

We protected tiny hearts from Kawasaki Disease!

societi
World Heart
Day 2021



We just love World Heart Day! It gives us an amazing opportunity to work with our fabulous supporters, brilliant partners and a whole host of exceptional organisations to raise awareness of Kawasaki Disease and heart health. World Heart Day 2021 was no exception! We ran our campaign 'Let's Protect Tiny Hearts' throughout the entire month of September and our partners and supporters #TeamSocieti worked incredibly hard to make 29 September - World Heart Day - a fantastic success. Our campaign focused on raising awareness of Kawasaki Disease with families, clinicians and just about EVERYONE who can make a difference and help to protect tiny hearts. Together we shared awareness raising messages far across social media, told family stories, released informative podcasts, published media releases and held our Virtual 10k event, all to highlight the urgent need for more public awareness of Kawasaki Disease and investment to prevent heart damage in our children.

Thank you to every single one of our supporters and partners who made World Heart Day such a special day for our children - by helping to protect tiny hearts from the #1 cause of acquired heart disease in UK children. Together we are getting Kawasaki Disease known - we WILL improve outcomes for our children and improve care in the UK for those who have already been affected. THANK YOU!

Societi Active's Virtual 10k



Societi Active's Virtual 10k returned for its 3rd year in a row, thanks to our incredible volunteers Hayley, Vikki, Gayle and Lucy who dedicate hours of their time to organising, planning and running the event. Each year, our virtual 10k event is even more successful than the year before - and this year was no exception. This was our biggest Virtual run yet with over 80 supporters taking part and well over £1,500 raised to help raise awareness of Kawasaki Disease!

Aside from the important funds raised by the Virtual 10k a huge amount of Kawasaki Disease awareness was also raised in communities throughout the UK (and even as far afield as Italy!) by our participants, all in their brand new Societi running shirts - simply stunning!

Thank you to EVERYONE who took part!

If you'd like to take part in one of our future Societi Active events, make sure to follow our dedicated [Societi Active Facebook page](#) to find out what's coming up!

World Heart Day Podcast series

Societi Founder, Rachael, teamed up with some of the fantastic experts on our Scientific Advisory Board, to record and release a series of Kawasaki Disease podcasts, especially for World Heart Day.

Huge thanks go to the amazing doctors who gave their precious time to help create these informative podcasts, which have already been so useful to families and clinicians alike.

Our podcast series includes:



Kawasaki Disease - "Presenting the facts and dispelling myths" with Professor Robert Tulloh

Listen to the podcast [here](#)

Read the transcript [here](#)



Kawasaki Disease - "What everyone needs to know" with Dr Damian Roland

Listen to the podcast [here](#)

Read the transcript [here](#)



Kawasaki Disease - "The latest research" with Professor Despina Eleftheriou

Listen to the podcast [here](#)

Read the transcript [here](#)



Kawasaki Disease - "Protecting tiny hearts into the future" with Dr Tom Johnson

Listen to the podcast [here](#)

Read the transcript [here](#)

Fabulous Family Stories

Sharing family stories is an extremely powerful way to raise awareness of Kawasaki Disease. For World Heart Day, we asked Societi supporters to share their stories of Kawasaki Disease, to help others who may have been through similar experiences. It is our aim that these powerful stories, shared generously by our families, will be a valued source of support, help grow understanding of Kawasaki Disease and protect tiny hearts into the future.

We are incredibly grateful to everyone who has contributed their very special story, and have generously shared their unique Kawasaki Disease journey to help get Kawasaki Disease known. You can read our Family Stories [here](#).



Powerful Partners

We are deeply grateful to our incredible partners who tweeted and posted our awareness raising statements on World Heart Day - such powerful partnerships grow awareness and spread our important messages far and wide. These big voices help us create the change we need.

World Heart Day was an opportunity to engage with new partners too. We were thrilled two influential parent focused groups: Mumsnet and Netmums (with a combined following of over 280,000 people) offered to share our content and help spread the urgent message that all parents and carers need to know Kawasaki Disease.

With such strong partnerships and a growing number of partners, we WILL get this disease known, we can and will protect children's hearts from the devastating damage Kawasaki Disease can cause.



Social to shout about!

Support received from #TeamSocieti is essential for Societi to carry our work. YOUR support on all of our Social media platforms throughout September and on World Heart Day was just ****phenomenal**** and meant that our Kawasaki Disease awareness raising messages reached thousands more people! Support from YOU is simply vital if we are to get Kawasaki Disease known - THANK YOU!

Profile visits
↑175%

Page views
↑74%

Reach
↑23%



Press coverage

We're really excited to have successfully published an article as part of our World Heart Day 2021 awareness campaign, in News Medical.

News Medical are one of the world's leading open-access medical and life science hubs with a global reach of 121 million annual visitors worldwide - their weight behind our work is just immense and means a great deal.

This is an important milestone for Societi Foundation - with support from such a trusted life sciences and medical publication, physicians across the globe will read our article and will now know to think Kawasaki Disease. And by doing this we are delivering on our aim - to put Kawasaki Disease at the forefront of doctor's minds. #ForOurChildren