

We protected tiny hearts...  
from **Kawasaki Disease!**



Our impact  
TOGETHER!

In partnership  
with the  
World Heart  
Federation!

Clear  
Channel's  
remarkable  
support

World Heart  
Day Podcast

Supporter-  
superstars!

Societi  
Active's  
Virtual 10K

The Randal  
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Chemical  
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Our Statement  
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Government

Working in  
Powerful  
Partnership

**World Heart Day Impact Statement**

**societi**

World Heart  
Day 2022

**societi.org.uk**

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## Making a difference to tiny hearts!

We're proud to share with you a snapshot of the just some of the impact we've made, working together on our World Heart Day campaign. Just take a look:



Thanks to Clear Channel, our Kawasaki Disease **awareness campaign** was displayed in September at 225 locations right throughout the UK reaching **MILLIONS of people**. WOW!



**Website views increased by 355%.** Our World Heart Day campaign means many more people now know Kawasaki Disease.



We **posted 168 times** on Facebook during our campaign, directly reaching **124,000 people** with our Kawasaki Disease awareness raising messages.

Our reach on Instagram **increased by 54%** and profile visits/post engagement **doubled**. A total of **89 tweets were posted** on the Societi and KD-CAAP Twitter accounts during the campaign and there was a **500%+ increase** in video post views.

Our new digital training packs were sent to **167 NHS Trusts and Health Boards**, KD-CAAP centres and our Partnership Programme Hospitals reaching at least **3,500 clinical staff** throughout the UK.



**710 copies** of our new parent and carers guide to Kawasaki Disease were sent to **36 hospitals** in every part of the UK, to every hospital involved in the KD-CAAP trial and our Childrens Hospital Partnership Programme.

We raised almost **£4,000!** Thanks to hundreds of supporters, phenomenal fundraisers, donors and our fabulous Societi Active 10K event, which also got Kawasaki Disease known in 30+ more communities.



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FEDERATION®**

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29 September - World Heart Day - is a hugely important date in our calendar and this year, it was just phenomenal! Working with our partners at the World Heart Federation once again, we had the fantastic opportunity to also work alongside our wonderful supporters and many more exceptional partners, as we raised awareness of Kawasaki Disease and children's heart health. Right from the start of September, our World Heart Day campaign focused on 'Protecting Tiny Hearts', getting Kawasaki Disease known by families, carers, clinicians - just about EVERYONE, as we work to protect tiny hearts.

Together we shared awareness raising messages, hosted a UK-wide outdoor advertising campaign, distributed clinical training and patient information resources across the UK and Europe, highlighted our KD-CAAP clinical trial work ongoing, released an expert-led podcast for our clinical audience, shared our World Heart Day Statement, highlighted Kawasaki Disease to UK Government leaders and held our Virtual 10K community running event. All these brilliant projects and many more highlighted Kawasaki Disease and the urgent action needed to prevent heart damage in our children.

We are so grateful to everyone who made our World Heart Day campaign so visible and so high impact this year - truly helping to protect tiny hearts from the #1 cause of acquired heart disease in UK children. THANK YOU!

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## Clear Channel's remarkable support



Exceptional support for our World Heart Day campaign came from our wonderful partner, Clear Channel UK. Once again they generously gave space within their extensive outdoor advertising network to make a difference for children affected by Kawasaki Disease. They took our awareness raising messages into leading shopping centres, nationwide! That included in some of the biggest cities in the UK... the reach was simply immense. Millions (yes millions) of people will have seen our Know Kawasaki Disease campaign, from Aberdeen to Bristol to London and everywhere in between!

It was an absolute privilege to have this simply transformational level of support through Clear Channel's Platform for Good. This tremendous opportunity was only possible thanks to an astounding donation from Clear Channel – creating impact at scale, and truly driving change for our children, by protecting thousands of tiny hearts. Thank you Clear Channel! It's impossible to imagine how we'd achieve such phenomenal public awareness impact, without your immense support.

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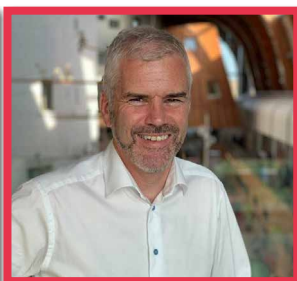
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## World Heart Day Podcast – Leading experts from across the UK talk all-things Kawasaki Disease



We have an unrelenting focus on getting Kawasaki Disease known by doctors and healthcare professionals, so this World Heart Day, we brought UK leading clinical voices together, to help. Experts Professor Damian Roland, Professor Paul Brogan and Professor Simon Kenny recorded a clinician podcast for Societi, making sure we keep Kawasaki Disease high on the radar of doctors as we go into the autumn and winter. This time is especially important as this is when we know most cases of Kawasaki Disease will be seen in the UK and Europe.

Our podcast covers topics around spotting Kawasaki Disease, differentiating between Kawasaki Disease and other illnesses, and gives a national perspective on the NHS priorities and programmes, underpinning delivery of better outcomes for our children.

We are extremely grateful to the brilliant doctors who generously gave their time and shared expert knowledge of Kawasaki Disease, to create this important podcast and help protect tiny hearts. Our thanks too, to the team at NHS England who supported this project and helped us reach even more doctors with our podcast. Having shared it across social media channels, it's been heard hundreds of times already – that's hundreds more doctors thinking about Kawasaki Disease! Just fantastic. Access the podcast [here](#), or download a transcript to read [here](#).

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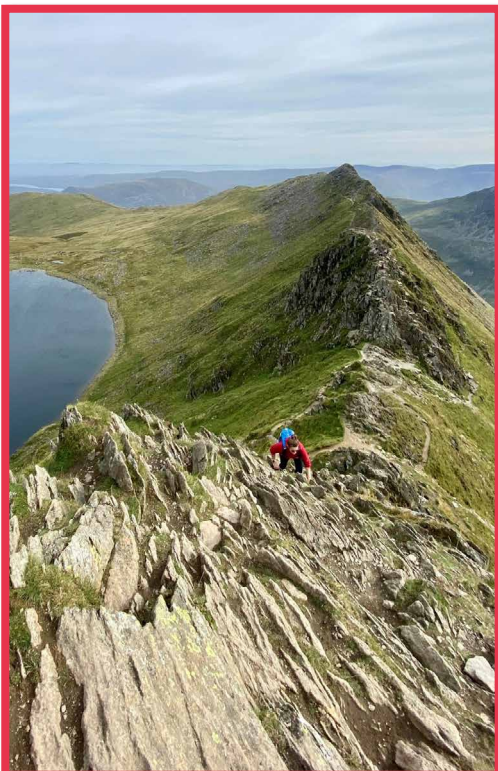
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## Supporter-superstars! Going to new heights!



Our supporters come from every part of the UK and week in, week out, inspire us with their ideas, energy and determination to help get Kawasaki Disease known. Throughout our World Heart Day Campaign, hundreds of Societi supporters got involved, backing our campaign in every way they could, from fundraising, to browsing our website for the most up to date information, to being social media superstars – sharing and getting our awareness message out to new audiences – and some took on incredible challenges to mark the occasion memorably!

Societi supporter Kevin, is currently completing the 214 Wainwright Challenge for Kawasaki Disease awareness. As

part of our World Heart Day campaign he dedicated one of his Wainwrights, climbed on World Heart Day to mark the occasion. And not just a mountain at random – Kevin chose Helvellyn and the notorious Striding Edge route – a serious mountain to help us make serious change happen, for our children! Huge thanks to everyone who got involved – and a super-special thank you to Kevin, together with his climber friends who are with him every step of the way – thank you to Ben, Lee, Harry, James, Michael, Mike, Phil, Darryl and Susan. Incredible supporters, every one.

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## Societi Active's Virtual 10K



Now into its 4th year, Societi Active's Virtual 10K returned for World Heart Day thanks to our fabulous volunteers Hayley, Vikki and Gayle. And once again it's been a resounding success – bringing together those most physically active in our community, connecting old friends and forging new links. Incredible achievements in these things alone, but this years 10K went further – with a truly inspiring fundraising effort which went along with it. Huge thanks must go to Elinor and Jack, Manda and Emily and Alister for their hugely successful fundraisers – thank you too, to their friends, family and colleagues who sponsored them so generously – we are so grateful! In total, the Virtual 10K raised an extraordinary £2,220 – just brilliant!

Thank you to absolutely EVERYONE who took part in the Virtual 10K and helped protect tiny hearts. A huge amount of Kawasaki Disease awareness was raised in communities throughout the UK by our participants, all in their Societi running jackets, t-shirts and running vests – fabulous!

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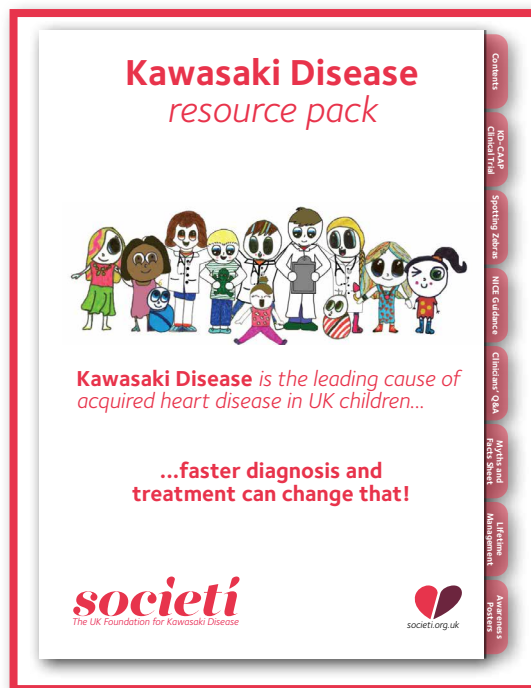


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**The Randal Charitable Foundation – training and educating  
to protect tiny hearts, across the UK and Europe**



With the clinical leadership of our Scientific Advisory Board of remarkable doctors, we created a brilliant new digital resource for doctors, helping them really get to know Kawasaki Disease. This much-needed information and training pack has been sent to every hospital currently in our Children's Hospitals Partnership Programme – thanks to funding generously invested by the exceptional Randal Charitable Foundation, without whose support this transformational work just would not be possible. The digital resource packs have also been sent to all our KD-CAAP clinical trial centres across the UK and Europe, and now, it's also been shared with every NHS Trust and Health Board in the UK – that's a potential of at least 3,500 clinicians who now know Kawasaki Disease! Our Kawasaki Disease packs are full of training resources, guidelines and the latest research findings – everything doctors need, so that they can quickly spot and treat the leading cause of acquired heart disease in UK children.



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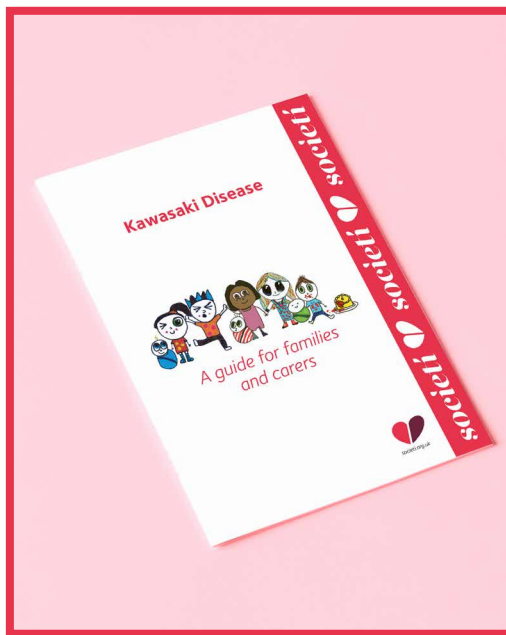
## Chemical Business Association – supporting parents and carers with information when they need it



Thanks to one of our largest ever single donations – a business lunch fundraiser by the phenomenal Chemical Business Association, we have been able to print 1,000 copies of our brand new parent and carer booklet. And, as part of our World Heart Day campaign, over 700 of these booklets have been distributed to hospitals throughout the UK. Each one is filled with everything parents just receiving a Kawasaki Disease diagnosis need to know

– and they've been sent to doctors caring for children and their families who have been affected by Kawasaki Disease. Many wonderful contributions made this incredible project possible for delivery this World Heart Day.

Our thanks must go to everyone involved – everyone who completed our parent survey, our parent reviewers, our brilliant doctors and of course, the deeply generous members of the Chemical Business Association who funded the printing and distribution of this very important booklet, in time for World Heart Day. You can read it [here](#) – we're certain it will bring invaluable reassurance and support to help families facing a Kawasaki Disease diagnosis in the future.



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## Our World Heart Day Statement and letters to UK Government Leaders

# KAWASAKI DISEASE

AWARENESS

On World Heart Day, Societi Foundation marked the day with the release of a statement, highlighting the urgent need for investment in child health, including public awareness and investment to tackle the growing crisis of Kawasaki Disease. Our Founder, Rachael, noted that children affected by Kawasaki Disease are at risk of being overlooked, with devastating consequences – with hospital systems worldwide under sustained pressure since the pandemic. We highlighted that awareness of Kawasaki Disease is urgent; children must get the rapid care they need.

Highlighting where action needs to be taken by Government, we also wrote to the UK Prime Minister, the Scottish First Minister and the Welsh First Minister, together with the leader of the UK Labour Party – bringing their attention to World Heart Day and our campaign to get Kawasaki Disease known.

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## Working in Powerful Partnership to Create Change at Scale



Working in partnership with organisations which have shared aims is essential in helping us to get Kawasaki Disease known across the UK and beyond. We are deeply grateful to all our fabulous partners who helped us grow our campaign this year, to be one of the best yet. Huge thanks to everyone who shared and tweeted our awareness raising messages, raised awareness within their places of business, shared our World Heart Day Statement and got involved directly in raising awareness of Kawasaki Disease. Our partners brought their incredible reach and immense organisational resources to strongly back our work – often also bringing exceptional support which money couldn't buy!

It is only with such powerful partnerships that we are able to grow awareness and spread our important messages so that they reach ever-more people. In campaigning with us, sharing our content and helping spread the urgent message that 'just' 66 million people across the UK need to know Kawasaki Disease, the big, influential voices our partners bring are actively helping create the scale of change we need.

Huge thanks must go to the World Heart Federation, The Randal Charitable Foundation, NHS England, Clear Channel UK, the Chemical Business Association, University Hospitals Leicester, Alder Hey Children's Hospital and Great Ormond Street Institute of Child Health – for all their support for our World Heart Day campaign.

With such powerful partnerships, we will get this disease known; we can and will protect children's hearts from the devastating damage Kawasaki Disease can cause.

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