organizations, opinion leaders, and media partners.
- Recruit volunteers, guest speakers, and community liaisons.
- Create materials for distribution. Make sure you have them ready well in advance.
- Run a dress rehearsal a few days before June 25.

Spreading the Word

- Draft a media outreach strategy. Include local TV stations, radio, newspapers, and community calendars.
- Send out a Media Release on June 20-21.
- Post about the event on your website, social media pages, and ask your friends and partners to do the same.
- Put up posters around your town - at community centers, religious places, schools, clinics, stores, and more.
- Set up directional signs for the big day.

On World Vitiligo Day - June 25

- Make sure you've got enough petition leaflets.
- Set up tables and chairs, possibly at a local community center.
- Prepare a sign-in sheet for media attendees.
- Ask people to sign the petition leaflets.
- Don't forget the snacks!
- Collect the signed petitions, scan and [email](mailto:info@vrfoundation.org) them, or submit via 25June.org

Following Up

- Check in with the reporters who attended.
- Monitor media coverage using tools like Google Alerts. If your budget allows, consider paid media tracking for a more comprehensive overview.
- Share any media coverage with your community partners and stakeholders. Post a summary on your website.
- Regardless of how big or successful your event is, remember that every effort counts in raising awareness about this often overlooked condition.

For additional information, comments or suggestions, please email to: info@vrfoundation.org

Helpful Links:

Read [Brief WVD History](#) and find the nearest support group or specialist on [World Vitiligo Map](#)



or start with select Support Groups:

- ★ [VIPOC](#) (Paris, France - for EU)
- ★ [VITFriends](#) (Boston, MA, USA)
- ★ [Vitiligo Support International](#) (Lynchburg, VA, USA)
- ★ [Vitiligo Society](#) (London, UK)
- ★ [SHWETA Association](#) (India)

and check [Living Dappled](#) for lifestyle tips, coping strategies, success stories and vitiligo heroes.