

International Kawasaki Disease Awareness Day 2018

Impact Statement

Creating Conversations

Working together in advance of International Kawasaki Disease Awareness Day, tens of ideas were developed and so many projects were planned to help us grow our U.K. Kawasaki Conversation.

We developed our "Your Kawasaki Conversation" booklet which is now in place for anyone to use to plan events and fundraisers year-round - and which we sent out to over 30 Societi Supporters. It was downloaded too, almost 70 times. This, together with our awareness raising resources (posters, leaflets and more) meant our Societi Supporters have been able to build their own Kawasaki Conversations.

Resourcing Conversations

Only with the fantastic support of our many fundraisers over time, were we then able to provide materials, packs and downloadable resources for Societi Supporters to use. Packs and parcels full of everything from TEMPERS to t-shirts, posters to pin badges and more besides were sent to over 50 supporters right across the U.K.

Over 15,000 more TEMPERS leaflets were shared with Societi Supporters and distributed in schools, GP surgeries, pharmacies, places of work, community centres, coffee shops and many more places too.

We created a dedicated page on our website for International Kawasaki Disease Awareness Day, with resources ready to download and print. We created social media memes to download, share and raise awareness and we know that over 400 website users downloaded resources and information from that page.

Conversations Creating Awareness

More than 70 Societi Supporters got in touch directly and told us their plans for raising awareness! Some held cake sales, "wear red" and non uniform days, others put up posters and shared TEMPERS in their community. Some really imaginative ideas emerged - like a Curry Night and a Societi Wristband competition (watch this space for the results of that one!) Every single Societi Supporter involved created powerful, lasting Kawasaki Conversations which have already increased knowledge and understanding for thousands of people, who may not have known Kawasaki Disease before.

Raising Funds for Year-Round Awareness

Activities on the day and linked to Awareness Day raised a tremendous £6,000 for Societi Foundation. Just over in fact! With some funds still to be sent in, we know that already impressive figure will grow a little more too!

Societi Stakeholders - Accelerating Awareness

We worked with the RCPCH, the World Heart Federation and the British Heart Foundation - all longstanding Societi partners - to reach national and international audiences on Awareness Day. Our joint media release was issued from Geneva and London (and from Nottingham!) which made sure we built lasting knowledge across clinical and medical communities as well.

Our heart shows just some of the many pieces of the puzzle that came together on International Kawasaki Disease Awareness Day 2018.

All kinds of different events were held all over the UK - all with the same purpose of raising awareness of Kawasaki Disease.

Social Media Messaging #ForOurChildren

Incredible support from stakeholders on social media meant we reached hundreds of thousands of people, through Twitter, LinkedIn, Facebook and Instagram. We worked with partners, communications teams and some simply brilliant individuals too who gave up time on the day to really power our messages with retweets, likes, shares and many hundreds of their own posts, creating enormous impact.

Thank You...

Throughout 2017 Societi fundraisers directly helped make our planning and delivery of Awareness Day activities possible. To our many fundraisers over the last year THANK YOU. Then, on Awareness Day, so many FABULOUS people got involved and invested time, energy and effort to make a difference.

Every poster placed...



Every leaflet shared...



Every fundraising event...



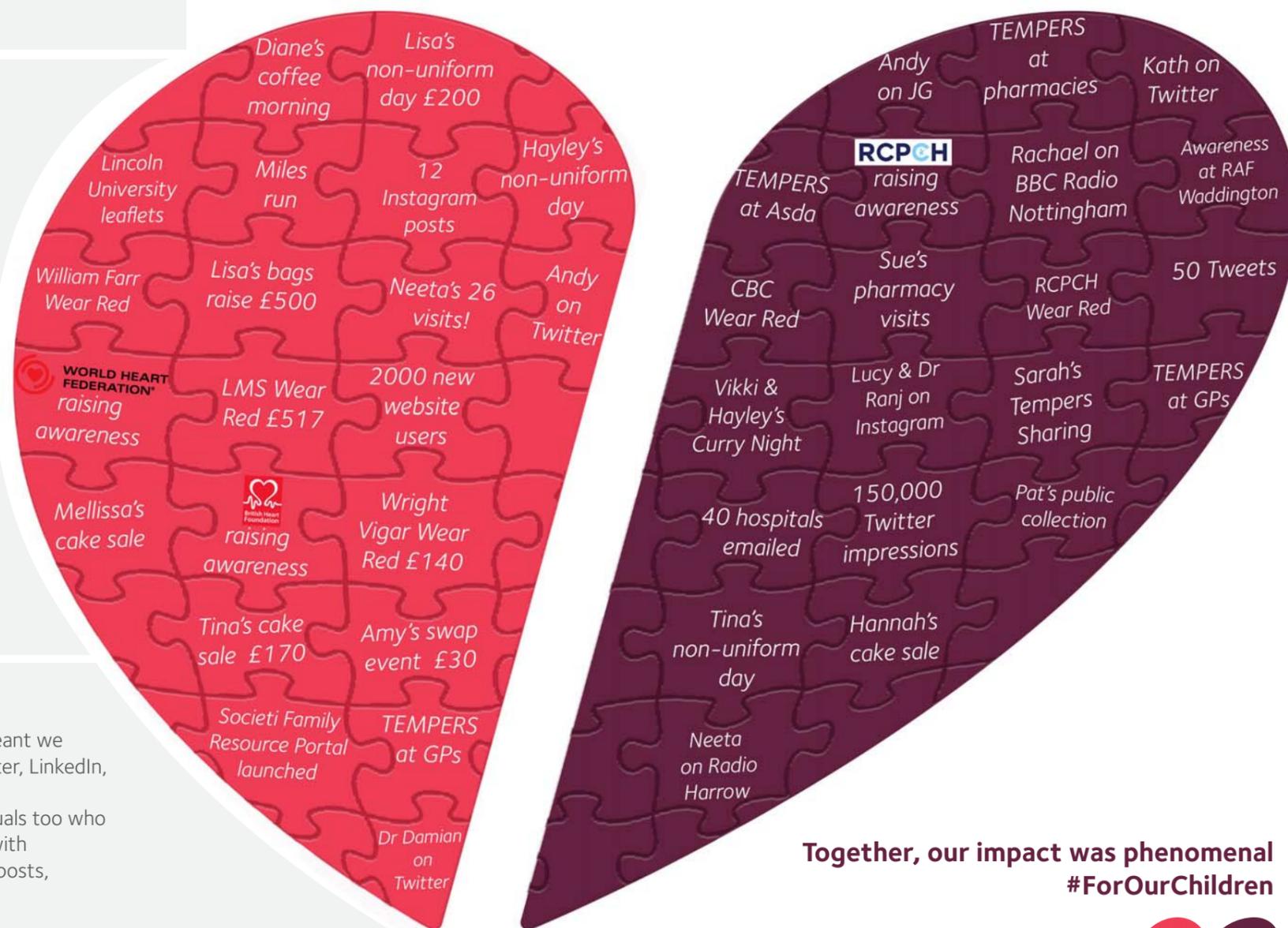
Every Kawasaki Conversation...



Every Facebook post & Tweet...



...has made this a remarkable Awareness Day! Thank you to our TRULY REMARKABLE Societi Supporters.



Together, our impact was phenomenal #ForOurChildren

Kawasaki Disease is the leading cause of acquired heart disease in children in the UK. It's time we changed that...

...Together we will!



societi.org.uk