

International Kawasaki Disease Awareness Day 2019

Impact Statement

Theme: Kawasaki Disease – EXPECT to see it – be READY to treat it!

This year, Awareness Day became Awareness month! #TeamSocieti worked throughout January on wide ranging projects to get Kawasaki Disease known. And our impact together was significant – with Awareness Day 2019 being by far the biggest and most far reaching awareness campaign ever held in the UK for Kawasaki Disease. Collaborating with significant national partners as well as hundreds of Societi Supporters, this summary statement shares a few of the achievements from our campaign.

Creating Powerful Conversations

With simply fantastic support from many long term fundraisers and donors, we were able to provide an extensive range of materials, packs and downloadable resources for Societi Supporters to use to power their Kawasaki Conversations. Parcels full of everything from TEMPERS to t-shirts, posters to pin badges and more besides were sent to over 100 supporters right across the UK – double the number of supporters getting involved in this way compared to 2018.

Over 30,000 TEMPERS leaflets were shared with Societi Supporters as well as in GP and Hospital information packs – with these going into schools, pharmacies, offices, community centres, coffee shops and many more places too.

The dedicated page on our website for Awareness Day was significantly expanded for 2019 with the addition of a host of new downloads and resources for growing Kawasaki Conversations. We created social media frames to download, share and raise awareness – over 1,000 website users downloaded resources!

Building Awareness

#TeamSocieti were busy – innovative and creative with their plans to raise awareness! From talks, to spreading the word on social media, films, coffee mornings and cake sales, “wear red” and non uniform days....whilst others put up posters and shared TEMPERS – handed out wallet cards and sent a teddy bear armed with info on his Kawasaki travels! And with offices ‘going red’, whole buildings going red – and Kawasaki Conversations growing across community events, every single Societi Supporter involved created powerful, lasting impact – growing knowledge which will directly protect children from Kawasaki Disease.

Fantastic Fundraisers! Determined Donors!

Whilst awareness is our primary aim in January – our Supporters know that without their fundraising support, we can’t grow awareness throughout the year. Many took on the challenge to fundraise in January for us – one of the hardest months in which to fundraise and we’re hugely grateful! Thanks too, to our growing army of donors, together you’ve made Societi’s financial start to 2019 so strong, giving us the confidence to plan for and commit to projects in the months ahead.

Schools Packs, GP Packs and Hospital Packs

Thanks to key fundraisers, partners and sponsors – including SKLP Cardiff and KSSG, over 50 Societi Hospital information packs were sent in January and over 250 GP packs linked to Awareness Day have also been posted. Each one contains key info, posters and leaflets so that doctors and staff teams can get to know Kawasaki Disease. Over 420 information packs were sent to schools too – with many taking part in activities on Awareness Day!

Strategic Stakeholder Support

As in 2018, we worked with the RCPCH and BPSU, the World Heart Federation and the British Heart Foundation, all key and longstanding Societi partners, to reach national and international audiences. Our joint media release was posted on the WHF and BHF websites – and this year we had huge support on social media from RCPCH, PCO, many hospitals, CCG’s and Trusts too, building lasting knowledge across clinical and medical communities. Our 2019 campaign also had great support from Lexington Heath to reach a host of MP’s; and from Roche Diagnostics who brought their considerable influence to raise Kawasaki Disease awareness.

Social Media Messaging – #ShareIfYouCare

Simply outstanding support from partners and supporters on social media meant we reached many hundreds of thousands of people, through Twitter, LinkedIn, Facebook and Instagram. Together with partners we made a huge impact. We have to mention some simply brilliant individuals too who gave up time – not just on the day but throughout all of January to get creative, write (#vss365!) and really power our messages with reposts, shares, tweets – and retweets –over 2,400 posts (on Twitter alone!) by over 350 people created absolutely phenomenal impact. Facebook and Instagram support was huge too – with over 45,000 accounts reached from our top posts. Wow! Societi supporters care!

Thank You...

Throughout 2018 as fundraisers – and through EVERY day in January 2019, Societi supporters and fundraisers directly helped make Awareness Day the best campaign yet. To all our wonderful fundraisers a HUGE THANK YOU. And to everyone who got actively involved during January – investing time and energy – please know – that TOGETHER we have made a difference. YOU have contributed to protecting children's hearts from Kawasaki Disease.

Every poster placed...



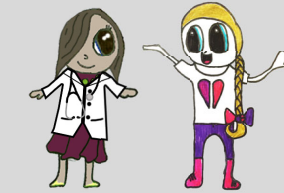
Every leaflet shared...



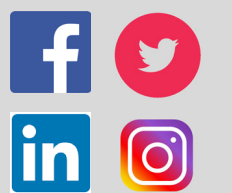
Every fundraising event...



Every Kawasaki Conversation...



Every Facebook post & Tweet...



THANK YOU!

Our Impact

- Over 3,000,000 potential Twitter reads
- 250+ GP information packs sent
- 30,000 TEMPERS distributed
- 420 information packs sent to schools
- 100+ Societi supporters actively raising awareness with events and local campaigns
- 15 Strategic partners supporting Societi
- 50 Societi hospital packs sent
- 1,000+ downloads of website resources
- 350 Twitter supporters joining #vss365
- 299 shares on our most popular Facebook post!
- 2,400 tweets in January
- 24,000 people reached with our top Facebook post



TOGETHER – our impact was simply huge!
#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!

