

Show your zebra

RQMO
REGROUPEMENT QUÉBÉCOIS
DES MALADIES ORPHELINES



FEBRUARY 1st TO 28th, 2025

How to participate?

- 1- Draw a zebra using one of our drawing templates from the QR code on the right, or create your own template and post it on social networks.
- 2- Post your zebra-themed photo, video or testimonial on social networks.



Don't forget to use the following hashtags: #affichetonzebre; #showyourzebra; #maladierare; #raredisease; #passirare; #notsorare; #rqmo.

Why the zebra?



The zebra became the symbol of rare diseases from this expression coined in the late 1940s by Dr. Theodore Woodward :

« When you hear hoofbeats behind you, don't expect to see a zebra. »

Since horses are the most commonly encountered hoofed animals, and zebras are very rare, it's logical to assume that the animal making the hoof noise is probably a horse. This is what Dr. Woodward wanted to convey to his students about diagnosing a disease: when faced with symptoms in a patient, think of a horse, not a zebra. But we say we must also think of a zebra!

What is the Show your Zebra campaign?

This is an initiative of the Quebec Coalition of Orphan Diseases. Our organization supports and informs people suffering from rare diseases. The aim of this campaign is to raise public awareness of the issues surrounding rare diseases.

Rare diseases are too often in the shadows, yet they're not so rare.

According to La Politique québécoise pour les maladies rares, drawn up in June 2022 by the Ministère de la Santé et des Services sociaux, an estimated 700,000 Quebecers are affected by rare diseases.

A few statistics:

- 1 in 12 Canadians has a rare disease.
- Two-thirds of sufferers are children.
- Most are chronic, degenerative and fatal diseases.
- Some 70% of rare diseases are genetic in origin.



MOIS DE
zébrier



We can't wait to see your zebras!