



Paid advertising was used from 24 March to 8 May to boost posts worldwide. Some posts specifically targeted: Australia, Bulgaria, Switzerland, Colombia, Cyprus, Germany, Spain, France, United Kingdom, Greece, India, Italy, Norway, Philippines, United States, and South Africa.

ASIF Website and Material

The World AS Day page featured information about the campaign, recording of the pre-World AS Day webinar, key messages and resources. The resources included a downloadable Tool Kit, logo and Social Media assets. The resources were designed to allow for localisation, including translations, to make them user friendly for our members.

Events

Stretch and Move

ASIF partnered with Yoga for AS to host two interactive stretching events on World AS Day. Over 3,700 people clicked on the social media posts to find out more about the events and the sessions were watched 522 times on the ASIF YouTube channel. Delegates at the SAA's Global Spondyloarthritis Summit had the opportunity to watch the sessions in the Activity Lounge.

Walk Your AS Off

The rise in the number of teams participating in Walk Your AS Off was encouraging this year, however the number of participants was still very limited with almost half of them coming from the two NASS teams.

	2019	2020	2021	2022	2023
Participants / Teams	111 / 72	404 / 45	726 / 82	377 / 47	523 / 86
Countries	22	29	36	41	39

2021 Global Spondyloarthritis Summit

The ASIF Booth highlighted World AS Day as well as our new Member Resources, IMAS and the Delay to Diagnosis projects. We received material from four of our members to display at the booth alongside our ASIF materials. Visitors viewed ASIF's materials 159 times and our videos were watched 99 times.

Our industry Partners

Our industry partners raised awareness on social media and raised awareness with their staff, highlights included:

Galapagos: ASIF presentation to 154 staff during a webinar

Novartis Pakistan: ASIF presentation to rheumatologists and HCPs working with Arthritis Care Foundation (ACF).

UCB: Staff participated in Walk Your AS Off

Thank you to all our industry partners!

The full World AS Day Report is available to members on [request](#)

Examples of social media content



[Thank you for supporting World AS Day!](#)