



Banarsidas Chandiwala Institute of Physiotherapy

AFFILIATED TO G.G.S.INDRAPRASTHA UNIVERSITY

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World Leprosy Eradication Day Social Media Campaign 30TH JANUARY 2024

In alignment with the World Health Organization's (WHO) 2024 theme for World Leprosy Eradication Day, our institute organised a comprehensive social media campaign aimed at raising awareness and mobilizing action towards the global eradication of leprosy. With the theme "Ending Stigma, Empowering Lives," our campaign seeks to shed light on the importance of ending discrimination against individuals affected by leprosy while empowering them to lead fulfilling lives.

Through engaging and informative social media posts, our campaign will highlight the significant strides made in leprosy elimination efforts worldwide, while also addressing the persistent challenges and barriers that hinder progress. We will emphasise the critical role of early detection, timely treatment, and rehabilitation services in effectively combating leprosy and its associated stigma. Additionally, we will provide educational resources, infographics, and myth-busting content to dispel misconceptions surrounding leprosy and foster a more compassionate and supportive societal response.

