



#WorldASDay2024

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World AS Day 2024

Campaign Toolkit





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Introduction

World AS Day 2024 will be held on Saturday 4 May.

We hope that once again, with your support, we will be able to reach millions of people across the world as we did in previous years.

This toolkit outlines the World AS Day 2024 theme, key messages and resources that will help you raise awareness of axSpA through the campaign.

The visual assets can be accessed and downloaded from asif.info/worldasday



About World AS Day

Saturday 4 May

World AS Day is an annual day dedicated to people living with *axial spondyloarthritis* (axSpA). It is celebrated across the world on the first Saturday of May.

Axial spondyloarthritis is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints.

Our members and supporters organise activities around the world to raise awareness of axial Spondyloarthritis and related conditions. ASIF has **more than 56 Patient Organisation Members** from **over 45 countries** around the world.

We aim to raise awareness and share information, whilst building both local and global axSpA communities. Engagement can range from joining an event, to reacting to social media posts or sharing personal stories.



About World AS Day

○ Aim of World AS Day

To raise global awareness of axSpA, through collaboration between Patient Organisations and people living with axSpA, as well as healthcare practitioners and our pharmaceutical partners.

To create a focal point for the axSpA community to speak as one community to speak as one.

○ Raising awareness

AxSpA affects **millions of people** around the world. World AS Day aims to raise the profile of this disease and increase awareness of the impact it has on people's lives, physically, mentally and emotionally.

○ Sharing information

Most people have not heard of axial spondyloarthritis. On World AS Day, we encourage people to share information about the disease.

○ Connecting with each other, being together

On World AS Day, connect with others affected by axSpA. Join a virtual/face-to-face event, go for a walk with a friend, react to people's social media posts or share your own stories with your community using **#WorldASDay2024**.



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Theme and Key Messages

The main theme of this year's World AS Day is

Signs and Symptoms





Theme and Key Messages

Axial spondyloarthritis - or axSpA - is a chronic inflammatory disease that causes pain and stiffness in your lower back, hips, and buttocks. Unlike other types of back pain, the pain and stiffness improve with movement and get worse with rest.

Focusing on signs and symptoms for World AS Day 2024 is crucial because early recognition and understanding of these indicators can significantly impact the lives of individuals affected. Signs and symptoms of axSpA may be mistaken for other conditions, leading to delayed diagnosis and treatment. By emphasising this theme, we aim to educate patients, the public and healthcare professionals about the key red flags associated with axSpA, such as persistent back pain, stiffness, and fatigue.



Theme and Key Messages

Increased awareness can expedite diagnosis, enabling timely intervention and management, ultimately improving the quality of life for those living with axSpA. Through this year's theme, we hope to empower individuals to recognize potential symptoms, seek early medical attention, and foster a supportive community that understands and addresses the challenges of axial spondyloarthritis.





Key Messages

COULD I HAVE AXSPA?

Anyone can be impacted by axial spondyloarthritis (axSpA).

It is a painful, progressive, and chronic inflammatory rheumatic disease causing significant back pain and stiffness, primarily in your lower back, buttocks and hips.

If you have experienced pain which gets better with movement and worse with rest for more than three months, and you suffer fatigue, please find out more about axSpA [here](#).

Symptoms often start before the age of 45.

Have you had pain and stiffness in your lower back, buttocks and hips for more than three months?

Does rest make it worse?

Are you beyond tired - would fatigue be a better description?

Did it start before your 45th birthday (it can start later).

Check out our symptom checker and find out if you could have axial spondyloarthritis (axSpA).

Find out more [here](#)

Could your back pain be a symptom of something more?

Axial spondyloarthritis is a chronic inflammatory disease that results in pain and stiffness in your lower back, hips and buttocks. The pain and stiffness improve with movement but not with rest and sufferers can experience significant fatigue. These symptoms may have started before the age of 45. If you have had these symptoms for more than three months - contact your family doctor.

Does your backpain get worse with rest but better with movement?

Axial spondyloarthritis (axSpA) is a chronic inflammatory disease that results in pain and stiffness in your lower back, hips and buttocks. The pain and stiffness improve with movement but not with rest and sufferers can experience significant fatigue.

If you've experienced this type of pain for more than three months, check your symptoms in our Symptom Checker [here](#)

Uveitis, psoriasis, enthesitis, inflammatory bowel disease (IBD), colitis and brain fog are all conditions that someone with axial spondyloarthritis (axSpA) may experience. AxSpA is a chronic inflammatory disease that results in pain and stiffness in your lower back, hips and buttocks.

People living with axSpA can experience many other conditions.

Talking to your doctor about the impact of your pain can be hard.

Our discussion guide can help you prepare for your appointment.

Find out more [here](#)



Key Messages

IF YOU ARE A HEALTHCARE PROFESSIONAL

Do you have patients that suffer from these symptoms?



pain in their lower back, buttocks and hips



pain lasted for more than three months



pain worse with rest but better with exercise



fatigue

Think axSpA.

Have you noticed a uveitis patient with back pain and stiffness?

Have they complained about feeling fatigued?

Has the pain in their lower back, buttocks and hips lasted for more than three months?
Does it get worse with rest but better with exercise?

Could they have axial spondyloarthritis (axSpA)?

If you think it could be, please recommend they talk to their family doctor about axSpA.
Your advice could save them from a delay in diagnosis causing irreversible damage.





Key Messages

IF YOU HAVE AXSPA

I won't let axSpA hold me back!

Axial spondyloarthritis (axSpA) is a chronic inflammatory disease that results in pain and stiffness in your lower back, hips, and buttocks. The pain and stiffness improve with movement but not with rest and sufferers can experience significant fatigue. If your symptoms have lasted for more than three months, talk to your primary care doctor about axSpA.

Share to raise awareness.

I'm raising awareness of axial spondyloarthritis!

Axial spondyloarthritis (axSpA) is a chronic inflammatory disease that results in pain and stiffness in your lower back, hips, and buttocks. The pain and stiffness improve with movement but not with rest and sufferers can experience extreme fatigue.

If that sounds like you and your symptoms have lasted for more than three months, talk to your primary care doctor about axSpA.

Share to raise awareness.

ax-what??

Axial spondyloarthritis - or axSpA - is a chronic inflammatory disease that causes pain and stiffness in your lower back, hips, and buttocks. Unlike other types of back pain, the pain and stiffness improve with movement and gets worse with rest. Sufferers can experience extreme fatigue and may have noticed their symptoms appearing slowly over a period of years, often starting before the age of 45.

If that sounds like you and your symptoms have lasted for more than three months, talk to your primary care doctor about axSpA.

Share to raise awareness.



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.



DOWNLOAD
ASSETS

MINIMUM SIZE

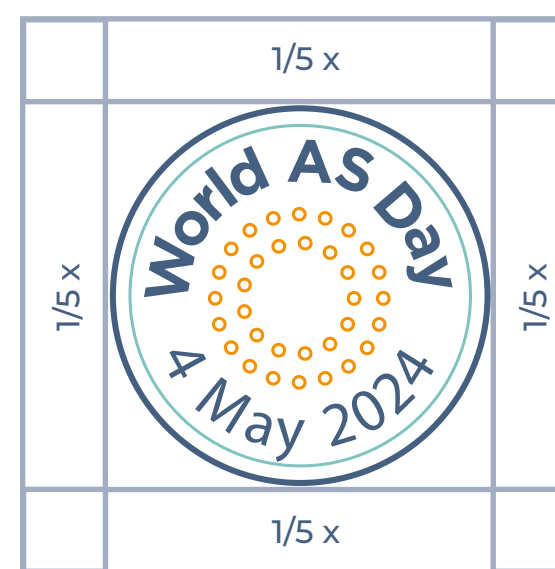
The minimum relative height for the logo should be 30 mm



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.



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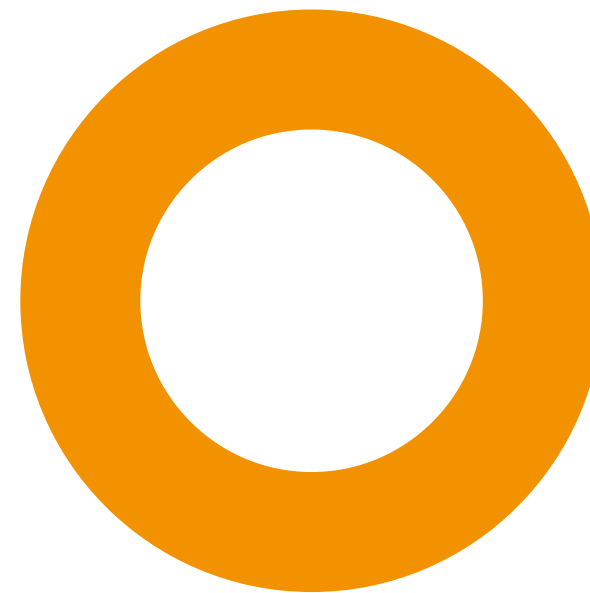
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Resources - dot design

Following previous year's campaigns, **World AS Day 2024** uses the same dots style to support the campaign.

This year the dots are orange. We encourage you to use these downloadable materials to raise awareness.



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Resources - Social Media assets

We have created downloadable assets for you to share locally as well as **templates in Canva** that you can edit yourselves. When doing that please make sure that you duplicate the whole Canva project and do not edit any posts in the original one to make sure that everyone can access it properly. Please follow the instructions on the first page of the Canva project.

The assets also include a proposed social media schedule with drafted messages to accompany the posts that you can use on your social media in the original form or updated and translated into your local language.



DOWNLOAD
ASSETS



CANVA ASSETS

POST TEMPLATES - EXAMPLES



Font

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



Get involved

Make your own sign!

We would love to bring the signs and symptoms theme to life and for that, we have created assets and a short DIY video where we show you how to create your own sign at home. Take a picture with it and post it on social media with **#WorldASDay2024** to let everyone know that you are raising awareness for axSpA!





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Get involved

#WorldASDay2024

Be present on Social Media

Raise awareness by sharing our social media posts, on Facebook, Instagram, Twitter, LinkedIn and Tiktok - remember to use **#WorldASDay2024**. Feel free to react and duet our content on Tiktok as well! We love to see how creative you can be.





Get involved

Get in touch with your local patient organisation

Contact your local patient organisation to see what they are planning on World AS Day, get involved and join their events if possible.





Join an event or host your own

We have created a list of events that people and patient organisations are hosting across the whole world in person and online that you can join! Check out the list here, or get involved by organising your own event, share the details with us via this form (see more details in the Global Digital Events section of the **website**) to be added to the events list and don't forget to let everyone know on social media using **#WorldASDay2024**.

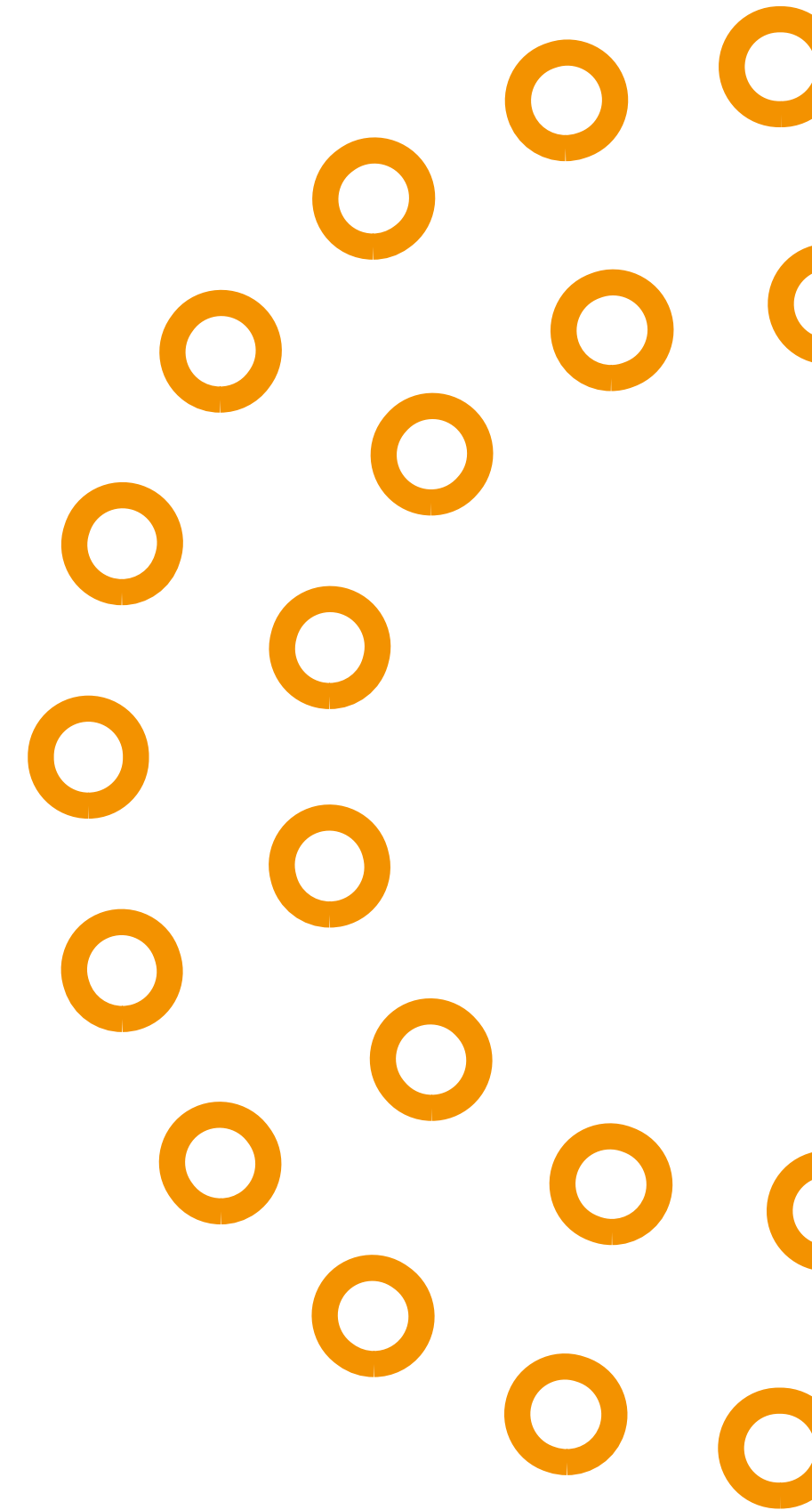


Use World AS Day 2024 Resources

Download our resources and share the campaign with your local community.



DOWNLOAD
ASSETS





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SAA's 2024 Global Spondyloarthritis Summit

The 6th Annual Global Spondyloarthritis (SpA) Summit, hosted by the Spondyloarthritis Association of America (SAA), will be held virtually on 3-4 May. ASIF partners annually with SAA on this patient-focused educational event.

Under the theme “Sharing Knowledge, Building Community,” this year’s two-day summit features presentations from experts in the spondyloarthritis community. For the first time, the event will also include breakout sessions—virtual meetings where attendees can share experiences, discuss issues, and learn from one another. As always, registration is free and open to all.





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SAA's 2024 Global Spondyloarthritis Summit



The program includes:

- Mainstage educational presentations on topics such as Minimizing Fatigue and Strain; Precision Medicine and the Potential of Tailored Treatments for SpA; The Role of Artificial Intelligence (AI) in Future SpA Treatments, and more!
- Movement demonstrations focusing on Gentle Stretch and The Feldenkrais Method of Meditative Movement.
- Breakout sessions with skilled facilitators leading attendee discussions in topics such as Words of Wisdom for the Newly Diagnosed; Energy Conservation and Managing Fatigue; and Developing Mental and Emotional Resilience.

The presentations will be available in English and Spanish.

We strongly encourage our members to promote this highly educational, valuable program to their membership.

Learn more about the Global SpA Summit [here](#).

More details to follow!





About ASIF

Axial Spondyloarthritis International Federation

- ASIF is an international membership organisation representing patient associations around the globe specialising in the support of patients with axSpA with **more than 52 Patient Organisation Members from over 42 countries** around the world.
- ASIF's Mission is to advocate globally to improve the lives of people affected by axial spondyloarthritis and related conditions. To grow, strengthen and empower our community, and to raise awareness around the world.

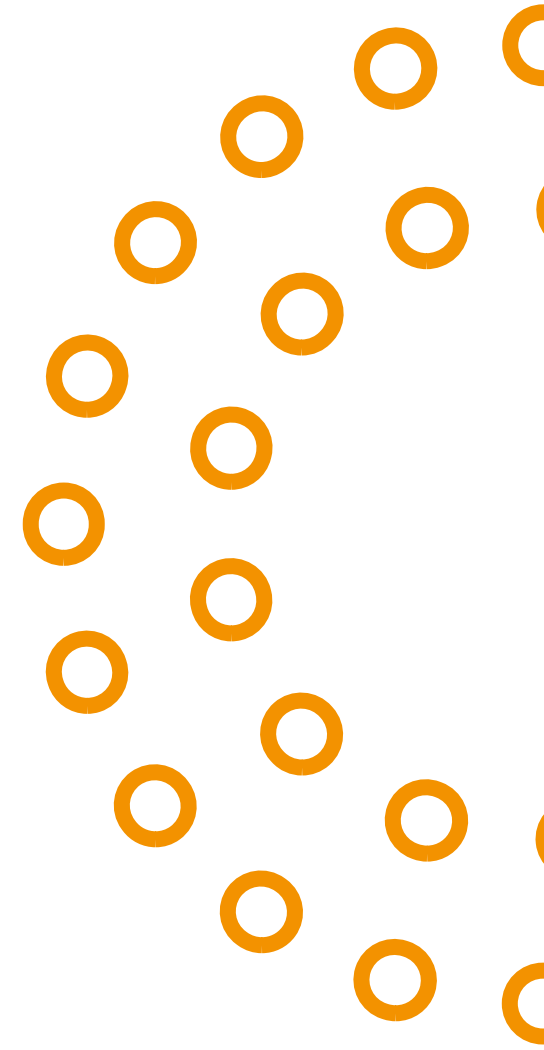
Find out more at www.asif.info





Axial spondyloarthritis (axSpA)

Axial spondyloarthritis (axSpA) is a chronic inflammatory disease that encompasses radiographic (ankylosing spondylitis or AS) and non-radiographic (nr-axSpA) forms. It is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints called Morbus Bechterew in some European countries. It can lead to chronic pain, structural damage and disability. It places a huge physical impact and psychological stress on patients which can disrupt every aspect of their life and its quality including mobility, sleep, work and relationships. It is a poorly understood disease that causes patients to worry for their future.





Official Partners





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Thank You

