



Protecting hearts affected by Kawasaki Disease

societi World Heart Day 2024

A snapshot of a DIFFERENCE

Our World Heart Day campaign!

Engaging with our NHS Trusts and health boards

Collaborating with the Medical Lounge

Creating and sharing family stories

Our Heart Heroes

A trio of Societi competitions

How to fundraise films

Fabulous fundraisers

Thank you to our wonderful partners!



World Heart Day 2024 Impact Statement



societi We are the UK Foundation for Kawasaki Disease





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A snapshot of a BIG DIFFERENCE!

Our World Heart Day campaign for 2024 highlighted the need for those who have suffered lasting heart damage from Kawasaki Disease to receive the correct and necessary follow up care they require. We are proud to share with you just some of the impact we made, working together on our World Heart Day Campaign. Here is a snapshot:

Our Super Societi social media sharers made our World Heart Day campaign reach further than we could ever imagine! Thanks to YOU, our Kawasaki Disease awareness raising messages reached over 650,000 social media accounts - phenomenal!

Our Facebook and Instagram and X following now stands at more than 2,200, 4,300 and 1,500 respectively – we are just delighted with our growing following, meaning we are able to protect more and more hearts affected by Kawasaki Disease!



We shared more than 60 posts across our social media channels on World Heart Day and many more throughout our campaign period in September!

Our first post shared on World Heart Day highlighted the symptoms of Kawasaki Disease. This post alone reached nearly 1 million social accounts - that's a LOT of Kawasaki Disease awareness!

We raised over £5,000 throughout September thanks to our donors, fundraisers and supporters this World Heart Day. The funds raised over the World Heart Day campaign mean we were able to continue in our work to protect hearts affected by Kawasaki Disease and look after our children's hearts into the future!



Thank you to ALL our supporters who joined in with our name the Societi Bear competition, our Make, Bake or Create competition and to those that donated prizes to the Societi raffle and bought raffle tickets. Your support meant we were able to raise over £500 and raise so much more awareness of Kawasaki Disease!

Across our social media, our supporter's fundraising and awareness raising events, our raffle and competitions, releasing our World Heart Day statement and engaging NHS trusts across the UK, TOGETHER we have reached over one million people!! This significant number of people WILL help to protect hearts affected by Kawasaki Disease! THANK YOU!





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Our World Heart Day Campaign, 29 September 2024



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29 September - World Heart Day is an annual campaign led by the World Heart Federation and is one of the biggest days in the Societì calendar. It's a huge opportunity for us to raise awareness of Kawasaki Disease to a global audience and to deliver a campaign that WILL protect hearts affected by Kawasaki Disease. Every year, our army of supporters and partners grows ever larger and stronger, amplifying our voice and getting Kawasaki Disease known to more and more people throughout the UK and beyond.

This year we delivered a campaign to support the implementation of our guidance for managing patients with long term heart damage as a result of Kawasaki Disease. **One in five children** affected by Kawasaki Disease develop serious heart damage and require lifelong specialist follow up. With an estimated **20,000 children, young people and adults** having been affected by Kawasaki Disease, there is an ever-growing group in the UK of people who need, and deserve to be able to access the lifetime specialist care experts have set out as needed.

To help us achieve our aims, our campaign included **contacting EVERY NHS trust, health board and integrated care board** in the UK with important Kawasaki Disease guidance. We also created a **statement** which was sent to many media outlets and to our partners

There was so much else going on too through the month of September to support our World Heart Day campaign. A collaboration with the **Medical Lounge**, Kawasaki Disease **family stories, fundraiser videos**, a brand new, **furry #TeamSocietì member**, a **raffle**, a **creative competition, wear red days** and **coffee mornings** - the list goes on!

Thank you to each and everyone of you for supporting our 2024 World Heart Day campaign. YOU helped to protect hearts affected by Kawasaki Disease!

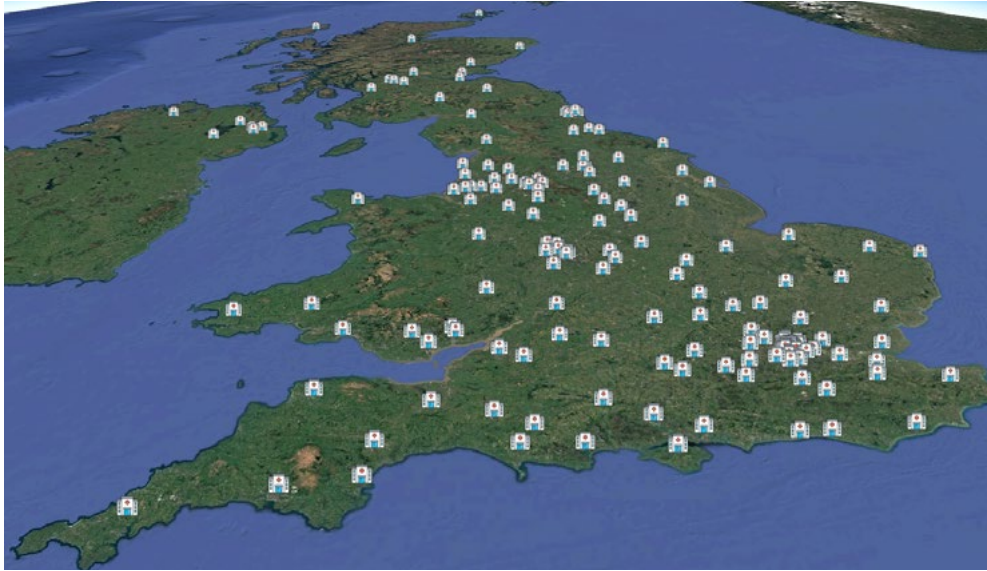


Protecting hearts affected by **Kawasaki Disease** *societì* World Heart Day 2024

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Engaging with our NHS trusts and health boards



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As part of our World Heart Day campaign and our Children's Hospital Partnership Programme, generously funded by the Randal Charitable foundation, we distributed Kawasaki Disease information across the UK NHS network. To support the implementation of our guidance for managing patients with long term heart damage as a result of Kawasaki Disease, we **contacted EVERY ONE** of the **215 NHS trusts in the UK**. Trusts contacted included **10 ambulance trusts**, as well as **42 integrated care boards, 7 health boards** in Wales and **6 health and social care trusts** in Northern Ireland.

In contacting these organisations, we sought to draw their attention to our **long-term management guidance**. To help clinicians to understand this guidance, we also developed and sent our clinical **long-term management of Kawasaki Disease quick guide** along with our newly developed **case study training resources** - all to help get the key messages across. Phew, that is a LOT of emails but so worth it! By undertaking this piece of work for our World Heart Day campaign we have ensured that UK clinicians have **access to the resources** which will help them KNOW how to look after those that suffer heart damage as a result of Kawasaki Disease.



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Collaborating with the Medical Lounge to raise awareness of Kawasaki Disease with pre-hospital clinicians



We collaborated with the **utterly brilliant and passionate** educational group, **The Medical Lounge** to create a **fantastic film** for World Heart Day to target pre hospital clinicians.

The film was designed to raise awareness of Kawasaki Disease to clinicians, such as paramedics, who might be among the first to see affected children. It is hugely important that this group are able to **recognise Kawasaki Disease** and understand if for the **emergency** that it is.

Matt and Ryan brought some humour to what is a really serious topic and got our message out to this very important **group of clinicians**. The film has been **viewed over 40,000 times** on their Instagram page which is just phenomenal!

Thank you so much to all at the Medical Lounge for their **brilliantly engaging film** and for raising awareness of Kawasaki Disease for World Heart Day.



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Creating and sharing our family stories



Thanks to Natasha we released a **new family story for World Heart Day**. Natasha tells a story of initial misdiagnosis but thankfully a nurse recognised Kawasaki Disease straight away. Quick treatment at the hospital meant her son has no lasting heart damage and is recovering well. Natasha's family story, along with the others we have on our website, will **help others experiencing a diagnosis of Kawasaki Disease** in many ways and also **highlights that rapid treatment is much less likely to result in damage to the heart**.

Sharing family stories is an **extremely powerful** way to raise awareness of Kawasaki Disease. It is our hope it will **help grow understanding, awareness and knowledge** about Kawasaki Disease and protect the children's hearts of the future.

We are incredibly grateful to all the families featured on this very special page, that have generously shared their unique Kawasaki Disease journey to **help other families** and **protect hearts affected by Kawasaki Disease**. You can read our family stories web page [here](#).



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Celebrating Societi's Heart Heroes



World Heart Day saw the launch of our brand new **'Societi Heart Hero awards'**.

We honoured some of our amazing Societi supporters who have done SO much to **get Kawasaki Disease known** – most of them **over many years** – by **raising funds** for Societi, **raising a huge amount of awareness for Kawasaki Disease** and generally **supporting Societi** in all that we do.

We just can't thank our Heart Heroes enough! **Kevin, Hannah, Lisa, Heather, Vikki, Hayley, Alister and Gayle**. Our heroes have embarked on an unbelievable array of events – **skydives, cycle races, marathons, scaling mountains and Wainwrights, delivering pub quiz's and curry nights, releasing a charity wax melt, holding tombolas and fun miles** – the list really does go on!

What makes these Heart Heroes so special is their **relentless and unwavering commitment** to getting Kawasaki Disease known and the **consistent support** they so generously and continually give to our organisation. **Thank you to our Heart Heroes for all that you do!** You can read our Heart Hero stories [here](#).



Protecting hearts affected by Kawasaki Disease

societi World Heart Day 2024

A trio of Societi competitions!



We want to say a huge **THANK YOU** to all our supporters who took part in our World Heart Day competitions and raffle. We held two very special competitions throughout September in the run up to World Heart Day.

The first was to **find a name for a brand new member of #TeamSocieti**. Introducing **Braveheart the Bear!** The cuddliest member of #TeamSocieti! The second was our first ever **Make, Bake or Create** competition where we challenged our fabulous supporters to create a heart, in anyway they liked. The more creative the better, to raise awareness of Kawasaki Disease. Our supporters found so many fabulous ways to create their hearts, we received pictures of knitted hearts, baked hearts, coloured hearts which made the rounds on social media - **perfect for raising awareness of Kawasaki Disease!**

This World Heart Day also saw the launch of our first ever **Societi raffle**. We had some fantastic prizes donated by our amazing supporters. **Thank you** to everyone who **donated prizes** and to everyone who **bought tickets** helping to raise much needed funds for Societi. And **congratulations** to ALL our World Heart Day winners!

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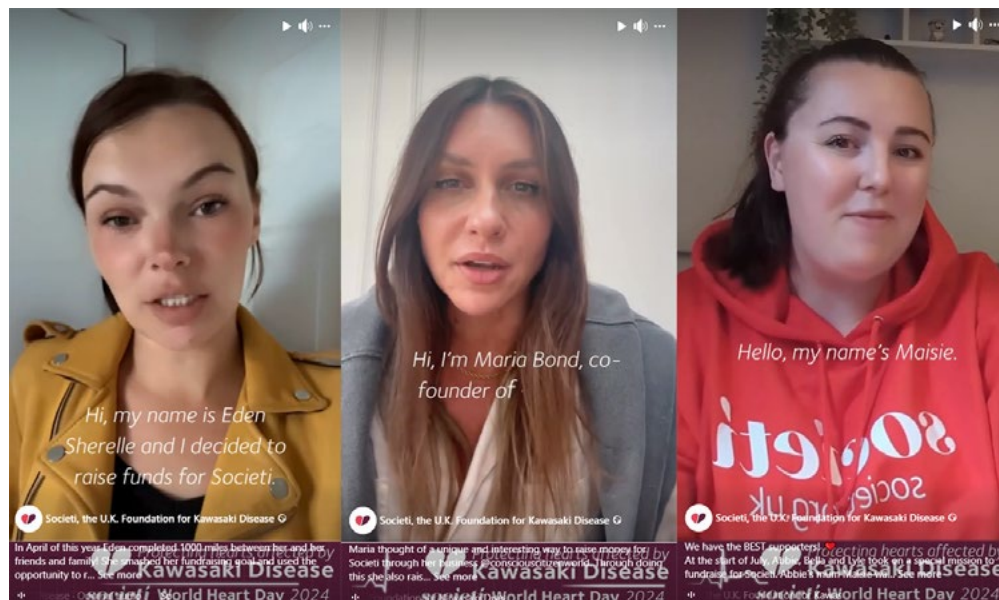
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How to fundraise films



In the lead up to World Heart Day, **three of our fabulous supporters** shared the amazing ways in which they have raised funds for Societi.

Eden, Maria and Maisie each shared information about their recent fundraising events, how they went about doing it and encouraging others to follow suit. From **walking 1,000 miles** in a month to supporting Societi through **a new clothing line** and **enabling children to raise funds for Societi** in a variety of different ways, each video was a perfect inspiration for our supporters to find their own way to support Societi.

The short videos they so generously took time to produce will **encourage other supporters** to find different and unique ways to raise both **much needed funds** for Societi and **awareness of Kawasaki Disease**. Raising funds enables us to continue our vital work in protecting children's hearts. Maisie, Maria and Eden we cannot thank you enough!



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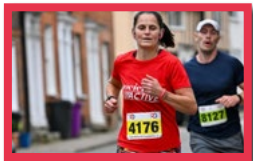
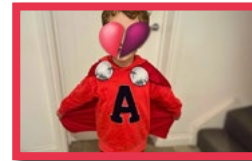
Fantastic fundraisers

THANK YOU to everyone who raised funds and awareness of Kawasaki Disease for World Heart Day this year. Every single one of the fantastic events helped to protect hearts affected by Kawasaki Disease. Here are just some of them:



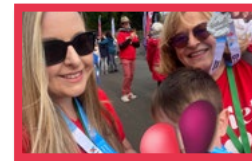
A **superstar rowing team**; Dr Matthew Fenton, Dr Dill Paul, Lawrence Prinsloo and Dr Filip Kucera (Societi Scientific Advisory Board member) covered a spectacular **21.6 miles** down the Thames, as part of **The Great River Race**. The team were kitted out in Societi tops and even had a Societi flag for their boat! The team raised huge amounts of awareness and an **amazing £580!** Wow!

St Mary's C of E Primary school in Herts and **St George's C of E Primary School**, Stamford, both hosted wear red days for their students. We are so grateful to the pupils, staff and parents for brilliantly raising awareness of Kawasaki Disease and valuable funds for Societi. Thank you!



The **tenacious Gayle** not only judged our Make, Bake, Create competition for World Heart Day, but she also ran the **Hitchin 5K** wearing her **Societi t-shirt** and hoodie. Gayle never ceases to amaze us – and she never ceases to take an opportunity to **raise awareness of Kawasaki Disease** – thank you Gayle!

Aileen, Finlay, Elspeth and Alan ALL participated in the Edinburgh Kiltwalk. Mum Aileen, Granny Elspeth and Finlay walked the **5 mile 'Wee Wanderer'** and Finlay's Pops, Alan took on the **21 mile Mighty Stride.** Not only did they raise awareness in their Societi shirts but a **fabulous £315** too!



Rosie took part in the Great North Run, phenomenally **raising nearly £3,000**. Self admittedly, 'not a runner', Rosie ran **13.1 miles** through Newcastle – what an amazing challenge! This staggering amount of funds will make such a difference, helping us to **protect hearts affected by Kawasaki Disease**.



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Working with our partners



Thank you to our **powerful partners** for supporting our World Heart Day campaign and helping to protect hearts affected by Kawasaki Disease. We are **extremely grateful** to all the fabulous organisations who support us, not only by helping us to make our **2024 World Heart Day campaign** so **successful** but for the support they so generously give throughout the year too.

Our **partners grow our reach exponentially**, meaning we can get Kawasaki Disease known much quicker and **protect children's hearts** from the life long damage that Kawasaki Disease can cause.