

International Kawasaki Disease Awareness Day 2023

Impact Statement

THANK Kawasaki Disease

Our remarkable impact TOGETHER!

Fabulous fundraisers and amazing awareness raisers

In partnership with the World Heart Federation!

Plasma donation and Kawasaki Disease

Sharing our new family story films

Releasing our new Kawasaki Disease clinicians film

Lighting up for Kawasaki Disease awareness

Stunning social

Our partners highlight Kawasaki Disease



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The UK Foundation for Kawasaki Disease


societì.org.uk

Our remarkable impact TOGETHER for International Kawasaki Disease Awareness Day!

I'm very pleased to present our awareness day 2023 impact statement. I am both delighted and humbled to report that, thanks to the exceptional efforts of our supporters and our partners, this has been our most successful awareness day campaign to date. We worked throughout January, asking everyone to 'THINK Kawasaki Disease' as we endeavour to get this sinister disease known.

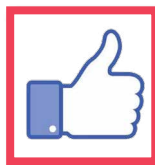
By working together, we've reached many more people with our vital awareness messages than ever before. My sincere thanks to everyone who took part, made a difference and truly helped to protect tiny hearts.

Rachael McCormack, Founder.



The release of our partner funded **family support and doctor training films** was a key moment in our campaign. Since their release, the films have been **viewed nearly 11,000 times** already!

With many incredible supporters and influential partners behind our social media campaign throughout January, **Kawasaki Disease awareness messages** were seen an estimated **1,500,000 times!**

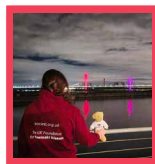


Working with the brilliant team at **NHS Blood and Transplant**, their **media release** shared Kawasaki Disease information to leading UK media outlets, whose combined reach exceeds **25 MILLION people!**

16 stunning landmarks across the UK lit up for Kawasaki Disease awareness, reaching an estimated **1 MILLION** people, who have been prompted to **THINK Kawasaki Disease!**



Fabulous fundraising and awareness events were held by supporters in **communities across the UK** from **Cornwall to Manchester to Sunderland**, with **thousands** more now knowing Kawasaki Disease!



Visits to our **website** were up **350%** and **page views** increased by **822%** throughout January. That represents a huge number of people who engaged in our awareness day campaign!



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THINK
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Fabulous fundraisers and amazing awareness raisers

A huge THANK YOU to every single supporter who raised awareness, organised events, asked local landmarks to light up, donated and gave their support on Awareness Day! There's always too many to mention! But – from climbing Wainwrights to liking and sharing Facebook posts, everything YOU did helped get Kawasaki Disease known and helped protect tiny hearts.

#TeamSocieti – you are AMAZING!!



Emma, Christina and Jenni organised awareness days at their nurseries



Was it you? A wonderful anonymous donor made a fabulous donation on Awareness Day!



Paige's coffee morning raised awareness of Kawasaki Disease and £306!



Lisa and Reuben's Non-Uniform Day at First Dunster School raised £250



Rosanne's local council lit up SIX local landmarks and she raised awareness all across Sunderland!



Dr Myra Herbert presented on Kawasaki Disease using Societi clinician resources



Natalie went on a mission to light up landmarks across the UK



Claire and Sammi held birthday fundraisers and super-social sharers raised awareness too



Tom, Samantha, Janine's shopped with us to grow awareness!



Mareanne, Louisa and their employers provided simply incredible support



Kevin continued his fantastic challenge to climb all 214 Lake District Wainwrights



St Paul's Primary school and Moulton Primary school held awareness days

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A global voice for Kawasaki Disease awareness!

Kawasaki disease is a leading cause of acquired heart disease in children.

Today, we're lending our **BIG** heart to help **TINY** hearts.



**WORLD HEART
FEDERATION®**

On International Kawasaki Disease Awareness Day, our long-standing and brilliant partner, the World Heart Federation, lent us their BIG heart to help protect tiny hearts – a stunning gesture from such a globally influential organisation!

They did this by temporarily removing the heart from their logo on all social media channels on January 26th – with a post explaining why – alongside Kawasaki Disease awareness information. We are so grateful to them for doing this and for using their mighty influence for good – for our children. We are so proud to have joined forces to raise awareness of the symptoms of Kawasaki Disease on a global scale, so powerfully!

We are deeply grateful to the World Heart Federation for lending us their BIG heart on International Kawasaki Disease Awareness Day – helping to protect the tiniest hearts. We are so 'heartened' to have their wonderful support, year-round, but on the most important day in our calendar, too.

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Promoting plasma donation with NHSBT highlights Kawasaki Disease to over 25 MILLION people!



Societi has worked in partnership with the brilliant NHS Blood and Transplant (NHSBT) for some time now, so we were delighted to collaborate again for Awareness Day. With the expert communications team at NHSBT, a media release was prepared to highlight the importance of plasma donations and the need for more donors.

NHSBT data shows a surge in the use of IVIG (made from plasma) for Kawasaki Disease – and a shortfall in the number of donors registered to help ensure the plasma supply. With the press release picked up by the Express, Sky News, ITV, the Independent, the Sun and many more news outlets, the impact of the article, for plasma donation registrations and Kawasaki Disease awareness, was just immense. We were delighted too, to be inundated with feedback from supporters, telling us how exciting it was to have Kawasaki Disease discussed in headline, mainstream news!

As a result of the press release, a staggering 25 MILLION people will now have seen at least one article and will have Kawasaki Disease on their radar – that's nearly 40% of the UK population! Just phenomenal!

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Supporting our families - new family story films



We are deeply grateful to the Randal Charitable Foundation and The Chemical Business Association, whose funding made it possible to create our new family story films. Released on

International Kawasaki Disease Awareness Day, these remarkable films have already been viewed thousands of times.

The films highlight four Kawasaki Disease stories from four simply incredible families. These films will work hard to support other families affected by Kawasaki Disease and help to spread our vital message; that everyone needs to know Kawasaki Disease. When facing a diagnosis of Kawasaki Disease, families have told us how alone they feel. This set of films by families who have been through it is a lifeline, a connection to our community, reassurance for recovery and insights for what may lie ahead.

Thank you to Laura, Alister, Manda and Olivia for their bravery and generosity sharing their Kawasaki Disease experience – to help protect tiny hearts in the future. And thank you too, to our extended team - The Animation Guys – for creating such engaging, emotional and personal films.

Watch our new family films [here](#).

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Launched! Kawasaki Disease clinician training film



Again, thanks to most generous funding from the Randal Charitable Foundation and the Chemical Business Association, we were delighted to be able to release a crucial training resource – a new information film – on awareness day.

Expertly created and carefully crafted specifically for healthcare professionals, this film is now being shared as part of our doctor training and awareness raising work. Focusing on the acute management of Kawasaki Disease, and with discussion led by renowned Kawasaki Disease expert, Dr Jethro Herberg from Imperial College, London, the film also benefits from the expertise of Dr Harsita Patel who brings her PIMS-TS knowledge to contrast this with Kawasaki Disease. The film also features our KD-CAAP trial, noting the importance of this research exploring adjunctive therapy for acute Kawasaki Disease.

Our thanks again to our wonderful experts behind the film, for the immense clinical leadership and to the production team too, The Animation Guys.

We know that this crucial, expert-led training resource will do so much to train doctors, secure that all-important early diagnosis and ultimately, protect tiny hearts. Watch our clinician training film [here](#).

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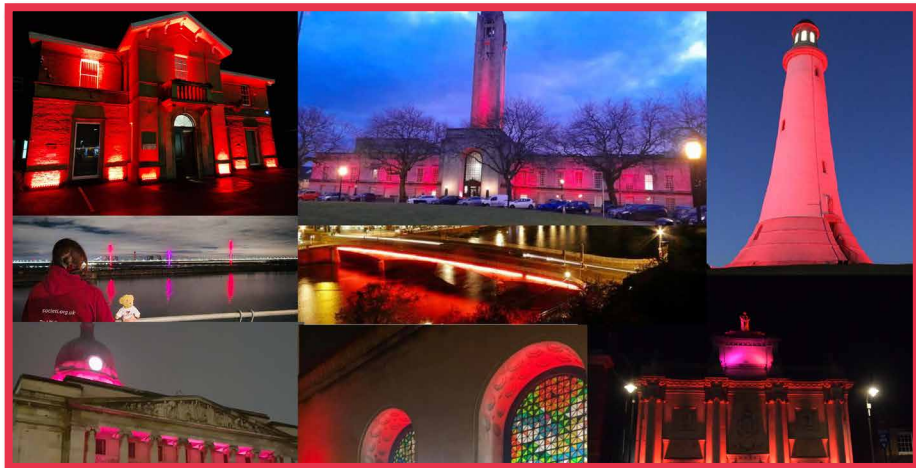
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Lighting up for Kawasaki Disease awareness



We were delighted to see more landmarks than ever before light up red for International Kawasaki Disease Awareness Day this year – right across the UK, from Swansea to Norfolk, to Sunderland and Inverness. The hard work and dedication of #TeamSocieti ensured that a total of fifteen landmarks shined red, alongside local press stories to explain just why – letting everyone in their communities know more about Kawasaki Disease.

These key landmarks are at the heart of communities totalling **1 MILLION people** – so we are confident that tens of thousands more now know of Kawasaki Disease – a first, crucial step in growing awareness.

So many supporters this year personally got involved by asking their local authorities and landmark owners to make this happen – we are very grateful to everyone who contributed to this amazing, UK-wide spectacle. The support we received from these splendid regional landmarks and their custodians (who switched on the lights!) was just immense!

Could YOU get in touch with your local council or cathedral to ask if they can light up your town hall, local cathedral, or landmark for Kawasaki Disease Awareness Day in 2024? It's never too early to get started....!

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Stunning social....!



Social media is at the heart of our awareness raising work year-round and is one of the most effective ways we have to get Kawasaki Disease known.

Our Awareness Day campaign ran from the very start of January, and on awareness day alone, we posted a extraordinary 66 posts and tweets, and even more comments and replies across our Societi and KD-CAAP accounts. We work hard to ensure that our content is accurate, engaging and above all, let's everyone know why it is so important to know Kawasaki Disease. But we understand too, for social media to be effective, we need YOU!

Thank you to ALL our supporters who liked, loved, retweeted, shared and commented on our posts. Throughout January, partners including the Department for Health and Social Care, NHS England and the World Heart Federation also got behind our campaign. Key partners including the Chemical Business Association, the Randal Charitable Foundation, Greenstones and Conect4Children stepped in amongst many others – creating far reaching impact. As a result, we sent our messages further than we could have hoped!

The estimated total reach across social media during the campaign is over **ONE AND A HALF MILLION**. That will translate into...a lot of tiny hearts protected – just phenomenal.

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Working with our partners highlight Kawasaki Disease



Societi works closely with partners and stakeholders to achieve our shared aims. By working in partnership, we recognise we can have much greater impact – and go further forward, faster to protect more tiny hearts. This International Kawasaki Disease Awareness Day was no exception!

We are deeply grateful to ALL our partners who ‘donated their hearts’, shared their ‘big hearts’, shared Kawasaki Disease information, generously donated and provided funding or lent their expert support for Societi projects – all to benefit and safeguard children affected by Kawasaki Disease!

The simply astounding impact we made on Awareness Day would not have been at such an immense scale, had it not been for ALL our partners – each one generously providing their help and expertise. We are hugely grateful for such fabulous support.

An immense thank you to all our incredible partners – for their exceptional support, helping to protect tiny hearts!

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