

#together #axSpA #mentalhealth



WORLD AS DAY 2020

TOGETHER – axSpA and mental health

Campaign Toolkit 2020





CONTENT

- 3** INTRODUCTION >
- 4** ABOUT WORLD AS DAY 2020 >
- 5** THEME AND KEY MESSAGES >
- 10** RESOURCES >
- 13** HOW TO GET INVOLVED >
- 14** OFFICIAL PARTNERS >
- 15** ABOUT ASIF >



#together #axSpA #mentalhealth

INTRODUCTION

This toolkit was created to gather all the information needed for you to join in the **World AS Day 2020** campaign. It outlines this years theme, key messaging and resources that will help you spread and raise awareness of Axial Spondyloarthritis in the preparation of the World AS Day that is set on **Saturday 2nd May**.

It presents visual assets that can be downloaded easily from our website. This toolkit will help you navigate these and give you information on how to use them.



#together #axSpA #mentalhealth



ABOUT WORLD AS DAY

Saturday 2nd May

ASIF presents World AS Day as an annual day dedicated to people with Axial Spondyloarthritis (axSpA) including Ankylosing Spondylitis.

Axial Spondyloarthritis is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints, also called 'Morbus Bechterew' in some European countries. You will find this popular name of the disease in the name of some European AS societies.

The day is celebrated across the world on the first Saturday of May. On World AS Day, our member associations and their supporters organise activities around the world to raise awareness of axSpA. ASIF has 44 Patient Organisation Members from 40 countries around the world. Our aim is to raise awareness and spread information about this still relatively unknown disease. We also want this day to be one where we all connect with each other to support and care. This can be anything from joining a virtual event, reacting to people's social media posts or sharing your own stories with people in your communities.

4 | www.asif.info/worldasday





THEME AND KEY MESSAGES

The main theme of this years World AS Day is - **TOGETHER – axSpA and mental health** and our key messages are:

- People with axSpA often have mental health support needs
- Physical and mental health services need to work together for axSpA patients
- Living well with axSpA involves friends, family, employers and colleagues
- Together we can support people to live well with their axSpA





THEME AND KEY MESSAGES

People with axSpA often have mental health support needs

- 6 out of 10 people living with axSpA will experience mental distress. Together we can help each other.
- Having axSpA can affect your emotions. Together we can help each other.
- Does having axSpA affect how you feel about yourself?
- Do you worry about your ability to manage stress or anxiety?
- When axSpA gets you down, what support do you need?
- You are stronger, not weaker if you recognise and manage your mental health.
- Exercise, meditation and other activities can really help with depression, stress and anxiety.
- How well does your healthcare provider support your mental as well as physical health?
- Are you aware how mental health impacts medication/treatment efficacy?
- Did you know your mental health impacts those who care for you as well?





THEME AND KEY MESSAGES

Physical and mental health services need to work together for axSpA patients

- Clinical characteristics such as degree of disease activity and spinal stiffness are good predictors of psychological distress.
- Everyone Together: primary carer + rheumatologist + psychologist + physiotherapist + family + friends ++
- Speak up! There is a disconnect between what patients need from their treatment and what they are communicating, so patients are not getting the treatments they really deserve.
- Patients with poor mental health have a higher BASDAI score.
- Depression and anxiety can negatively influence the response to treatment.
- You should ask your rheumatologist to make referrals to other specialists (psychologist, dietitian, physiotherapist, orthopedist, occupational therapist) if you consider it important to your health/wellbeing.
- Members of axSpA patient associations have average better mental health.





THEME AND KEY MESSAGES

Together we can support people to live well with their axSpA

- Members of associations for patients with axSpA have fewer mental health problems than other patients.
- Support groups bring together people who are going through or have gone through similar experiences. Together we can help each other.
- A support group among people with shared experiences may function as a bridge between medical and emotional needs.
- Patient organization self-management programs teach strategies to help adults manage chronic conditions and live a healthier life.
- Each individual affected by spondylitis has their own unique story. We believe that each and every story can be a source of inspiration and empowerment. Share yours! We are on this journey together.
- Patient organisations have apps for exercises to help members to be more active and to motivate them to get outside of the house.





THEME AND KEY MESSAGES

Living well with axSpA involves friends, family, employers and colleagues

- Talk to your family.
- Figuring out how to stay working, though, can be one of the most important challenges to people with axSpA.
- Financial planning can help you to manage changes to your income.
- According to the IMAS survey 61.5% of people with AxSpA reported psychological distress.
- Help your family to understand your fears by talking to them.
- Teach your children about your condition.
- Family members often do not know how to support their loved one with AxSpA, which can lead to isolation.





RESOURCES

Logo

World AS Day logo should be used on all materials associated with the Day's events. It is important that the relevant logo is displayed at the correct size and position.



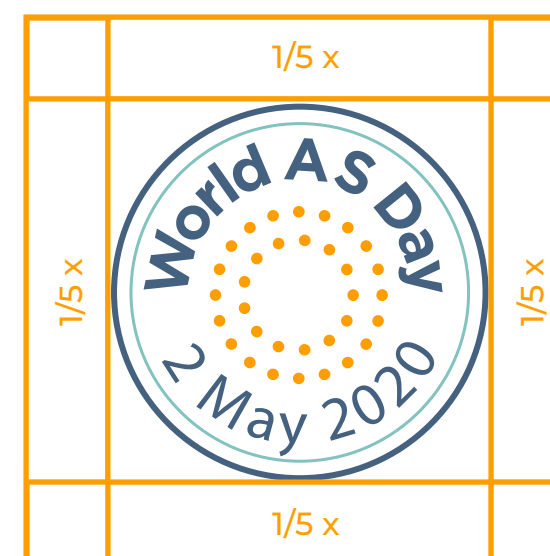
MINIMUM SIZE

The minimum relative height for the logo should be 30 mm.



CLEAR SPACE

There should be enough space around the logo for it to be easily identified, equivalent to 1/5th the total height of the logo.



CORRECT/INCORRECT USAGE

Scale: The World AS Day logo should always be scaled proportionally. It should never be rotated or placed on a busy photographic background.

Colour: The colours of the coloured logo should not be changed. The coloured logo can be replaced with white or black version depending on the background but the colour logo should always be a first choice.

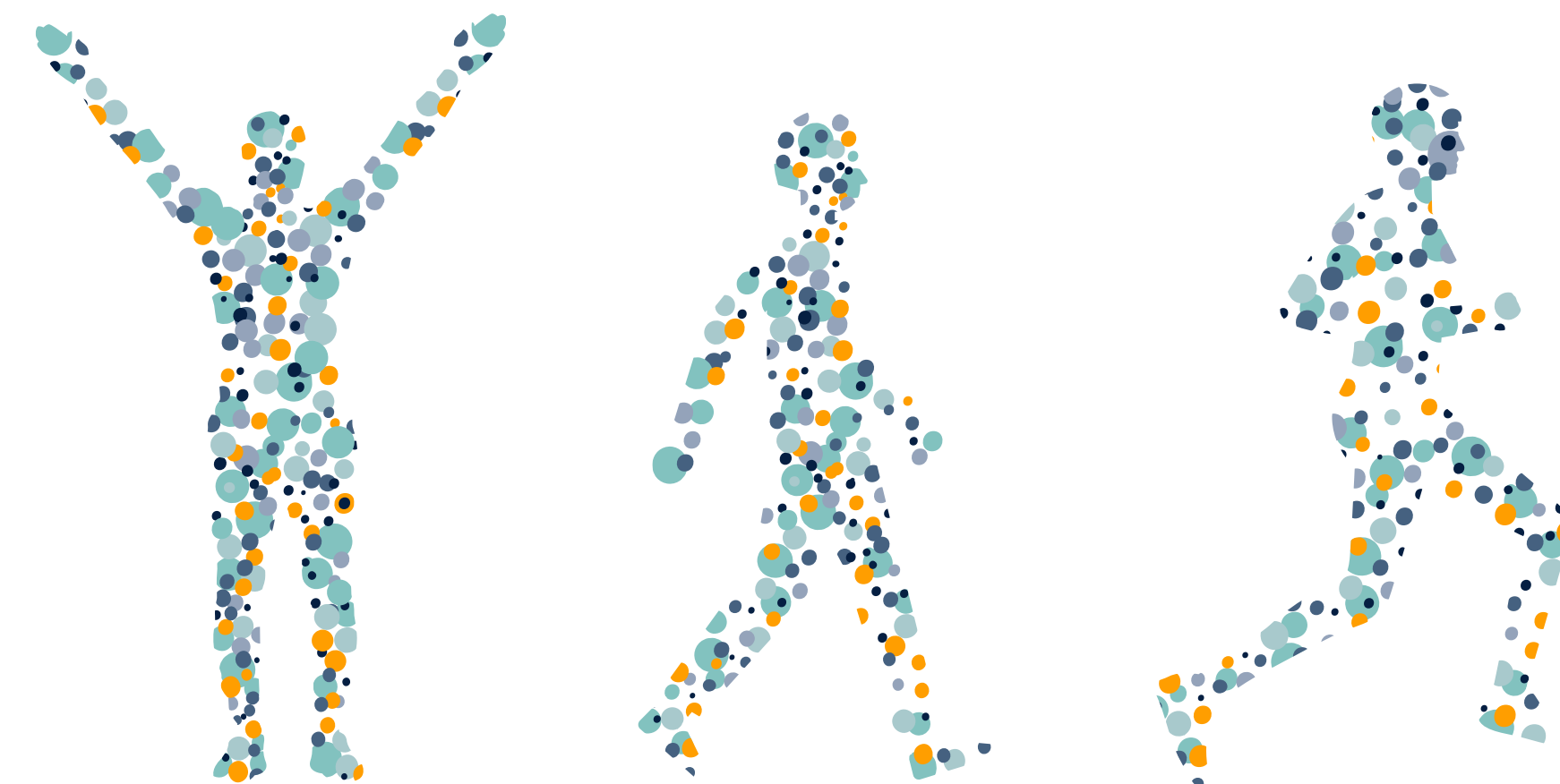
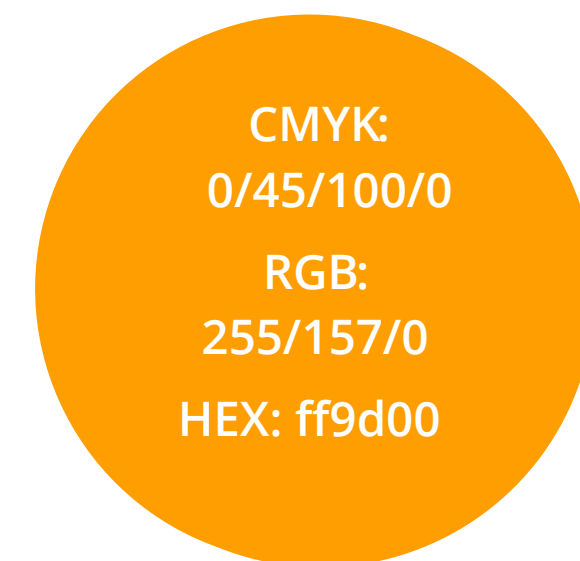


RESOURCES

Dot design

World AS Day uses dots to support promotion. This year's **dots are Orange coloured** and we encourage you to use them imaginatively. We encourage you to embrace these to raise awareness. You could wear them as face makeup, stick dots on your windows or simply share one of our dot art social posts.

CMYK: 53/4/29/0 RGB: 128/195/191 HEX: 80C3BF	CMYK: 78/57/30/14 RGB: 69/125/128 HEX: 455F80
CMYK: 41/27/16/2 RGB: 162/173/193 HEX: A2ADC1	CMYK: 100/85/44/50 RGB: 23/37/65 HEX: 172541



#together #axSpA #mentalhealth



RESOURCES

Social Media assets

We have created downloadable assets for you to share locally. Some of these are completed with our key messages and others are blank to allow you to prepare your own personal, local messages.



POST TEMPLATES



POSTERS



WEBSITES BANNERS



Please use **MONTERRAT** as a preferred font for the social media posts.





HOW TO GET INVOLVED

WORLD AS DAY ACTIVITIES

Each year we organise and promote activities and campaigns that encourage people to join in. An example of such an activity is **Walk Your AS Off**. It is a virtual walk event to get you moving and raise awareness for Axial Spondyloarthritis. We encourage you to ‘Walk Your A.S. Off’ in order to stay active and to keep your joints working as well as possible. Most people with axSpA benefit from regular exercise. Unfortunately, many of us don’t exercise enough. Walking is a fantastic form of low impact exercise – so let’s get moving! And wear your dots!

BE PART OF WORLD AS DAY!

To be part of World AS Day go to our Resources section where we put together all the information and resources that can help you to join us on this day. Contact your local axSpA/AS organisation to check if they have a campaign or are participating in any events, or even organize something yourself! All ideas and activities that spread awareness are welcome. We encourage you to use our resources and tag us on social media to let us hear about it! Check with us on **Facebook**, **Instagram** and **Twitter** to get the latest updates on this year’s campaign and more.

[Remember to focus on the theme and key messages.](#)



SPECIAL PROFILE IMAGES

We have created a special dot photo tool that will be available on our [website](#). It will turn your photo into a World AS Day image and you can use it as your profile photo on World AS Day.



#together #axSpA #mentalhealth



OFFICIAL PARTNERS



#together #axSpA #mentalhealth

ABOUT ASIF

ASIF was established in 1988 to increase public awareness of Axial Spondyloarthritis (including Ankylosing Spondylitis) and to disseminate knowledge of the disease around the world.

ASIF is a Charity registered with the Charity Commission for England and Wales Charity # 1173902



Axial Spondyloarthritis (axSpA)

A rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints, it includes Ankylosing Spondylitis (AS), a disease also commonly called Morbus Bechterew in European countries. The name Morbus Bechterew is reflected in the name of some of the patient organizations in Europe, just as the name Ankylosing Spondylitis is reflected in many other patient organizations that are members of ASIF. We encourage the use of the name Axial Spondyloarthritis instead of Morbus Bechterew or AS.

Related Diseases

Axial Spondyloarthritis is the prototypical disease in the Spondyloarthritis disease group, which includes Psoriatic Arthritis, Reactive Arthritis, and arthritis associated with Inflammatory Bowel Disease (Crohn's and Ulcerative Colitis). Symptoms can also affect the eyes (uveitis and iritis). ASIF is a member of the People with Arthritis/Rheumatism in Europe (PARE), a standing committee of the European League Against Rheumatism (EULAR). We cooperate with the Assessment of SpondyloArthritis international Society (ASAS), the international group of Spondyloarthritis researchers. ASIF has



#together #axSpA #mentalhealth



THANK YOU

