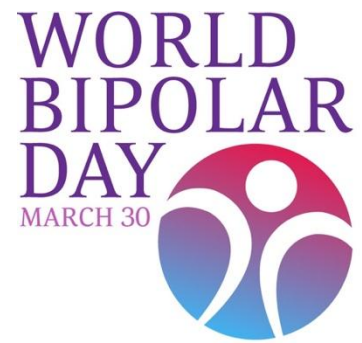


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For Immediate Release

World Bipolar Day

Global campaign to promote awareness of bipolar disorder celebrates 10th year

Thursday 30th March 2026 – World Bipolar Day (WBD) is celebrated on March 30th, the birthday of Vincent Van Gogh, who was posthumously diagnosed as probably having bipolar disorder. The vision of WBD is to bring world awareness to bipolar disorders and eliminate social stigma. Through international collaboration the goal of World Bipolar Day is to bring the world population information about bipolar disorders that will educate and improve sensitivity towards the illness.

While growing acceptance of bipolar disorder as a medical condition, like diabetes and heart disease, has taken hold in some parts of the world, unfortunately the stigma associated with the illness is a barrier to care and continues to impede timely diagnosis and effective treatment. To address the disparity in how bipolar disorder is viewed in different parts of the world, the International Society for Bipolar Disorders (ISBD), the International Bipolar Foundation (IBPF), and the Asian Network of Bipolar Disorder (ANBD), came together to work on the concept of a world bipolar day.

Today, bipolar disorder is a mental illness that remains a significant challenge to patients, health care workers, family members and our communities. In the US alone, Bessonova et al. conclude in a 2020 systematic review of the economic burden of bipolar disorder in the US that “The estimated total annual national economic burden of BD/BD-I was more than \$195 billion, with approximately 25% attributed to direct medical costs.”

To date, over 245 events from over 53 countries have been reported to the ISBD since the inception of World Bipolar Day on March 30th, 2014, though this likely represents only a minority of the efforts from individuals and other groups to raise awareness of bipolar disorder in connection with this campaign. Some thoughts on the importance of WBD from ISBD members are included below.

"WBD represents the quintessential opportunity for the people with lived experience of the illness to interact with their communities and bring awareness about bipolar disorder to different levels of society."

– Manuel Sanchez de Carmona, MD, Past President ISBD and ISBD Board Member

"World Bipolar Day is a day for us to unite. A day to celebrate the remarkable strengths, achievements, and resilience of people with lived experience of bipolar disorder. It's also a day for us to come together to empower change. To advance bipolar disorders research, care systems and advocacy, and, critically, to reduce the significant stigma and discrimination people with bipolar disorder can face".

– Erin Michalak, PhD, ISBD Vice President for Outreach

Get Involved

As the day draws near we encourage you to organize and publicize local events, which can be shared with the world through distribution on the WBD Facebook page (www.facebook.com/worldbipolarday), Twitter handle (@WorldBipolarDay) and website (www.worldbipolarday.org).

For more information about WBD, or for any questions, comments, or event announcements, please contact Mary Miller at wbd@isbd.org