

We **NEED** you to **KNOW**
Kawasaki Disease



Our impact
TOGETHER!

Our
Awareness
Day messages

Stellar
Supporters

Show
stopping
socials

Our Children's
Hospital
Partnership
Programme

In partnership
with
NHSBT

Shining a
light on
Kawasaki
Disease

Our Swansea
awareness
project

A huge thank
you to our
partners

Impact Statement

International **Kawasaki Disease**
Awareness Day 2025



societi We are the UK Foundation
for **Kawasaki Disease**



International Kawasaki Disease Awareness Day 2025! Our impact **TOGETHER!**

#TeamSocieti went above and beyond this International Kawasaki Disease Awareness Day to help us get Kawasaki Disease known right across the country. Here's a little snapshot below of the impact we made together on the biggest International Kawasaki Disease Awareness Day ever!

**£1,642
RAISED**

Superhero days, wear red days, our 26 Challenge, our Societi raffle - even a breath class all raised masses of awareness of Kawasaki Disease and funds for Societi.

**415,000
SOCIAL
accounts
reached**

YOU rocketed our social media campaign!
90% NEW Instagram accounts | **Compared to 2024**
79.5% FURTHER Facebook reach | **20% more CONTENT**

OUR CHILDREN'S HOSPITAL PARTNERSHIP PROGRAMME

**65 UK
HOSPITALS**

Shared Kawasaki Disease information with their clinical staff right across the UK - further than it's ever gone before!

We sent out 75 more GP packs than 2024, covering diverse London boroughs and the entire Swansea area!

**175 GP
information packs**

**50 LANDMARKS
ILLUMINATED**

3X MORE THAN EVER BEFORE!

Huge thanks to #TeamSocieti - our super supporters, our powerful partners and to EVERYONE who helped us to **protect children's hearts** throughout the UK.



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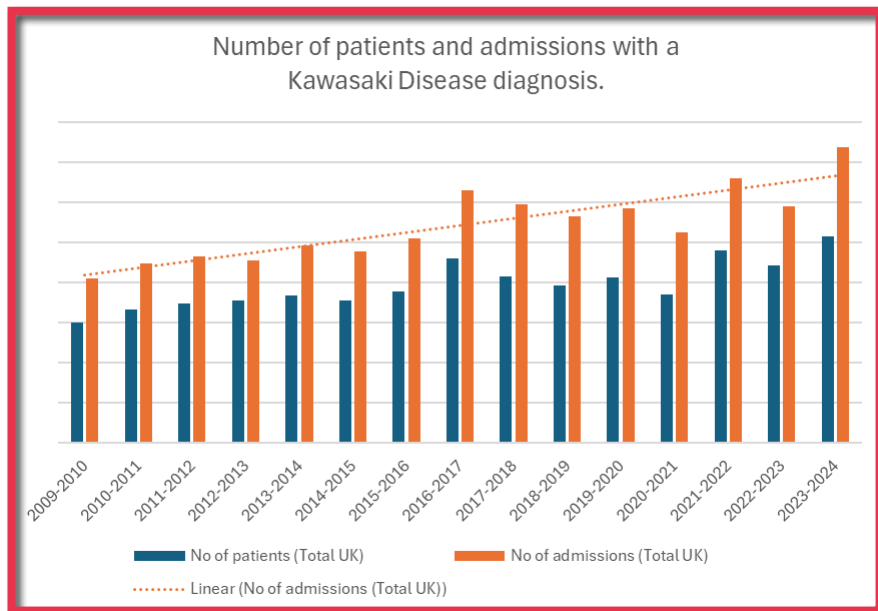
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YOU helped us to reach the people who NEED to KNOW Kawasaki Disease!

Our Awareness Day messages



Our International Kawasaki Disease Awareness Day message was simple – **we NEED you to KNOW Kawasaki Disease!** But we also shared **WHY this is so important!**

Our 2025 Awareness Day statement highlighted the **facts behind the figures** from newly released NHS data. This data shows both **the number of patients and the number of admissions to hospital where Kawasaki Disease is given as a diagnosis is increasing rapidly.**

The same data shows that an increasing number of patients are returning to hospital in the weeks and months after a Kawasaki Disease diagnosis with heart problems. Our awareness work has never been more urgent!

Our Awareness Day statement was sent to over **250 press outlets** and our partners across the country and to **the 97 doctors and press teams in ALL of our 65 Children's partnership hospitals.**

Not only did doctors receive the information but **NHS England** helped make sure that nurses right across the country in around **205 Trusts** also received the most up to date Kawasaki Disease information. With Kawasaki Disease on the increase doctors and nurses are more likely than ever to be faced with a child with Kawasaki Disease. Never has it been more important for EVERYONE to be aware! We NEED all doctors and nurses to KNOW Kawasaki Disease!

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Stellar Supporters



Our supporters work tirelessly year round to raise awareness and funds but International Kawasaki Disease Awareness Day is always so special! Our campaign saw schools holding **superhero days** and **wear red days**. Albert and Alicia took on their first ever **park run** whilst wearing Societi t-shirts. A MASSIVE thank you also to Jen at the Breathstudio who raised an **amazing £250** from her sold out **'Heart-opening' breathwork class**. Jen led the class in her Societi t-shirt and gave out awareness information at the event. Jen's donation was instrumental in helping to lighting up Blackpool tower.

January saw the launch of our **26 Challenge** campaign too. Supporters across the country thought of all manners of ways to raise awareness and funds as part of our 26 Challenge. The only criteria - that it had to be related to the number 26! We had supporters doing 26 push ups a day, sharing Kawasaki Disease facts for 26 days, drawing a picture a day for 26 days, running a mile a day and more.

An International Kawasaki Disease **Awareness Day raffle** was held too, with many individuals and organisations generously donated prizes, all helping us to raise funds for Societi Foundation. In total our awareness day campaign raised a magnificent total of **£1,641.82!** That's a phenomenal total which will significantly help to power our work. Huge thanks to EVERYONE involved for your amazing efforts!

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Our Children's Hospital Partnership Programme

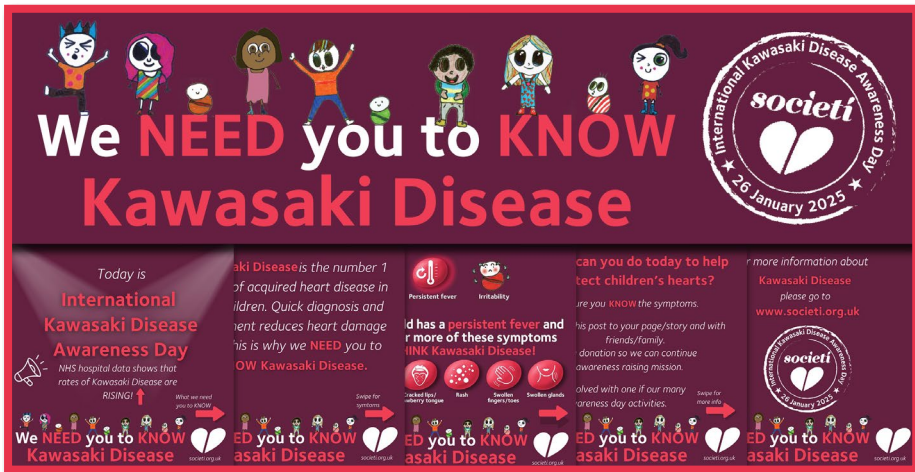
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Show stopping socials!



Our social media campaign across Facebook, Instagram, LinkedIn and X came with its own stamp of approval, which appeared on our posts throughout January – along with the strap line, **We NEED you to KNOW Kawasaki Disease**. Our awareness raising posts focussed on helping people to KNOW Kawasaki Disease and helping everyone to understand why it's so important they do!

This year our messages spread far and wide, thanks to our tremendous partners and supporters sharing across their networks, community and interest groups. It's thanks to YOU that our LinkedIn **impressions grew by a humongous 1578.6%** during awareness week and that we had **1,402 interactions** across Facebook and Instagram.

A total of **186 awareness posts** were shared across our social media channels throughout January, in addition to all the reshares of the fabulous things our supporters tagged us in. So many brilliant images of how you were getting involved adorned our socials throughout January thanks to YOU!

Lots of landmarks posted about why they were lighting up, creating a whirlwind of awareness across a combined following of **half a million people** on Facebook alone!

Our awareness animation was extremely popular with over **7,200 views**. Our main infographic was viewed more than **50,000 times** and that number continues to rise. We achieved a combined reach of **415,000** accounts across Facebook and Instagram which is just fantastic!

Huge amounts of Kawasaki Disease awareness was raised especially as over **90% of people reached** on Instagram were not followers of Societi – people who may not have known Kawasaki Disease – that now do!

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Our Children's Hospital Partnership Programme



The Children's Hospital Partnership Programme, kindly funded by the Randal Foundation, is the backbone of our clinical engagement work and has given us the ability to engage with a vast network of hospitals across the UK.

Our three year programme has built a powerful partnership of **65 UK hospitals** and **97 individual Kawasaki Disease ambassadors**. These partnerships allow us to share Kawasaki Disease information and learning and educational resources to protect affected children – in catchment areas which include over **10 million children**.

For International Kawasaki Disease Awareness Day, we used the might of our **65 hospital partners** by asking their communications teams to help us to raise awareness of Kawasaki Disease. We are so grateful to our partnership hospitals who shared our awareness day messages. Because of these special partnerships, our awareness animation was shared far and wide through social media and also to NHS colleagues internally, reaching the **doctors, nurses and other clinical staff** who need to be ready to see Kawasaki Disease the most.

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In partnership with NHS Blood and Transplant

Kawasaki Disease in children of Black African or Black Caribbean heritage



"Children of Black African or Black Caribbean heritage are two and a half times more likely to be affected by Kawasaki Disease than expected – and may be more likely to suffer heart damage."

It's important to raise awareness of Kawasaki Disease to help children receive treatment sooner. This can reduce the risk of permanent heart damage from Kawasaki Disease.

*Donated blood helps to make medicine to protect children's hearts from Kawasaki Disease, so it's important to think about donating blood to help children in your world.**

Dr Ifeanyi Chukwu Okike,
Consultant Paediatrician, Scientific Advisory Board, **Societi Foundation**

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societi.org.uk

We are the UK Foundation for Kawasaki Disease

What is Kawasaki Disease?

#1 cause of acquired heart disease in UK children!

It is mainly a childhood illness but it can affect people of any age. Its cause is unknown.

Kawasaki Disease is more common than some types of meningitis but children can be just as poorly.

Kawasaki Disease - what's the issue?

Awareness of Kawasaki Disease is low and it is often mistaken for other common childhood illnesses, delaying treatment. Children who are treated later or not treated at all are more likely to get lifelong damage to their heart. 39% of babies (under 1 year) treated for Kawasaki Disease have serious heart problems and 28% of all diagnosed children have some heart damage. A few children each year will die from Kawasaki Disease.

Diagnosing children of Black African or Black Caribbean heritage can be difficult as some of the symptoms like rash and reddened hands or feet can appear differently, or be less visible, making them more difficult to spot. The treatment for Kawasaki Disease may work less well for children of African or Caribbean heritage leading to a higher risk of lasting heart damage, making quick diagnosis SO important.

We need everyone to know Kawasaki Disease as early diagnosis and treatment can prevent heart damage**.

Kawasaki Disease - how common is it?

There are currently around 1,000 children taken into hospital with Kawasaki Disease in the UK each year, but this number is rising.

Around 100 children of Black African or Black Caribbean heritage are affected by Kawasaki Disease in the UK each year, making them two and a half times more likely than expected to be affected.***

Kawasaki Disease? Remember TEMPERs

Children with Kawasaki Disease are characteristically irritable!

If a child has a **PERSISTENT FEVER** and two or more of these symptoms **THINK KAWASAKI DISEASE!**

What can I do?

Donating blood can protect children's hearts from Kawasaki Disease

The main treatment for Kawasaki Disease is immunoglobulin, made from donated blood. This helps stop the damage to the blood vessels of the heart which Kawasaki Disease can cause. If you donate blood YOU'LL be helping to protect children's hearts!

To find out how or where to donate blood visit www.blood.co.uk


5 days of fever?

THINK Kawasaki Disease


Know the symptoms!




Temperature - Persistent high fever




Erythema - reddened hands and feet with swelling




Mouth - dry, sore mouth, cracked lips, 'strawberry tongue'




Pace - **Treat early!** to reduce potential heart damage




Eyes - bloodshot, non-sticky conjunctivitis



Rash



Swollen glands in neck, often just one side



"My daughter was affected by Kawasaki Disease when she was 4 years old. Knowing the symptoms is really important for all parents. Remember, they might not appear all at once and not all children will have all symptoms. Remember too that symptoms may appear differently or be less visible in children of Black African or Black Caribbean heritage. If your child has a PERSISTENT FEVER for 5 DAYS or more with two or more of these symptoms, THINK Kawasaki Disease."

Keisha, Parent & Societi Supporter

Recently released NHS data confirms that Black children are **2.5 times MORE likely** to be diagnosed with Kawasaki Disease. We know that some of the signs, such as rash, can be less easily spotted on Black children making awareness SO important. As part of an **NHSBT** funded project we have developed a leaflet specifically for Black families, which we launched during our International Kawasaki Disease Awareness Day campaign. We are working hard to raise awareness in Black communities about Kawasaki Disease and the need to donate blood to produce IVIG to treat it.

The new leaflet features in GP packs that we have sent to **100 GP surgeries** right across the diverse London boroughs of Lambeth, Croydon and Lewisham - home to a population of over **1 million people** - around one quarter of which are of Black ethnicity. The packs are crammed full of clinical education and awareness raising resources that will protect children's hearts right across these boroughs.

In the lead up to International Kawasaki Disease Awareness Day, we attended a **webinar** held by NHSBT to hear about all things plasma.

Societi founder, Rachael, also featured in a 'Spotlight on Kawasaki Disease' question and answer session for NHSBT's LinkedIn page which was circulated to over **36,800 followers** with many likes and reposts. Thank you NHSBT for helping raise Kawasaki Disease awareness across your vast network.

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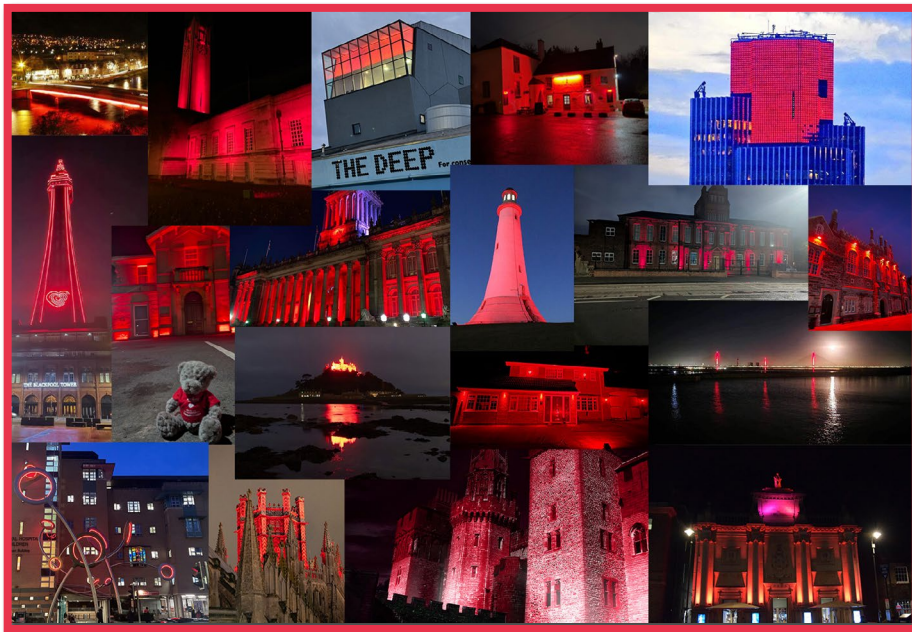
In partnership with NHSBT

Shining a light on Kawasaki Disease

Our Swansea awareness project

A huge thank you to our partners

A monumental light-up campaign!



Our light up campaign was simply incredible. Thanks to the dedication and determination of our supporters – and the wonderful Max at Societi HQ, who even lit up her own house(!!!) – we smashed last year’s figure with **over 50 landmarks** and monuments shining red to raise awareness of Kawasaki Disease. Landmarks were located right across the UK from **Cornwall to Cardiff** and **Enniskillen to Inverness** – the total population of the boroughs, towns and cities where landmarks shone red was over **6 million** – that’s a LOT of awareness raised and huge thanks must go to the generosity of so many landmark owners for the time and effort they took to make sure children’s hearts are protected in their communities!

We received spectacular pictures from prestigious landmarks like the BT Tower to a local village pub! All shining a light on Kawasaki Disease. Thank you too, to ALL the supporters who donated to help the iconic Blackpool Tower look so spectacular whilst raising awareness of Kawasaki Disease. We are extremely grateful!

There was **fantastic amount of media coverage generated**, both in the press and on social media, meaning so many more families are aware of this devastating disease. On Facebook alone the landmarks and buildings that lit up shared their awareness message to over **half a million followers**. A HUGE thank you #TeamSocieti for making our light up campaign a HUGE nation-wide success!

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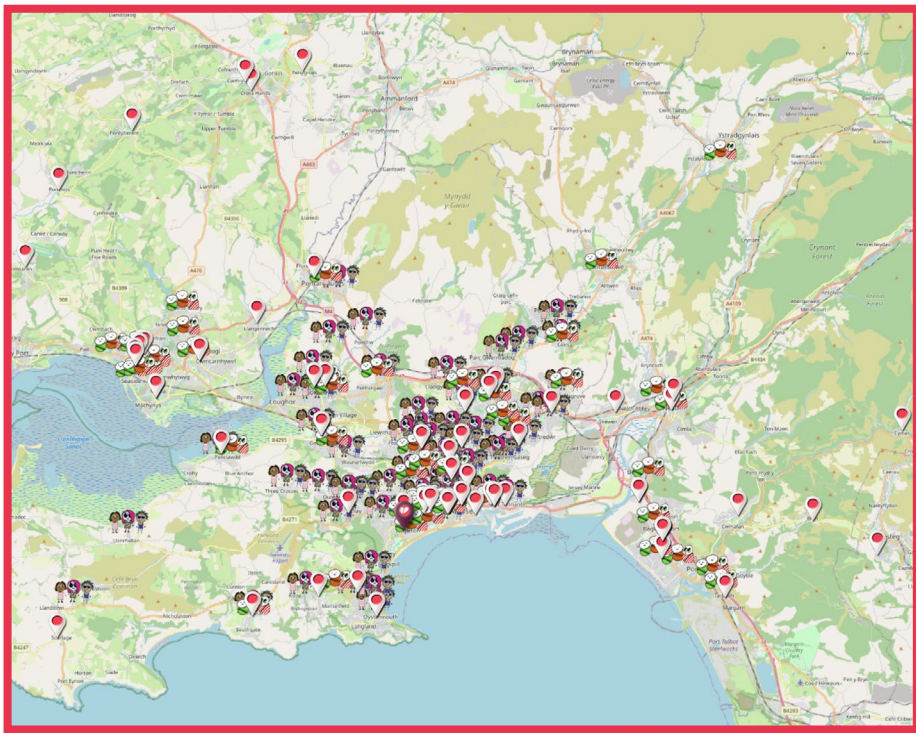
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Our Swansea awareness campaign



Societi's Kawasaki Disease Incidence Study revealed that some areas of the UK see higher rates of Kawasaki Disease than expected. Our hot spot map, created from our Incidence Study, highlighted higher levels of Kawasaki Disease in and around the city of **Swansea**. SO, we set out to increase awareness in the city by writing to ALL schools, nurseries and GPs in the area, sending our awareness raising information and clinical resources. To really get our message out, and with the generous help of some fantastic local supporters, we also translated our key messages into Welsh!

The above map shows the vast number of **GP packs** (📍), **school's packs** (👶👶) and **nursery packs** (👶) that we have distributed across Swansea. We are helping to make sure that GPs and people who care for children in and around the area **KNOW** Kawasaki Disease. This work was inspired by our super supporter, Natalie who is local to Swansea and has done HUGE amounts herself to raise awareness of Kawasaki Disease in her community.

With a population of nearly a **quarter of a million**, and **40,000 children** under 15 living in the Swansea area, there's a lot of children whose hearts are now safer from this devastating disease.

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We can only change outcomes for children affected by Kawasaki Disease with the help of powerful Partnerships. We want to thank all our partners who got involved and helped us to protect children's hearts this Awareness Day! Here's just a snip of some of the truly impactful support provided by our partners:

As well as sharing our messages and raising awareness of Kawasaki Disease, the **Randal Foundation's** generous support has funded our incredible Children's Hospital Partnership Programme, providing the perfect network to share our information.

NHS Digital provided Societi with a huge amount of Kawasaki Disease data, shaping our work and informing our International Kawasaki Disease Awareness Day statement.

NHS Blood and Transplant funded our work to produce our new TEMPERS leaflet, created an incredible 'Spotlight on Kawasaki Disease' and released a special Kawasaki Disease story for Awareness Day on social media!

NHS England shared our Awareness Day statement to NHS Trusts right across the country, getting our messages and information right where it needs to be!

The massive, nation-wide impact made through our Awareness Day campaign would not have been possible had it not been for ALL of our partners, generously providing their phenomenal support. We are extremely grateful!

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