

Raising Awareness – RCPCH Conference Impact Statement

Only because we have support and donations from wonderful parents and the influential support of our remarkable partners including KSSG, were we able to take an exhibition stand at the Annual Conference of the Royal College of Paediatrics and Child Health (RCPCH) at the end of May 2017.

Over the course of the 3 day event we made some serious inroads into raising awareness of Kawasaki Disease. Over 1,700 RCPCH members attended the conference. The RCPCH is the professional body for paediatricians in the U.K. and has membership from those with a special interest in child health, such as GPs and nurses.

CREATING CHANGE IN KAWASAKI DISEASE AWARENESS TOGETHER - TODAY

Thank you for your donations and support which made this possible. We know that parents and donors want to see changes in Kawasaki Disease awareness **TODAY**. We are making this happen - **TOGETHER**.

Turning ****Magic**** Numbers...

Our investment of time:

- **97**** hrs Societi hours planning and preparing
- **18**** hrs Societi exhibition set up & take down
- **30**** hrs Societi exhibition staffing
- **16**** hrs KSSG exhibition staffing

Our Audience:

- **1700**** Paediatricians and RCPCH members
- **300**** Kawasaki conversations with nurses, paediatricians, & medical students (approx)
- **40**** Exhibitor stands

Social & Digital Media:

- **15,000**** Twitter impressions over the course of the event and its build up
- **116**** Event tweet Likes on Twitter
- **82**** New website views
- **46**** Event tweet retweets on Twitter
- **28**** Event related tweets

RCPCH Kawasaki Disease Sugar Rush!

- **399**** Pink foil chocolate hearts - tagged with Kawasaki Disease information
- **160**** Love hearts sweets - tagged with Kawasaki Disease information
- **100**** Chocolate coins

Partnership & Impacts:

- **45**** Doctors leaving their details for our mailing list and Clinical Trial
- **12**** Partners supporting our event
- **10**** Organisations offering partnership opportunities
- **7**** International conversations - New Zealand, Nigeria, China, India, Pakistan, Australia, Slovakia

Knowledge Sharing & Awareness:

- **650**** RCPCH newsletters (created for the event) taken by doctors
- **1300**** Kawasaki Disease symptoms leaflets
- **310**** Greetings cards with Societi information
- **176**** Notebooks with symptoms information
- **108**** Kawasaki Disease 2013 guidelines
- **80**** Information on emerging Clinical Trial
- **10**** Information posters created and displayed

Our investment of funds:

****£7,167.00**** Total costs (excl. volunteer time)



**Thank you to our partners and parents
YOUR SUPPORT = CHANGE TODAY**

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RCPCH
Royal College of
Paediatrics and Child Health
Leading the way in Children's Health

NHS
England

British Heart
Foundation

AWESOME
MERCHANDISE

KAWASAKI
Support Group

lanarca

NHS
University Hospitals Bristol
NHS Foundation Trust

Great
Ormond
Street
Hospital

O'STREET

Imperial College Healthcare NHS Trust

...Into ****Magic**** Outcomes

...Our impact through partnership - What we achieved

**** With the Chair of PECSIG**, (the professional group of Paediatricians with Expertise in Cardiology Special Interest Group) introduced by Prof Tulloh - **invited to PECSIG educational event**. They are keen to support our aim for a **national guideline for Kawasaki Disease**. Prof Tulloh led a discussion on UK Guidelines during the Conference along with Dr Arivalagan Kannivelu.**

**** With the British Paediatric Surveillance Unit** - discussed continued work together including a **joint focus to promote the findings from the BPSU Kawasaki Disease Incidence Study** (led by Prof Robert Tulloh)**

**** With the RCPCH** - discussed the need to co-ordinate **UK-wide clinical guidelines** and clear support from the College to both enable & promote national standardised guidelines for Kawasaki Disease.**

**** With the British Society for Rheumatology**, introduced by Dr Despina Eleftheriou - invited to be involved in their **annual conference 2017** to raise awareness. Kawasaki Disease is the second most common cause of paediatric vasculitis in the UK.**

**** With Children In Hospital** (Charity), agreed **embedding of video content** for use within Parent Resource materials. The charity produces parent and child patient friendly videos on what to expect - including for an echocardiogram and for ECG's etc.**

**** With the RCPCH**, discussed the updating of medication information to include notes on **Aspirin/blood thinning medications** where there is potential to increase likelihood of bruising in young children. Formal inclusion of these notes will aid parents should bruising occur during normal activities.**

**** With the Clinical Advisor to Paediatric Care Online (PCO) and PCO Manager** - discussed potential within PCO to incorporate an additional section for Persistent Fever - as a defining characteristic for Kawasaki Disease. PCO is a doctor developed/doctor used online system with information about symptoms and illnesses. This will allow Kawasaki Disease to be highlighted specifically - aiding earlier diagnosis, as well as being amongst a much longer series of fever related illnesses.**

**** With the RCPCH Clinical Standards and Quality Improvement team**, identified an opportunity through RCPCH partnership to **explore a joint Health Economics study into Kawasaki Disease** - looking at costs of care and building the case for more preventative measures including earlier diagnosis.**

**** With Emma's Diary** - the UK's largest community of new parents, with over 1,000,000 users - discussed avenues to distribute **parent information on Kawasaki Disease**.**

THANK YOU - YOUR SUPPORT = CHANGE TODAY

Your support has allowed us to **MAKE CHANGES TODAY** in Kawasaki Disease knowledge, awareness and understanding. Thank you. We're back to square one with our fundraising - this has taken up all our available resources for now but we hope you agree - it's been worthwhile!

PLEASE CONTINUE YOUR SUPPORT = CHANGE TOMORROW

If you want to help us **MAKE CHANGES TOMORROW** too, by continuing our work, please consider a donation to Societi - or contact us for a fundraising pack. With your support we can continue and improve outcomes for children affected by Kawasaki Disease, across the UK.

www.justgiving.com/crowdfunding/Kawasaki-Disease-Awareness

