

#ShowYourStripes FAQs

for Rare Disease Day on
28th February 2025



WHAT & WHEN

Friday 28th February Rare Disease Day but we encourage you to show your stripes on whatever shifts you may be working the week commencing Monday 24th onwards!

WHO

All healthcare teams including clinicians, allied HCPs and healthcare students. And everyone else!

HOW

Wear some stripey socks and post a selfie on Instagram or LinkedIn with #ShowYourStripes and @MedicsForRare. Or email your pictures to hello@m4rd.org.

All tagged photos will be uploaded to an online gallery that will remain a visual show of support to those people living with rare conditions. There will be awards for the most impressive and creative individual and group efforts!

WHERE

Anywhere you are working or studying!
Wards / clinics / theatres / surgeries / waiting rooms/ offices / common rooms / on campus / etc!

WHY

Rare diseases are individually rare but collectively common, affecting 3.5 million people in the UK.

Patients wait an average of five years for a final diagnosis. Raising awareness of rare disease, amongst healthcare professionals, is key to a timely diagnosis and better outcomes.

Medics for Rare Disease is working with the Department of Health and Social Care. Raising HCP awareness is listed as a key priority in the Department's Rare Disease Action Plan. Marking Rare Disease Day in hospitals is an important part of the strategy.

Why the stripes? The zebra was adopted as a symbol by the rare disease community. This is thanks to the old medical adage 'when you hear hooves, think horse not zebra'. It still impacts clinical decision making today.

#ShowYourStripes

for Rare Disease Day on **28th February 2025**

Content your social media, emails & blogs

We'd love to get your help to build momentum, in the weeks and days running up to Rare Disease Day on 28th February! You can help expand our reach massively with just a few steps. For example you could post on your personal or work social media accounts, submit a small article to your work newsletter or email your teams/MDTs. We have included some suggested content below, to help you with any of these activities:

Posts for your social media

Here are some example phrases and messages for social media posts. You may wish to use these alongside the free downloadable assets on the Rare Disease Day webpage:

- Get ready to #ShowYourStripes for Rare Disease Day on 28th February! Wear stripey socks, snap a selfie, post online @MedicsForRare.
- Help raise rare disease awareness, a key priority for the Department of Health and Social Care. #ShowYourStripes for Rare Disease Day on 28th February @MedicsForRare
- Rare Diseases are individually unique but collectively common, affecting 3.5 million in the UK. #ShowYourStripes for Rare Disease Day on 28th February @MedicsForRare
- An old medical adage 'when you hear hooves, think horse not zebra' still impacts clinical decision-making today and contributes to diagnostic delay. #ShowYourStripes for Rare Disease Day on 28th February @MedicsForRare
- Team XXXXX is supporting Rare Disease Day on 28th February! #ShowYourStripes @MedicsForRare.



#ShowYourStripes

for Rare Disease Day on **28th February 2025**

Content for emails/newsletters to staff or teams

You may wish to share information about the campaign to your staff, clinical team or MDT:

"We are supporting Rare Disease Day 2025!

We are encouraging staff to take part in the Medics for Rare Disease

#ShowYourStripes campaign to demonstrate to our community that we support people impacted by rare conditions.

Awareness is Key

Rare diseases are individually rare but collectively common, affecting 3.5 million people in the UK. Patients with rare disease face similar challenges, waiting an average of five years to reach diagnosis. Raising healthcare professional awareness about rare disease is key to a timely diagnosis and better outcomes.

What to Do

Put on stripey socks and take photos to share on social media with #ShowYourStripes. Friday 28th February is Rare Disease Day but we encourage you to show your stripes on whatever days you may be working that week, from Monday 24th February! Team pictures and creative selfies are welcome and there will be awards for the most impressive images.

About Medics for Rare Disease

The vision of Medics for Rare Disease is of equitable healthcare for everyone. Its mission is to shape a medical profession that can provide people living with rare conditions a timely diagnosis and excellent care. Show your support, #ShowYourStripes!

- Find out more about Medics for Rare Disease [here](#)
- Find downloadable digital assets such as social media posts [here](#)
- Request some stripey socks and/or posters from Medics for Rare Disease [here](#)"



#ShowYourStripes

for Rare Disease Day on **28th February 2025**

Content for a blog or email to friends/colleagues

Those impacted by rare conditions, carers and advocates may wish to contact their medical teams or just spread the message to friends and colleagues. People who already support the community might also want to get their friends and colleagues involved:

"Hello!

I am showing my support for the Rare Disease Community this Rare Disease Day and I hope you will join me. This is an important cause for me because....

So I will be joining in the Medics for Rare #ShowYourStripes campaign on 28th Feb.

Awareness is Key

Rare diseases are individually rare but collectively common, affecting 3.5 million people in the UK. Patients with rare disease face similar challenges, waiting an average of five years to reach diagnosis. Raising healthcare professional awareness about rare disease is key to a timely diagnosis and better outcomes.

What to Do

Put on stripey socks and take photos to share on social media with #ShowYourStripes and @medicsforrare

About Medics for Rare Disease

The vision of Medics for Rare Disease is of equitable healthcare for everyone. Its mission is to shape a medical profession that can provide people living with rare conditions a timely diagnosis and excellent care. Show your support, #ShowYourStripes! Show your support, #ShowYourStripes!

- Find out more about Medics for Rare Disease [here](#)
- Find downloadable digital assets such as social media posts [here](#)
- Request some stripey socks and/or posters from Medics for Rare Disease [here](#)"

