



You Can't Be A Celebrity Overnight – Medical and Dental wing.

Event name: World Zoonoses Day 2020

Event nature: Online campaign

Mode of delivery: via. Social media applications. Like Facebook, Instagram, WhatsApp and Twitter.

Event Date: 6.7.2020

Organised by: You Can't Be A Celebrity Overnight – Medical and Dental wing

CAMPAIGN SUMMARY

On July 6th 2020, an online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnight on **WORLD ZONNOSES DAY 2020**. An initiative by Dr. Bijivin Raj MDS, Ph.D (Director of Medical and Dental Wing YCBACO) and the members of YCBACO. On this note a self-designed poster was circulated on the social media platforms like WhatsApp, Facebook, Instagram and Twitter.



YOU CAN'T BE A CELEBRITY OVERNIGHT

World Zoonoses Day 6th July 2020

HOW ZOONOTIC DISEASES are transmitted

- Vector-borne disease
- Air-borne/water-borne disease
- Proximity or direct contact to animals
- Food-borne

The day commemorates **July 6th 1885**, when **Louis Pasteur** successfully administered the **first vaccine** against **Rabies virus**, a zoonotic disease. This day raises awareness for the risk of **zoonotic diseases**.

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This year's World Zoonoses Day comes amidst the defining global health crisis of our time. World Zoonoses Day is held every year to commemorate the first vaccination against a zoonotic disease that was successfully administered by Louis Pasteur, a French biologist, on July 6, 1885. The day is also marked to raise awareness about the risk of zoonotic diseases like Ebola, Avian influenza and West Nile virus.

A zoonosis is any disease or infection that is naturally transmissible from vertebrate animals to humans. Animals thus play an essential role in maintaining zoonotic infections in nature. Zoonosis may be bacterial, viral, parasitic, or may involve unconventional agents. As well as being a public health problem, many of the major zoonotic diseases prevent the efficient production of food from animal origin and create obstacles to international trade in animal products. The reasons these diseases remain little talked about are complex – not least that how they are transmitted and approaches to managing them are often hard to fit into traditional media narratives. This Campaign was well appreciated and

received by the people.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. (CEO& Founder of YCBACO)

Event Report prepared by: Sara Yeldhos (Co-ordinator of internal affairs)

Event reported on date:6.07.2020

Authorised by: Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

