

International Kawasaki Disease Awareness Day 2021

MY SOCIETI
mysocieti.org.uk

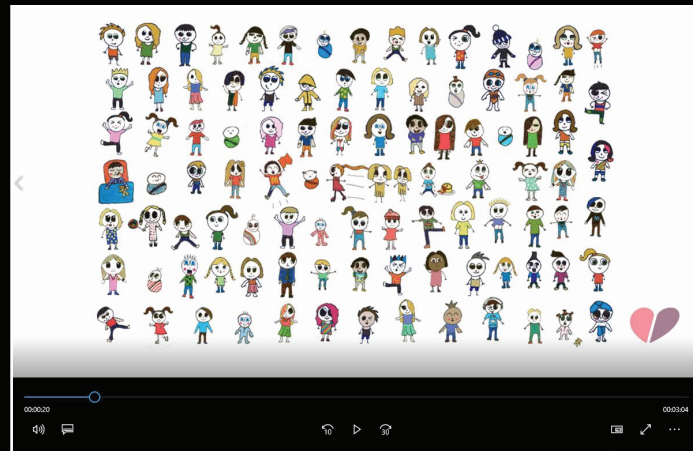


The launch of My Societi

One spectacular highlight was the launch of our much anticipated "My Societi" young people's portal. The creation of My Societi really was an amazing collaboration from #TeamSocieti. From our design and tech gurus at O Street and Form Digital - to the young people who helped shape the portal - to all our doctors who generously shared their time and expertise! Thank you too, to the Foyle Foundation for their funding and to donations from Ladies Circle, making this project possible. We are very proud to have launched "My Societi", full of trusted and clinician backed info, designed to answer questions young people affected by Kawasaki Disease may have.

KNOW Kawasaki Disease!

International Kawasaki Disease Awareness Day 2021 was phenomenal - our most successful campaign yet! #TeamSocieti filled the entire month of January with Kawasaki Disease awareness raising and projects designed to get everyone to KNOW Kawasaki Disease. This Impact Statement highlights just some of #TeamSocieti's amazing successes, remarkable achievements and the hard work which led to our success!



Sharing our powerful awareness raising video

Hundreds of fabulous people helped us get Kawasaki Disease known, protecting children's hearts by sharing our Kawasaki Disease awareness video - it's now been viewed hundreds of times! A massive thank you to ALL the wonderful parents who feature in our video - your powerful voices are being heard!



Utterly BREATHTAKING!!

Two FANTASTIC landmarks, the Mersey Gateway Bridge and the Council House in Nottingham illuminated bright pink and red this January. Beautiful beams lit up the sky for Kawasaki Disease awareness on International KAWASAKI DISEASE AWARENESS DAY. Why not get in touch with your council to ask if they can light up a local landmark on Kawasaki Disease awareness day next year!



Clear Channel get Kawasaki Disease Known!

Once again, the exceptional team at Clear Channel generously donated advertising space for a whole week, including on awareness day, to help us get Kawasaki Disease known, reaching thousands of people! All week, Societi's campaign was displayed on Clear Channel's spectacular Adshel Live and Storm Board digital screen network - in shopping centres, on busy streets and city centres, even on huge screens at the side of motorways - right across the UK! We are so grateful to Clear Channel for this huge act of kindness and for their phenomenal commitment to growing their #PlatformForGood Clear Channel Outdoor.

Working across the globe...

...to get Kawasaki Disease known. On awareness day we joined sister organisations, Kawasaki Disease Canada and Italy, in a webinar series 'The Heart of the matter' to talk about all things Kawasaki Disease. Our shared commitment to getting Kawasaki Disease known is essential and we work together, debunking myths on Kawasaki Disease. Children in every part of the globe suffer this disease and its devastating impacts! Working together we are stronger in our shared fight against Kawasaki Disease!



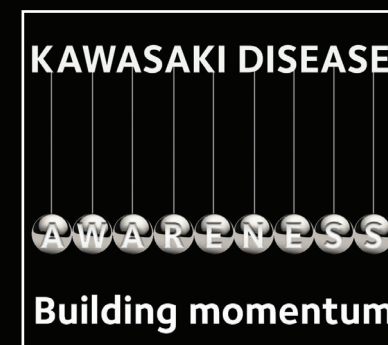
+ 92% Facebook post reach
+ 142% page views
86%↑ post engagement
4,200 Instagram Impressions
368 Following likes



56,200 + Twitter Impressions
19 New Twitter followers
1397 Profile visits
47 Tweets



6200 website page views



Building momentum

We have a number of committed MPs working with us to get Kawasaki Disease known! We were delighted to receive awareness day support from MP Henry Smith, MP Elliot Colbourn and MP James Davies. Their support is significant in building a powerful presence for Kawasaki Disease in the UK parliament. Kawasaki Disease needs Government investment in research, awareness and education to prevent lifelong heart disease in our children. We continue to engage with our MPs across the UK - together we WILL make progress!

You made it to Tokyo!



Thank you to EVERYONE who took part in Societi Active's BRILLIANT challenge to help protect tiny hearts. A massive team took part and collectively walked, ran and cycled the distance from Societi HQ all the way to Tokyo, Japan - that's 5885 miles!!! Wow! Why Tokyo?!! It was the home of Dr Tomisaku Kawasaki who first identified Kawasaki Disease - a perfect challenge to mark such an important date. This event has been INCREDIBLE for awareness - and Societi Active raised a fabulous £530.50 too! Wow!

Go Dexter!



One of our youngest ever fundraisers went the extra mile for International Kawasaki Disease awareness day setting himself a 2x2x12 challenge. 8 year old Dexter took on 2 challenges or 2k every 2 hours for 12 hours on awareness day. Dexter absolutely smashed his challenge and ran, walked, biked, bounced, balance hovered and wiggle scooted his way to help protect tiny hearts! Not only that, but Dexter and his army of supporters raised a staggering £700 too. Dexter you are AMAZING!

Minehead "metal heads"



A life size Societi Kid was made entirely out of metal by talented Steven Heard, a retired carpenter from Minehead. Steven has created over 50 "metal heads" that form an activity trail. The mastermind behind this is our wonderful Societi supporter Lisa - who does so much for Kawasaki Disease awareness - always thinking of innovative ideas! What a wonderful model of wonderful Societi Kid Reuben, Lisa! Now standing proud in Minehead for everyone to see, creating lots of Kawasaki conversations!

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

...Together we will!

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