



Call to Action

World Bipolar Day (WBD) - an initiative of the Asian Network of Bipolar Disorder (ANBD), the International Bipolar Foundation (IBPF), and the International Society for Bipolar Disorders (ISBD)- will be celebrated each year on March 30th, the birthday of Vincent Van Gogh, who was posthumously diagnosed as probably having bipolar disorder.

The vision of WBD is to bring world awareness to bipolar disorders and to eliminate social stigma. Through international collaboration, the goal of World Bipolar Day is to bring the world population information about bipolar disorders that will educate and improve sensitivity towards the illness.

Each of the organizations is encouraging their members, chapters, and affiliates to orchestrate local events surrounding WBD. Examples of activities for organizations as well as individuals may include, but are certainly not restricted to the following:

For Organizations:

- Social media channels: Engage with your network via Twitter and Facebook.
- Website: Ensure that the WBD logo is present on your website and upload a small article to your site about WBD.
- Produce a video about the burden of bipolar disorder in your country and call for action.
- Host a live webinar in honor of WBD with experts providing updates and information on bipolar disorder.
- Organize an event with local advocacy groups to communicate WBD.
- Feature an article in your local/national newspaper.
- Distribute WBD flyers in your community, especially in hospitals and clinical facilities.
- Host an educational event for patients, family members, and the general public.
- Collect personalized messages honoring WBD and feature them on your organization's website.

For Individuals:

- Host a lunch and learn event within your workplace and present about bipolar disorder.
- Participate in local radio programs to provide bipolar disorder education.
- Arrange for a speaker to come to your child's classroom or school.
- Like and follow WBD on Facebook (www.facebook.com/worldbipolaraday)
- Add the WBD email signature to your account.
- Share your message of hope on the WBD Facebook page.
- Tweet about WBD using the Twitter handle @WorldBipolarDay.

As the day draws near we encourage you to organize and publicize local events, which can be shared with the world through distribution on the WBD Facebook page. Additionally, ISBD will host your announcements on a special section of their website devoted to WBD. The WBD page will ultimately host press releases for these events, as well as provide a place to post photos, stories and share inspiration with others who share the vision of WBD.

For more information about WBD, or for any questions, comments, or event announcements, please contact Jill Olds at jillo@isbd.org.

