

World Rabies Day



Introduction

This External Communications Guide aims to support partners and stakeholders for World Rabies Day 2026*, 28 September. This Guide provides an overview of the theme for 2026, key messages, the design, and the toolkit that partners and stakeholders can use in the months leading up to, and including, the World Rabies Day 2026.

*A global campaign raises awareness of rabies, a deadly yet entirely preventable disease, and unites diverse sectors around the shared goal of elimination.



Theme banner

"Stronger Together" emphasizes the importance of collaboration. Collaboration is not optional; it is essential.

STRONGER



TOGETHER

Theme explained

Everyone has a role to play

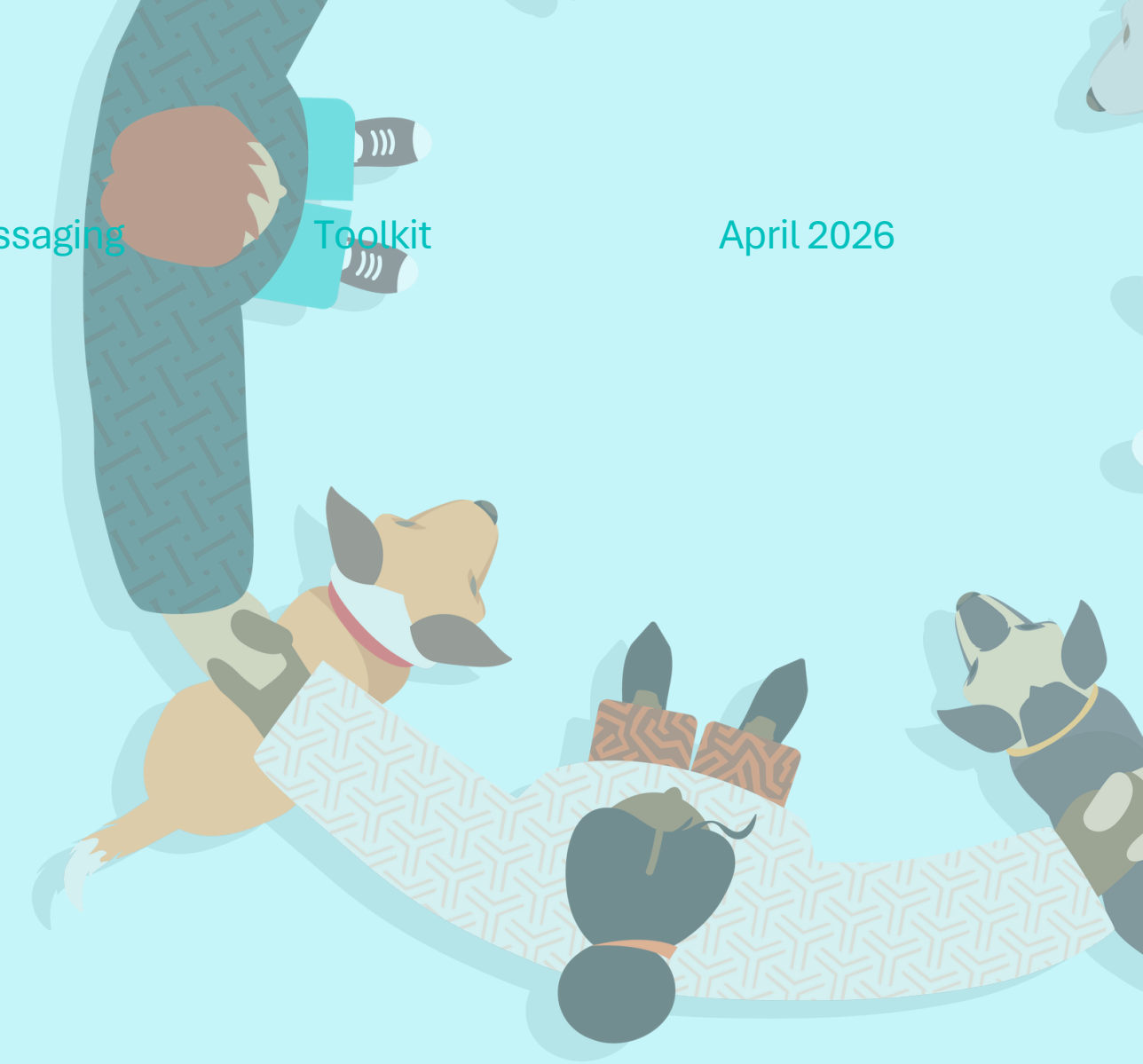
Rabies elimination depends on coordinated action across all levels: individuals, communities, organizations, and governments each contribute in essential ways. Maximum impact is only achieved when these roles are aligned and work together toward a shared goal.

Collaboration increases impact

Effective coordination and communication reduce duplicated efforts and strengthen outcomes. By aligning strategies, sharing knowledge, and pooling resources, partners can expand reach, improve efficiency, and build sustainable systems for rabies elimination.

Integrating education, vaccination, and surveillance

Rabies elimination relies on interconnected actions: education, mass dog vaccination, and strong surveillance systems. When integrated, these elements create a powerful, reinforcing cycle that drives prevention, rapid response, and long-term progress.



Design

The 2026 theme, “Stronger Together,” was chosen to reflect a critical moment in rabies elimination efforts, where progress increasingly depends on how well sectors, disciplines, and communities work together. While significant advances have been made, gaps in coordination and collaboration continue to limit impact. This theme underscores the urgency of strengthening partnerships, improving communication, and aligning efforts across human and animal health systems.

The visual identity brings this idea to life by centering people and dogs together, symbolizing the shared responsibility and interconnectedness at the heart of rabies elimination. It reinforces the One Health approach, highlighting how human, animal, and environmental health are linked.



Key Messages

- **Collaboration saves lives**

Rabies elimination succeeds when we plan, act, and learn together.

- **Communication builds trust and impact**

Open communication strengthens coordination, prevents duplication, and escalate progress.

- **Integration creates sustainability**

Education, vaccination, surveillance, and legislation must function as a connected system.

- **Communities are central**

Local leadership and ownership are essential to sustainably eliminate rabies.

Comms Plans

To maximise impact in the lead-up to World Rabies Day 2026, partners are encouraged to align their communications with GARC’s messaging and the global theme, “Stronger Together.” A coordinated approach, using consistent language, shared priorities, and complementary storytelling, will help amplify reach, reinforce key messages, and present a unified global voice.

May-June

Focus on announcing the theme and introducing its relevance, with an emphasis on individual responsibility and clear calls to action.

July-August

Messages to emphasize the importance of collaboration, showcasing partnerships and encouraging joint efforts across sectors, communities, and disciplines.

September

Communications to focus on World Rabies Day itself, highlighting global activities and real-world case studies that demonstrate collaboration in action and its impact on rabies elimination.



Hashtags and handles

template social media post

**STRONGER
TOGETHER**



#WorldRabiesDay

#WorldRabiesDay2026

#WRD2026

#StrongerTogetherWRD



GARC - RabiesAlliance

@rabiesalliance



September countdown toolkit for social media (coming soon to Google Drive).

Banners and logos (Arabic, Portuguese, Spanish coming soon).

World Rabies Day Event Toolkit.

World Rabies Day Awards.

Toolkit

Thank you for joining World Rabies Day 2026!

For queries and potential partnerships, please contact kerenza.vlastou@rabiesalliance.org