

ACT TODAY



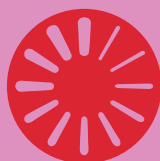
PROTECT TOMORROW

DON'T MISS A MOMENT

We will be launching the first World Adherence Day on **27 March 2025** to highlight the importance of patient adherence, one of the most challenging issues in global health.

Non-adherence in patients can lead to substantial worsening of disease, death and increased health care costs. Adherence to medication for chronic conditions is as low as 50% in high-income countries and even lower in lower income countries.

We will campaign under the theme “Don’t Miss a Moment” to raise awareness about adherence and inspire action to protect future moments.



**WORLD
ADHERENCE
DAY** **27 MARCH**

ACT TODAY



OWN TOMORROW

ACT TODAY



LOVE TOMORROW

GET INVOLVED

We invite healthcare professionals and communities to participate and support better adherence by:

1. Educating

Host or attend workshops on the importance of adherence and supporting patients in staying on track.

2. Distributing

Share free posters, educational materials, or medication trackers in your community.

3. Engaging

Use our social media toolkit and hashtags #WorldAdherenceDay or #DontMissAMoment to spread the word.

4. Commit

Sign the letter of declaration to showcase your support for the initiative and join the global effort to improve therapeutic adherence.

Scan the QR code to access our full campaign toolkit, resources, and learn how we can create a tomorrow where no moment is missed.



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