

World Heart Day 2020


Impact Statement



World Heart Day 2020 was an utterly exceptional day for Kawasaki Disease awareness. So many people, and so many partners contributed – many throughout the entire month of September — as we planned, prepared and worked on content for 29 September 2020 – World Heart Day! This year our campaign centred around “FACTS not fear” and we highlighted the urgent need for more public awareness and investment to raise awareness of Kawasaki Disease. We are particularly grateful to everyone who contributed this year – as we are navigating the most unprecedented of times. Times where there is much uncertainty and trepidation but where Kawasaki Disease remains little known. Yet we know – it is the #1 cause of acquired heart disease in UK children.


We have made HUGE inroads in changing that, and getting Kawasaki Disease known this throughout September – thanks to every single one of our supporters and partners! Together we are getting Kawasaki Disease known – and we WILL get improved care in place in the UK for those who have already been affected. So, whether you've been busy supporting us on social media and sharing our FACTS not fear posts, having your hair shaved off (Lizzie!!) holding a cake sale, taking part in our Virtual 10k, holding your own event or having a Kawasaki conversation – THANK YOU! Thank you to EVERYONE who has played a part in making our World Heart Day campaign 2020 a tremendous success for Kawasaki Disease awareness.

A Heart-to-Heart



A superb highlight this World Heart Day was our greatly anticipated Heart-to-Heart virtual round table with our WONDERFUL Scientific Advisory Board — as they answered YOUR questions about Kawasaki Disease. We had incredibly positive feedback on this unstoppable conversation – talking through topics like long term issues, aspirin and lifetime care – there's answers to all the questions Rachael asked on your behalf – and many, more. At Societi, sharing expert, up-to-date and FACT-based knowledge to families and carers of children affected by the all-too-often devastating consequences of Kawasaki Disease, remains at the *top* of our agenda. Our HUGE thanks to our simply brilliant Scientific Advisory Board – for giving their time generously to support Societi Foundation and our families, in what is already an astonishingly busy period for them.

GP information



As part our FACTS not fear campaign for World Heart Day, we sent an impressive 1000 GP and hospital packs to surgeries and hospitals across the UK! Early diagnosis and early treatment are the single biggest things we can do right now to change outcomes for our children in the UK – for all those who will be affected today, tomorrow, next week.... by Kawasaki Disease. And some 9,000 teams of GPs across the UK are the gatekeepers to that diagnosis for many of those children. A GP practice will look after an average of 1,600 children – with all the packs sent out, that's 1,600,000 children whose GPs now have the information available to be able to EXPECT to see Kawasaki Disease, recognise the symptoms and be READY to rapidly refer children on for urgent hospital treatment!

Engaging our MPs



With the exceptional help and expertise of Lexington Communications, Societi wrote to 55 MPs across the UK asking for their help to change UK policy to improve care and increase research into Kawasaki Disease. We need political stakeholders to understand the seriousness and urgency of Kawasaki Disease if we are to create change which really benefits our children – we need shifts in health policy and investment. Lexington is a recognised leader in the field of communications and engagement – that means getting people both talking and thinking about key issues – and for us, that issue is Kawasaki Disease. As a result of all the letters sent, we have arranged meetings with key MPs to talk about what can be done in the UK to raise the profile of Kawasaki Disease from a perspective of Government awareness, investment and support. We're excited to be taking forward positive, powerful conversations – watch this space for updates!

Stunning social stats!



Remarkable support from #TeamSocieti on social media meant we reached thousands of people, through Facebook, Twitter, Instagram and LinkedIn. With support from partners, including the World Heart Federation, we made a massive impact. After lots of hard work and planning, our FACTS not Fear campaign, which included our Myths and Facts series of Tweets and a whole range of awareness posts throughout September, reached ten of thousands of people – and pages on our website alone were viewed almost 16,000 times! This huge amount of online activity surrounding Kawasaki Disease for World Heart Day was simply astonishing and yet again, has raised the profile of Kawasaki Disease throughout the UK – THANK YOU to everyone who liked, shared and retweeted and helped to make the day a gigantic success and get Kawasaki Disease known!

Our most successful Virtual Run yet!



Thanks must go to our fabulous Societi Active Committee, Vikki, Hayley, Gayle and Lucy for all their hard work and effort in organising the World Heart Day Virtual Run. We have been absolutely overwhelmed by the success of this year's event. 69 entrants to the virtual race raised £1,415 plus £2,393 in linked sponsored events meant a fantastic total of £3,808 was raised! AND... not only that – all those participants ran their individual races up and down the UK raising much needed Kawasaki Disease awareness in their gorgeous new Societi Active t-shirts. We are immensely grateful to every member of #TeamSocieti for the astonishing effort put into the event to make it such a massive success – THANK YOU!

Awesome awareness & fantastic fundraising!



A HUGE thank you to Lindsay and her friends and family for holding an outstanding bake sale for World Heart Day. Raising a massive amount of awareness for Kawasaki Disease and an eye-watering £600, it's safe to say that the day was a wonderful success!



As a member of Ladies Circle, Lizzie has been a firm supporter of Societi since we were named as their presidential charity of the year. This World Heart Day, Lizzie went to extra lengths by shaving her hair to raise funds for Societi and also donating her locks to The Little Princess Trust – Lizzie, you are amazing!



Long time supporter Laura and friends took on their biggest challenge yet – walking from Weymouth to Swanage on the south west coastal path – all in their Societi t-shirts. That's just over a humongous 30 miles of Kawasaki Disease awareness! The group also raised £445 – simply outstanding!

Little things matter for little hearts!



We always aim to make a big impact on World Heart Day but sometimes its the little things that make a huge difference. There were so many Societi supporters who went just that step further to make World Heart Day a spectacular success. We are so grateful to Chris, for sharing his Heart Hero story with the World Heart Federation and to Lisa, who sold Societi merchandise and created her very own World Heart Day profile picture and Facebook post which was shared 125 times! First aider, Kate created an brilliant Instagram awareness post and HUGE amounts of love and thanks go to our tiniest supporter yet – baby Leo who spent World Heart Day with his family, raising awareness of Kawasaki Disease from his hospital bed! Just a few examples of amazing support – and we really are truly grateful and so inspired by your dedication to get Kawasaki Disease known. Thank you to everyone who helped to make a difference and made this World Heart day the BEST yet!

Societi Foundation is a registered charity in England & Wales (no. 1173755)