

World Leprosy Day

World Leprosy Day is celebrated on the last Sunday of January. **In 2024, World Leprosy Day is 28 January**. This international day is an opportunity to celebrate people who have experienced leprosy, raise awareness of the disease, and call for an end to leprosy-related stigma and discrimination.

Beat Leprosy

The 'Beat Leprosy' campaign aims to raise awareness of leprosy, highlight the challenges faced by persons affected by leprosy, and inspire action to end leprosy. The campaign will invite the public to spread the word that leprosy still exists and that it is curable; join in the fight to end stigma and discrimination; and advocate for action to end leprosy.

Key Messages

1. Leprosy still exists:
    a. Leprosy is preventable and treatable. Suffering from leprosy is needless.
    b. Join us to beat leprosy: Let's raise awareness and end leprosy!
    c. Leprosy persists, but together, we can end it.
    d. Invisible no more. Spread the word.
2. End stigma and discrimination:

a. Together, we can create a world free from leprosy stigma and discrimination.
b. Leprosy is curable, but stigma persists. Help us create a world free from discrimination.
c. Join us to Beat Leprosy: Let's raise awareness and end stigma!
d. Break the chains of stigma surrounding leprosy.
e. Raise your voice for change.

3. Act now to end leprosy:
    a. Together, we can beat leprosy. Take action for change.
    b. Together, we can make a difference. Advocate for change and be part of the solution.
    c. Be the change: Join the fight to end leprosy.
    d. Leprosy is curable, but our fight doesn't stop until it's eliminated. Be part of the change.

Hashtags

#WorldLeprosyDay
#BeatLeprosy
#LeprosyStillExists
#EndStigma
#ActNow
#ZeroDiscrimination

Resources

Images folder
Video Links

Social media posts

Key Message	Tweet	Accessibility image description	Image/Video file	Tag
1	Sangeeta was expelled from her village, separated from her children, beaten, and abandoned by her husband. The reason? She suffers from leprosy. Today let's end the suffering caused by this disease. Read Sangeeta's story. https://bit.ly/3voTtHu #BeatLeprosy #LeprosyStillExists	Story of Sangeeta: https://ilepfederation.org/the-stigma-of-leprosy-still-exists-in-nepal/	Photo 1	
1	More than 10,000 children are diagnosed with leprosy every year. Several hundred already have visible disabilities when diagnosed. This is entirely preventable. That is why we must #BeatLeprosy. #WorldLeprosyDay #LeprosyStillExists	A medical worker, outdoors, looking at a small lesion on the arm of a child.	Photo 2	
1	Did you know that more than 10,000 children are diagnosed with leprosy every year? A world where no child is diagnosed with leprosy is possible, but only if we invest together to #BeatLeprosy. #WorldLeprosyDay #LeprosyStillExists	A girl, probably in her early teens, outdoor next to a group of small open-front buildings, with a number of pale leprosy patches on her face and forearm.	Photo 3	
1	POST 1 Globally, more than 10,000 child leprosy cases are reported each year, which is a clear indication that disease transmission is happening in communities. When we invest in leprosy work, we can #BeatLeprosy. #WorldLeprosyDay #LeprosyStillExists	A well-dressed young woman (teenage girl) sits on a hospital bed with two adults behind her. She has a bandaged thumb, presumably post-surgery.	Photo 4	

	POST 2 Leprosy is both an ancient and modern disease. Today we have the tools to stop leprosy transmission, but we need political commitment to do so. It's time to #ActNow and invest to #BeatLeprosy. #WorldLeprosyDay			
1	#ActNow! Leprosy is preventable and treatable. We need to invest in interventions and research for early diagnosis and interruption of transmission to #BeatLeprosy. #WorldLeprosyDay	South Asian woman in large open kitchen area looking to the side at camera.	Photo 5	
2	POST 1 *'People were very cruel and treated me with such hostility, but I was determined that one day people would understand that I am a woman of value.'* Read Patili Maya's story. https://bit.ly/3TW7EhI #WorldLeprosyDay #BeatLeprosy #EndStigma #ZeroDiscrimination POST 2 With a huge smile on her face, Patili Maya says: "*through the rest of my life, I will be part of this group because this is where love is, here is where I find peace and joy*". Read her story. https://bit.ly/3TW7EhI	Sequence of three photos of Patili Maya, a Nepali woman with lived experience of leprosy discrimination: a headshot followed by two photos in a women's self-help group, all laughing. Link to story: https://ilepfederation.org/patili-maya-ranichur-self-help-group/	Photo 6a Photo 6b Photo 6c	

	#WorldLeprosyDay #BeatLeprosy #EndStigma #ZeroDiscrimination			
2	DYK? #LeprosyIsCurable! With multidrug therapy, people are no longer infectious and can lead healthy, productive lives. This #WorldLeprosyDay, let's bust the myths and #BeatLeprosy #EndStigma	Woman in bright saree reaching, from inside a house, for an MDT blister pack.	Photo 7	
2	Women are more likely to delay seeking leprosy treatment due to fear of stigma. Let's #ActNow to ensure all people who experience leprosy, regardless of gender, receive an early diagnosis and mental wellbeing support. #WorldLeprosyDay #BeatLeprosy	Woman seated on hospital bed holding bandaged hands (healing ulcers) in front of her face.	Photo 8	
2	Leprosy is not a label. Everybody has the right to a dignified life and to achieve their full potential. Not just to survive, but to thrive. Persons affected by leprosy are more than their diagnosis. https://bit.ly/3NYeIX2 #BeatLeprosy #EndStigma #ZeroDiscrimination	'More than a diagnosis - Leprosy is not a label' (NLR video – 2 minutes)	Video 1	
2	Let's create a world free from leprosy stigma and discrimination. Join us in the fight for a more inclusive and understanding society. #WorldLeprosyDay #BeatLeprosy #ActNow #EndStigma #ZeroDiscrimination	Group photo from Global Forum of people's organizations on Hansen's Disease, 2022.	Photo 9	
2	POST 1 *'After receiving leprosy treatment I got cured of the disease but the physical deformity used to cause a lot of angst within me … I used to think that my life was*	TLM Trust India video featuring North Indian's man Jasim Ahmed on lived experience of mental health problems (2 minutes)	Video 2	

	wasted. Even thoughts of suicide came to my mind' - Jasim Ahmed https://bit.ly/3RLZuWk #WorldLeprosyDay #EndStigma POST 2 '*I wish to see that mental health gets equal focus as the disease itself, and also creation of awareness among individuals affected by leprosy and communities'.* - Jasim Ahmed https://bit.ly/3RLZuWk #WorldLeprosyDay #BeatLeprosy #ActNow #EndStigma			
2	'*I have two children. When my husband abandoned me, it was difficult. Then I heard that TLM is offering livelihood opportunities … (Now) we have work every month. We have a good name in the society. That is enough.' - Sasikala* https://bit.ly/48tuG3M #BeatLeprosy #ActNow	TLM Trust India video (2 m 45 s) entitled 'Restoring dignity while bringing sustainability in livelihood and environment'. Subject: Areca leaf plate making, an eco-friendly livelihoods initiative.	Video 3	@leprosymissint @TLMIndia
2	Leprosy is the oldest disease known to man, but it is often deeply misunderstood. #ActNow to bust the myths and create a world free from leprosy stigma and discrimination. https://bit.ly/3NXMw6T #WorldLeprosyDay #BeatLeprosy	ILEP video 'What is leprosy?' (1m 05s) addresses some of the myths related to leprosy.	Video 4	
3	#ActNow! Leprosy is preventable and treatable. We need to invest in interventions and research for early diagnosis and interruption of transmission to #BeatLeprosy. #WorldLeprosyDay #LeprosyStillExists	Dr Sundeep Chaitanya (ALM) in a diagnostics laboratory in Nigeria with Nigerian colleagues	Photo 10	

3	It's time to take action and invest in leprosy elimination. That includes investing in new diagnostic tests that will detect leprosy infection, before clinical signs appear, and confirm a clinical diagnosis. #WorldLeprosyDay #ActNow #BeatLeprosy	Two lab technicians working in a lab in the Philippines.	Photo 11	
3	When messages about leprosy get through to communities, they motivate persons affected to seek medical aid. With the support of our donors, we aim to eliminate leprosy throughout Pakistan and reach our goal of zero leprosy. Learn more: https://bit.ly/3vFBvR2 #WorldLeprosyDay	Photo from DAHW shows Anil Fastenau (DAHW) and Paul Saunderson (ALM) examining people in Sindh, Pakistan, for leprosy under a thatched roof outside a village house. Link to the story: https://ilepfederation.org/leprosy-in-sindh-pakistan/	Photo 12	
3	POST 1 45 countries have reported no new leprosy cases since 2012. When we invest in leprosy work, together, we can #BeatLeprosy. Take action for change, raise awareness, and contribute to stopping leprosy transmission. #LeprosyStillExists #ActNow #BeatLeprosy #WorldLeprosyDay POST 2 Countries are increasingly implementing SDR-PEP, an antibiotic that can reduce the risk of leprosy. 99% of close contacts of leprosy patients accept SDR-PEP as a way to stop transmission.	Fontilles volunteer worker examining the hand and arm of a small girl in a slum in Bangalore, South India.	Photo 13	

	#LeprosyStillExists #ActNow #EndLeprosy #WorldLeprosyDay			
3	*'Fear about leprosy won't haunt us if we are aware of its signs'*. - Leprosy health education poster in South India. #LeprosyStillExists #ActNow #EndStigma #ZeroDiscrimination #WorldLeprosyDay	Family group in a migrant settlement in South India looking at a health education poster.	Photo 14	
3	Leprosy disproportionately affects marginalized populations, including migrant groups, and especially those experiencing poverty. Together, we can end the suffering caused by leprosy and the stigma that surrounds it. #WorldLeprosyDay #ActNow #EndLeprosy #ZeroDiscrimination	Street view of a female health worker in in a migrant settlement in South India providing information on leprosy to a man in his home or shop.	Photo 15	
3	*'Fear about leprosy won't haunt us if we are aware of its signs'.* - Leprosy health education poster in South India. #LeprosyStillExists #ActNow #EndStigma #ZeroDiscrimination #WorldLeprosyDay	Group of people, including children, outside a health centre in an Indian slum looking at a health education poster	Photo 16	
3	Health worker Alima implements preventive treatment for leprosy in Nampula, Mozambique. She believes the project brings positive change to identify new cases, monitor index patients and stop transmission. *"Through prevention we can eliminate this disease".* #BeatLeprosy #ActNow	Health worker Alima examining a boy for leprosy in a leprosy prevention project in Mozambique, part of the PEP4LEP programme.	Photo 17	

3	Leprosy is preventable and treatable. Suffering from leprosy is needless. Join the fight to end leprosy. Together, we can make a difference. Advocate for change and help us eliminate leprosy. #WorldLeprosyDay #LeprosyIsCurable #BeatLeprosy	Female health worker talking to a group in South Asia, sitting on the ground, about the signs of leprosy. Captions: Beat Leprosy, Leprosy is preventable and treatable. Suffering from leprosy is needless	Photo 18	
3	POST1 We must continue training health care workers to detect leprosy cases early. That way, we can end community transmission and prevent disability. https://bit.ly/47udVUL #WorldLeprosyDay #EndLeprosy #ActNow POST 2 *'We run these prevention of disability camps, along with the government, so that we can sensitize the duty-bearers on the need for aids and appliances and customized footwear'.* - Maninvanan, senior occupational therapist and programme manager. https://bit.ly/47udVUL #EndLeprosy	Video (2 m 30 s) from TLM Trust India set in Cuddalore district, Tamil Nadu.	Video 5	@TLMIndia
3	Ending leprosy - a 4,000 year old disease - is achievable, but it will require reaching out to the at-risk population in hard-to-reach areas and reducing the gap in access to essential services. #WorldLeprosyDay #BeatLeprosy #ActNow #ZeroDiscrimination	Woman showing healthcare worker her hands, clawed by leprosy, in a treatment unit in India	Photo 19	

3	POST 1 Dhanmati developed leprosy patches but was not correctly diagnosed for over a year. However, after a year of continuous Multi Drug Therapy medication, she has been completely cured. Read Dhanmati's story: https://bit.ly/3RX4EPq #WorldLeprosyDay #BeatLeprosy #ActNow POST 2 Dhanmati's story is a testament to the importance of early diagnosis, proper medication, and the love and support of family in overcoming any medical condition, including leprosy. Read Dhanmati's story: https://bit.ly/3RX4EPq #WorldLeprosyDay #BeatLeprosy #ActNow	Portrait of Dhanmati Yadav, a 71-year-old woman from Tarkulla, near Butwal in western Nepal. Dhanmati Yadav with one of the water buffaloes that the family rears in a shed behind their ancestral home Link to story: https://ilepfederation.org/dhanmati-yadav/	Photo 20a Photo 20b	@leprosymissint
3	POST 1 Boishaki was very sad when she found she had leprosy. She stopped going to school for a month to hide the patches on her face. She is trying to hide her diagnosis from her friends so she's calling it a 'skin disease'. Read Boishaki's story: https://bit.ly/3Hz6cKN #BeatLeprosy MESSAGE 2 Boishaki's father worries that if people know she has leprosy she may not be able to go to school, because of the stigma around leprosy in their community. Read their story: https://bit.ly/3Hz6cKN	Boishaki (aged 13) standing with her father (Bangladesh) Head and shoulders photo of Boishaki showing leprosy patch on one cheek Boishaki, smiling, standing outside her home with a card saying 'Thank you'.	Photo 21a Photo 21b Photo 21c	

	#WorldLeprosyDay #BeatLeprosy #ActNow #EndStigma MESSAGE 3 Boishaki likes drawing and Bengali at school, as well as kabaddi and football. She says she might want to be an artist. But she and her father are very anxious about the future and the impact of leprosy on their family. Read their story: https://bit.ly/3Hz6cKN #WorldLeprosyDay	Link to story: https://ilepfederation.org/boishaki-and-her-father/		
3	QUOTE 1 *"When I got leprosy, my mum was very worried. People used to tease me about my patches. When the community would all dress up on Sundays for church the ladies used to tease me about what skin lightening cream I was using"* – Read Asi's story: https://bit.ly/3voVF1G #EndStigma QUOTE 2 *'I'm very thankful to the staff and doctors who have helped diagnose my daughter, and provided the medicine free of charge'* Read Asi's story: https://bit.ly/3voVF1G #WorldLeprosyDay #BeatLeprosy #ActNow	Asi, aged 15, smiling, looking at the camera. (Lukula, DR Congo) Asa in a chair, leprosy patch visible on one cheek, holding her 17-month old son. Link to the case study: https://ilepfederation.org/asi-15-sante-centre-rural-de-lukula/	Photo 22a Photo 22b	
3	POST 1 *"I got symptoms about 4 years ago. I went to see a traditional doctor who applied leaves to the various ulcers and wounds I had. I tried that for 3 years. My feet got worse in this time, and my nose collapsed too."* Read Joseph's story: https://bit.ly/3tMVqx8	Joseph (aged 44, from Lukula in DR Congo) sitting on a chair, smiling and holding an MDT blister pack.	Photo 23a	@leprosymissint

	#BeatLeprosy #ActNow POST 2 *"My wife likes money, and when I was earning we had a good relationship. But when I got sick, and got ulcers, I couldn't work. There was no household conflict. She just left and went away. Apparently, she has remarried."* Read Joseph's story: https://bit.ly/3tMVqx8 #BeatLeprosy	Portrait of Joseph, seated, in front of a mud-brick wall Joseph, seated, in a medical clinic, with his foot (damaged by a leprosy ulcer) being examined by a male healthcare worker and two female healthcare workers looking on. Link to the case study https://ilepfederation.org/joseph-44-lukula/	Photo 23b Photo 23c	
3	POST 1 *"As I was born here, I know the disadvantage of leprosy, and I lost hope. I thought with this, I'll lose sensitivity and not be able to do anything with my life. I was fearful that it would eventually kill me."* Read Remy's story: http://bit.ly/41S1gcW #BeatLeprosy #ActNow POST 2 Nerve damage from leprosy can cause loss of feeling in hands and feet, causing risk of ulcers and other wounds. People affected by leprosy often need to find other forms of livelihood that presents less physical risk. Read Remy's story: http://bit.ly/41S1gcW	Remy, aged 24, pictured in bee-keeping protective clothing the leprosy settlement where he lives in Kongo Central in DR Congo. Link to the case study https://ilepfederation.org/remy-24-leprosy-settlement-kongo-central/	Photo 24a Photo 24b	@leprosymissint

	#BeatLeprosy			
3	POST 1 When Nsimbu completed his MDT treatment he observed changes in his legs. After receiving self-care training, he does self-care every morning and evening. Read Nsimbu's story: https://bit.ly/3RUesK3 #WorldLeprosyDay #LeprosyStillExists #BeatLeprosy #ActNow POST 2 *"When I was diagnosed I was depressed and distraught. I was ready to end my life. But the doctors told me I'd be OK and gave me hope, and that's why I'm alive."* Read Nsimbu's story: https://bit.ly/3RUesK3 #WorldLeprosyDay #BeatLeprosy #ActNow #EndStigma #ZeroDiscrimination	Nsimbu, aged 60, in Kuakua, DR Congo, sitting outdoors checking and soaking his feet to help prevent disability from leprosy. Nsimbu, seated, smiling and looking direct at the camera. Link to the case study at https://ilepfederation.org/nsimbu-60-kuakua/	Photo 25a Photo 25b	@leprosymissint