

# Calling ALL Healthcare Teams!

## #ShowYourStripes for Rare Disease Day on 28th February 2025

**28th January 2025** It is time to dig out your stripey socks and get ready to 'show your stripes' as we approach **Rare Disease Day on Friday 28th February**. Medics for Rare Disease is asking healthcare professionals and healthcare students to join forces, to help drive rare disease awareness in the run up to the big day!

### Stripey socks and selfies

Getting involved is easy. Just wear some stripey socks and post a selfie on Instagram or LinkedIn with the hashtag #ShowYourStripes and tag @MedicsForRare. 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. Not on social media? No problem, just email your pictures to [hello@m4rd.org](mailto:hello@m4rd.org).

### #YourYourStripes all week!

Friday 28th is Rare Disease Day but we encourage you to show your stripes on whatever shifts 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. For inspiration, check out last year's gallery [here](#).

### Awareness is key for patients

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.

### Why the stripes?

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

### Helpful links

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





# MEDICS FOR RARE DISEASE

Excellence in rare disease  
medical training

## About Medics for Rare Disease

### Our Vision and Mission

The **vision** of Medics for Rare Disease\* is of equitable healthcare for everyone.

We're on a **mission** to shape a medical profession that can provide people living with rare conditions a timely diagnosis and excellent care.

We do this through **three strategic areas**:

**ADVOCACY** - we advocate for a single-discipline approach to rare disease education for all medical professionals

**TRAINING** - we define excellence in rare disease medical training in the UK

**NETWORK** - we are building a network of Ambassadors to expand the reach of Rare Disease 101 training

# E MO TIVE

### Thank you to emotive

This campaign is supported by pro bono work from Emotive. Emotive is an Award-winning global medical communications agency blending deep scientific expertise with creative brilliance to inspire change. Visit [emotiveagency.com](https://emotiveagency.com) to find out more

### Thank you to our 2025 Partners

Medics for Rare Disease partners with commercial companies in order to receive funding and to progress its mission. The charity works independently from these companies. Sponsorship does not equate to endorsement of any company or its products. Find out more at [www.m4rd.org/sponsors](https://www.m4rd.org/sponsors)

**Thank you to our 2025 Partners** for supporting the work of the charity: Alexion AstraZeneca Rare Disease, Amicus Therapeutics, Kyowa Kirin, Novartis Pharmaceuticals UK, Parexel, SOBI, Takeda UK & Ultragenyx.

### Small Print

\*Medics for Rare Disease is the working name for Medics 4 Rare Diseases - a charity registered in England and Wales. Charity number 1183996. Registered address: Medics 4 Rare Diseases, Unit 12, Treadaway Technical Centre, Treadaway Hill, High Wycombe, Buckinghamshire, HP10 9RS. [M4RD.org](https://M4RD.org)