



#WorldASDay2025 #LaceUpForAxSpA #EverydayChallenges

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World AS Day 2025

Campaign Toolkit





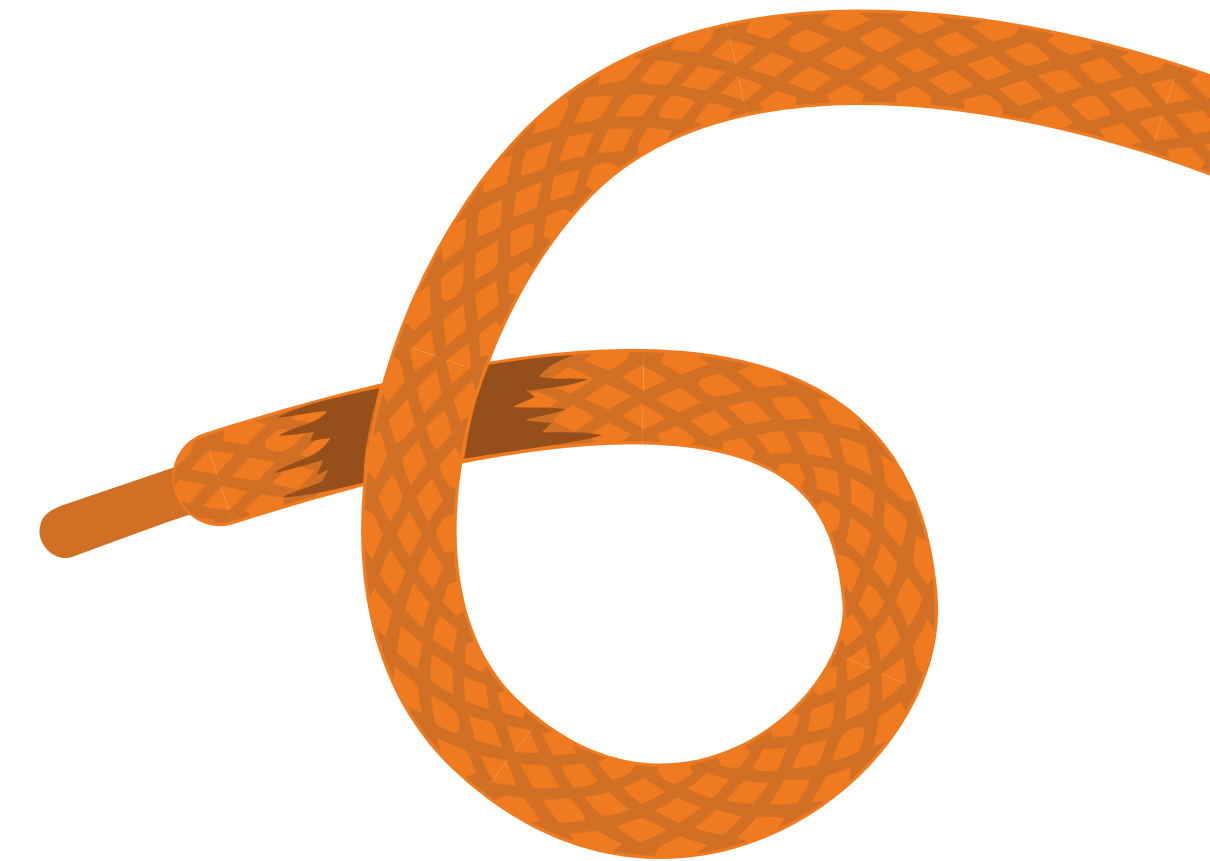
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Content

- 1.** Introduction
- 2.** About World AS Day
- 3.** Theme and Key Messages
- 4.** Get involved
- 5.** Resources
- 6.** About ASIF
- 7.** Partners





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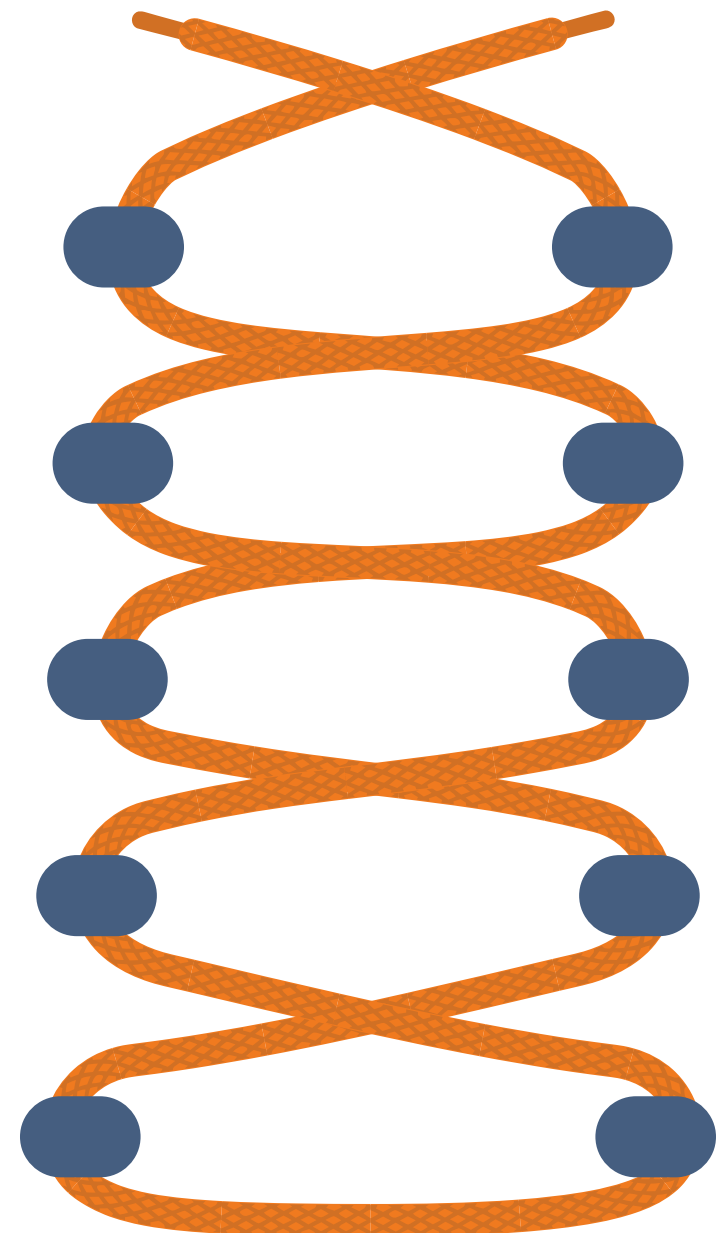
Introduction

World AS Day 2025 will be held on Saturday 3 May.

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

This toolkit outlines the World AS Day 2025 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





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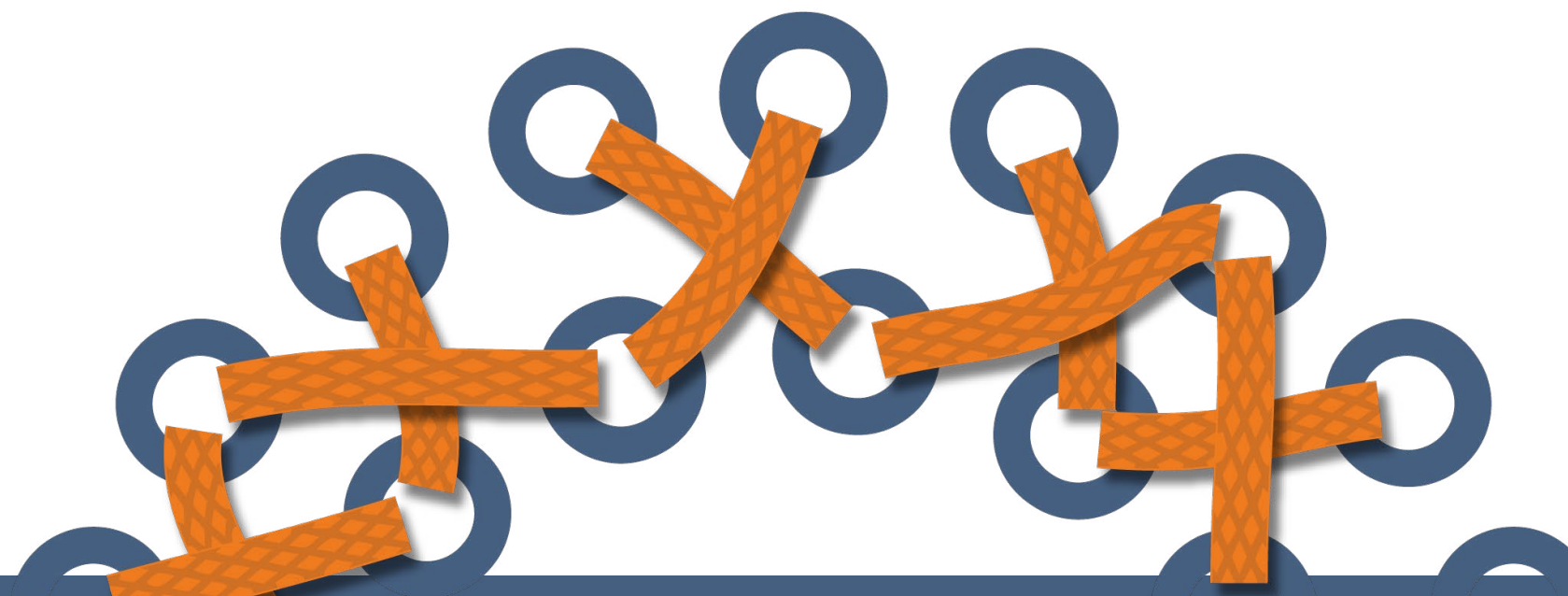
About World AS Day

Saturday 3 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.

Our members and supporters organise activities around the world to raise awareness of axial spondyloarthritis and related conditions. ASIF has **more than 55 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 the disease, as well as healthcare practitioners and our pharmaceutical partners.

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

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 **#WorldASDay2025** and **#LaceUpForAxSpA**.



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Theme and Key Messages

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

Lace Up For axSpA



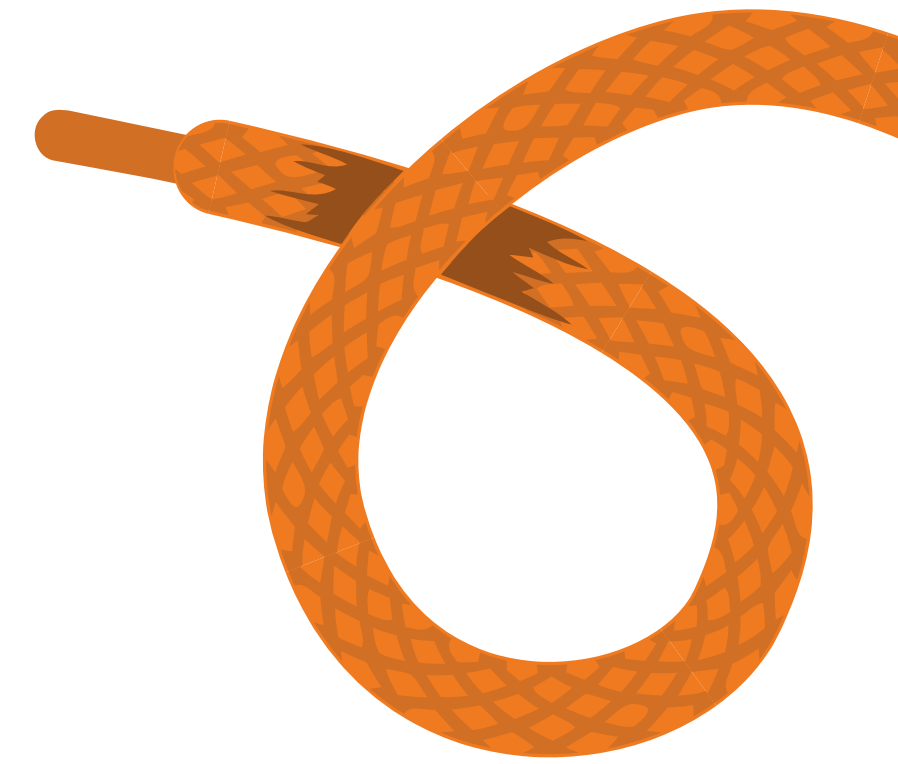


Theme and Key Messages

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.

This year's theme, **“Lace Up for axSpA”**, encourages both awareness and action. The imagery of lacing up symbolises the active effort needed to understand what it's like to live with axSpA. It illustrates the daily challenges faced by people living with axSpA.

Even a seemingly simple task like tying shoelaces can become a significant hurdle for individuals experiencing the pain and limited mobility associated with this condition. By focusing on this relatable action, we invite a better understanding and greater empathy of the realities of living with axSpA, while inspiring collective efforts toward improved awareness, support, and care.

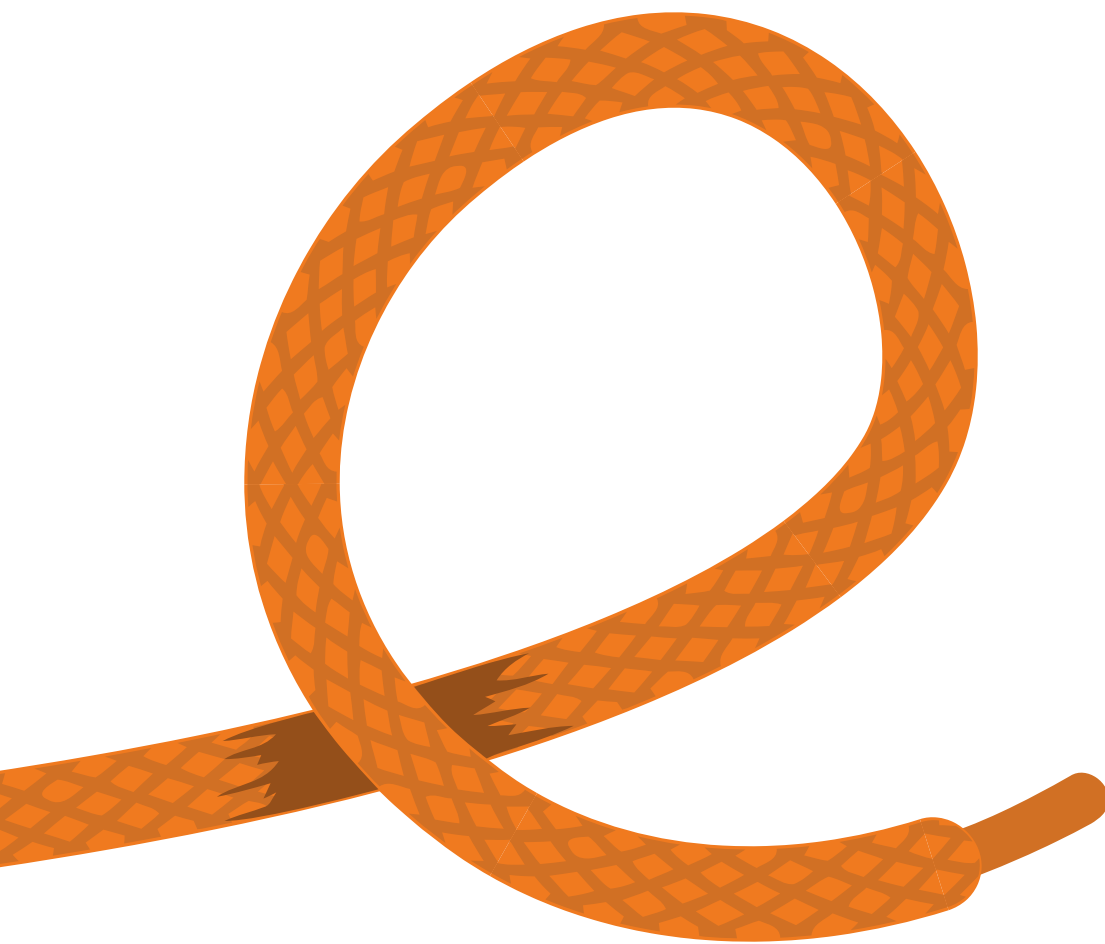




Theme and Key Messages

The campaign will also focus on recognising symptoms and empowering earlier diagnosis and better management. Sharing stories of resilience builds connection. Understanding the campaign celebrates progress and hope, urging collective efforts to improve awareness, treatments, and strengthen support systems for people living with axSpA.

ASIF is grateful to **CEADE** for the idea and conceptualisation of this campaign; we recognise that the campaign stems from CEADE's work and are grateful for the opportunity to develop it further and implement it with the support of the global axSpA community.

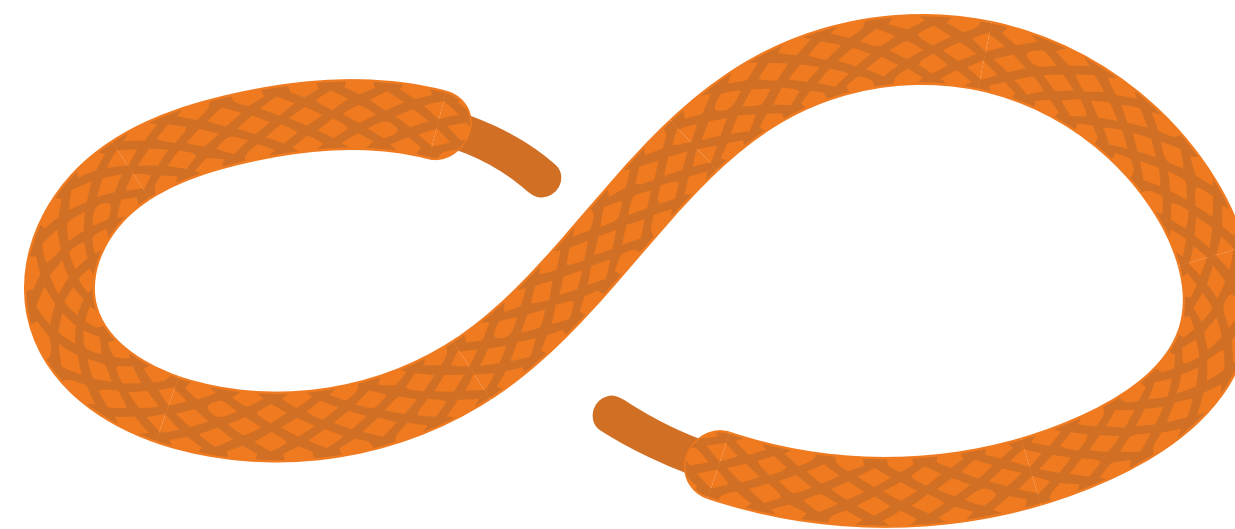




Key Messages

Turning Small Acts into Big Conversations

Every time we tie our laces, we perform a task many take for granted. For those living with axial spondyloarthritis (axSpA), this everyday act symbolises resilience in the face of challenges. By sharing photos of tying orange laces, we spark meaningful conversations about the realities of living with axSpA and amplify the voices of those impacted.

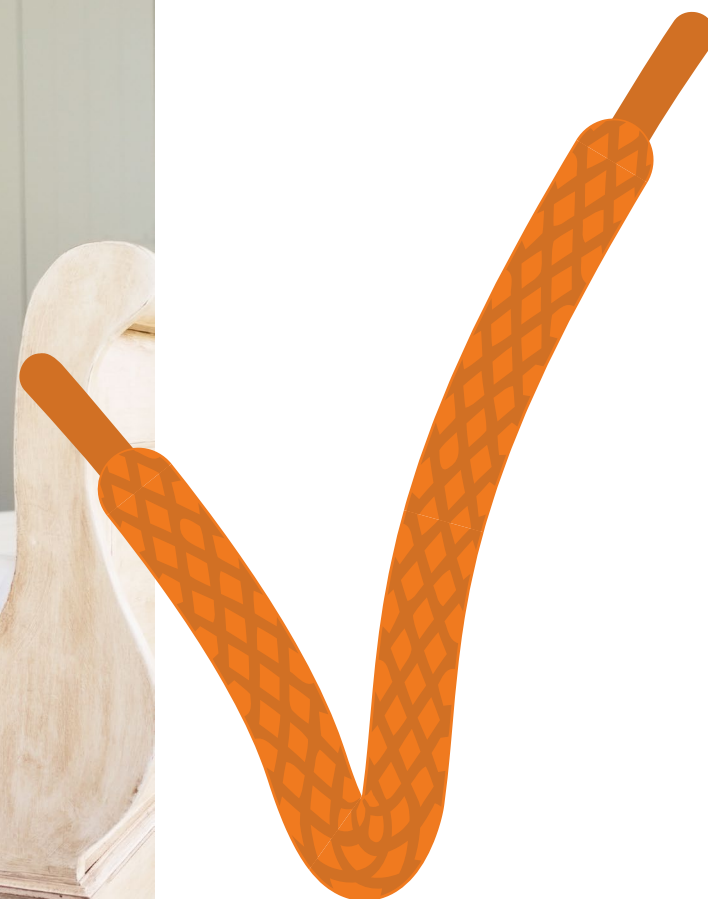




Key Messages

Recognise the Signs, Transform Lives

Early detection can change the trajectory of axSpA.
By raising awareness of symptoms – such as chronic back pain, stiffness, and fatigue – we empower individuals to seek a timely diagnosis and begin a path to better management.
Together, we're lighting the way to earlier intervention and improved quality of life.

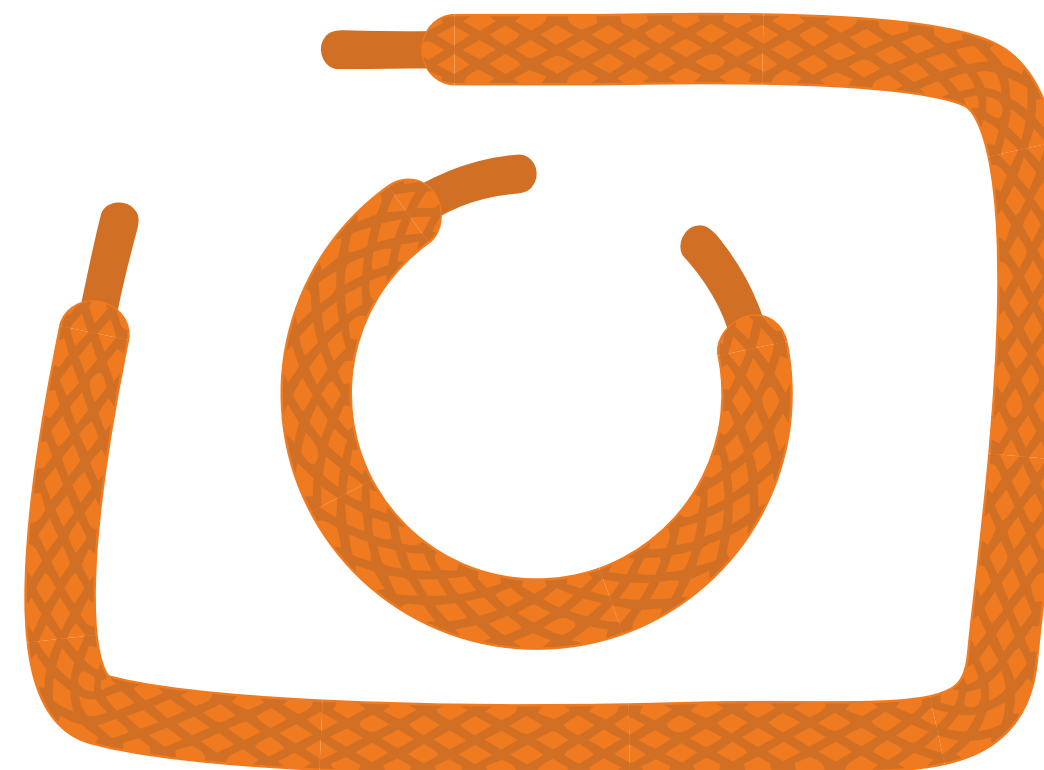
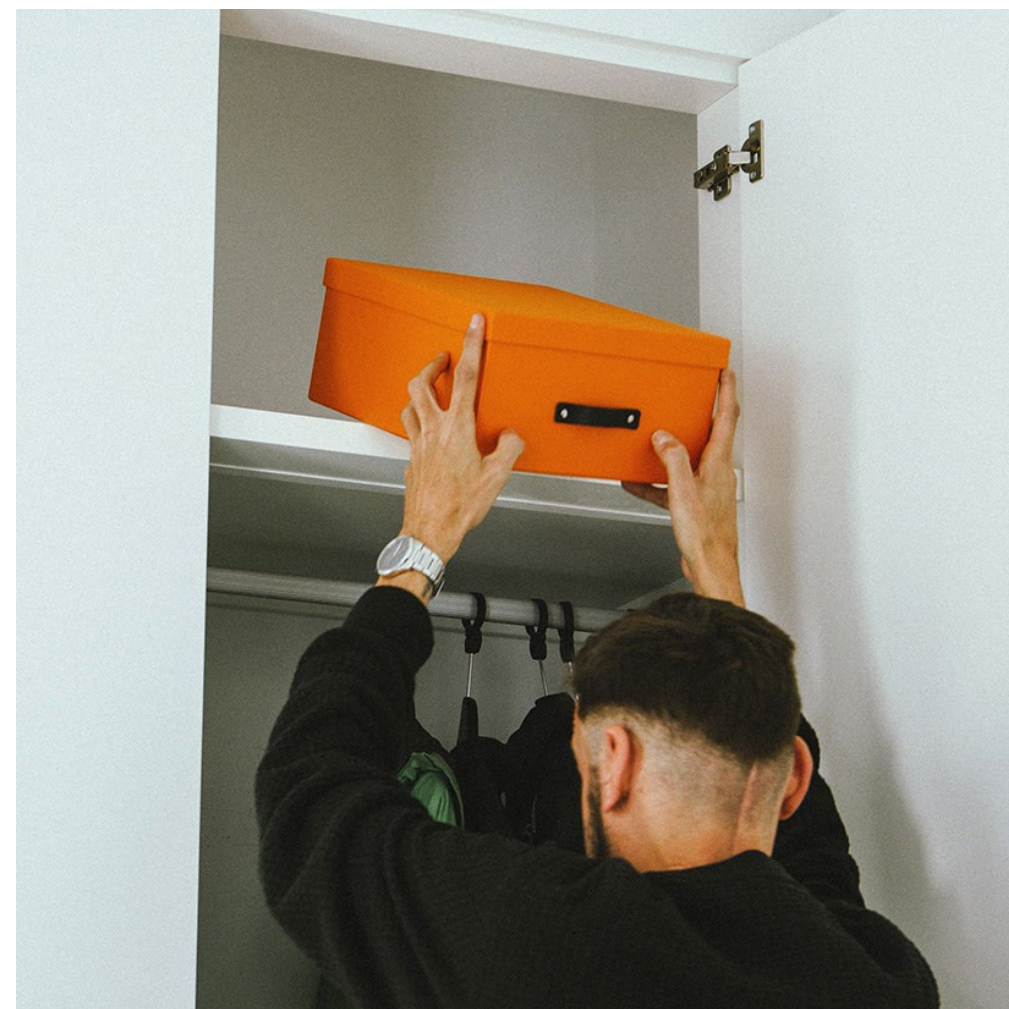




Key Messages

Strength in Stories, Power in Connection

Behind every photo and post lies a unique story of perseverance. By sharing personal experiences of navigating daily challenges, we connect a global community, build empathy, and inspire a greater understanding of axSpA's impact – not just on bodies, but on lives and aspirations.





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Key Messages

A Movement of Hope, One Step at a Time

Our campaign isn't just about the struggles; it's about celebrating strength, progress, and hope. Every orange lace tied and every story shared adds to a movement that highlights what's possible with the right support, awareness, and care.

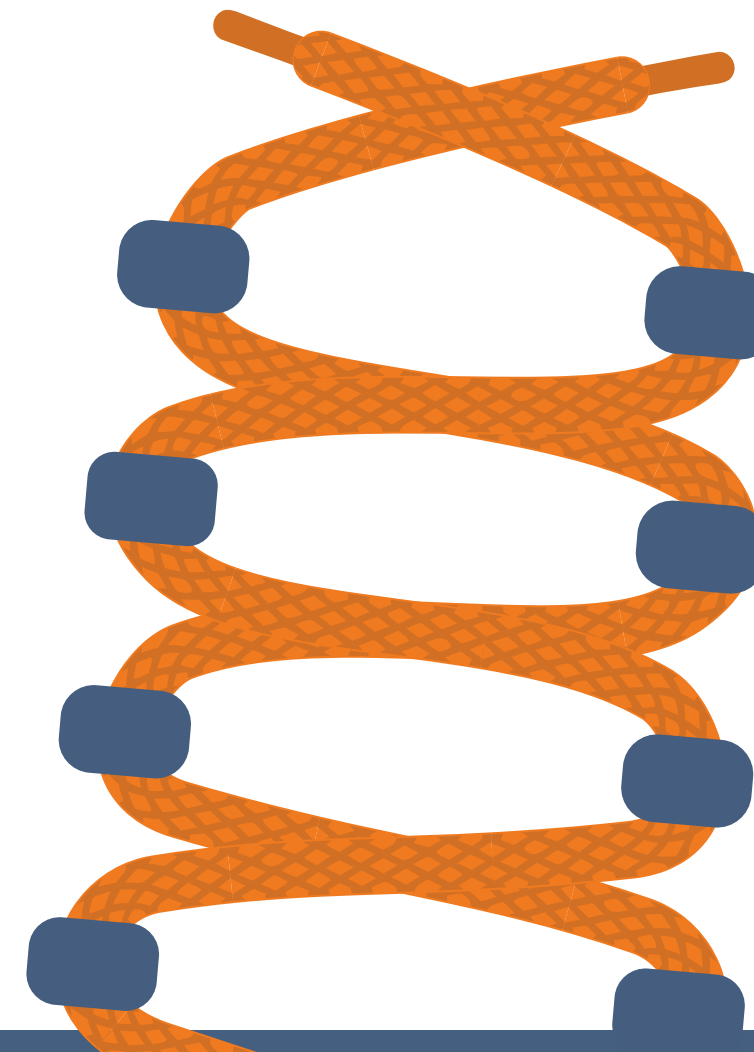




Key Messages

Together, We Create Change

This is more than a campaign – it's a call to action. By raising awareness of the unseen burden of axSpA, we are advocating for earlier diagnosis, improved treatments, and better support. Together, we can drive real change and create a future where no one faces these challenges alone.





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**

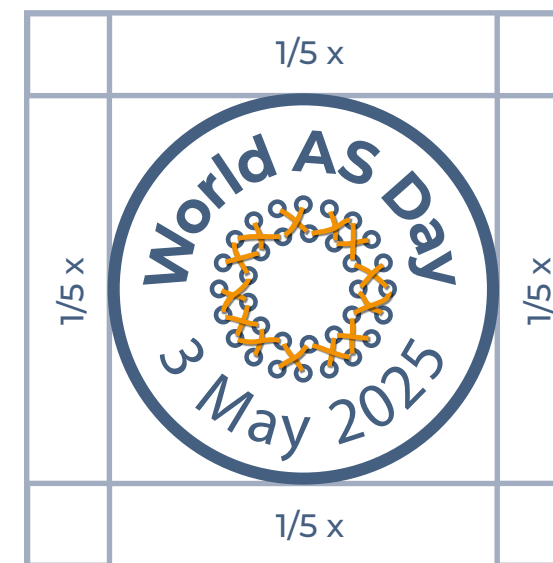
MINIMUM SIZE

The minimum relative height for the logo should be 30 mm



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.



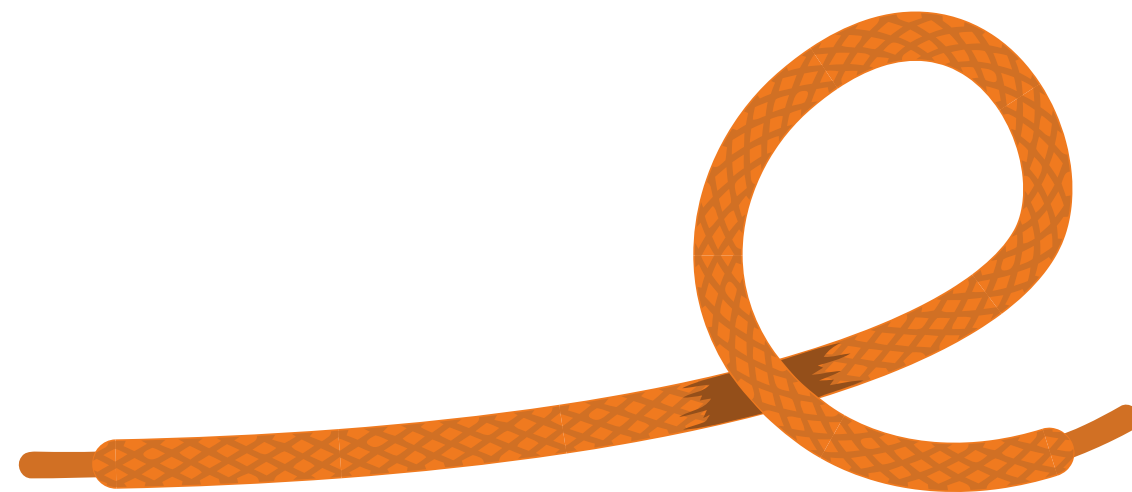
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Resources - style of laces

This year, World AS Day 2025 uses the style of laces to support the campaign. 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. 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.

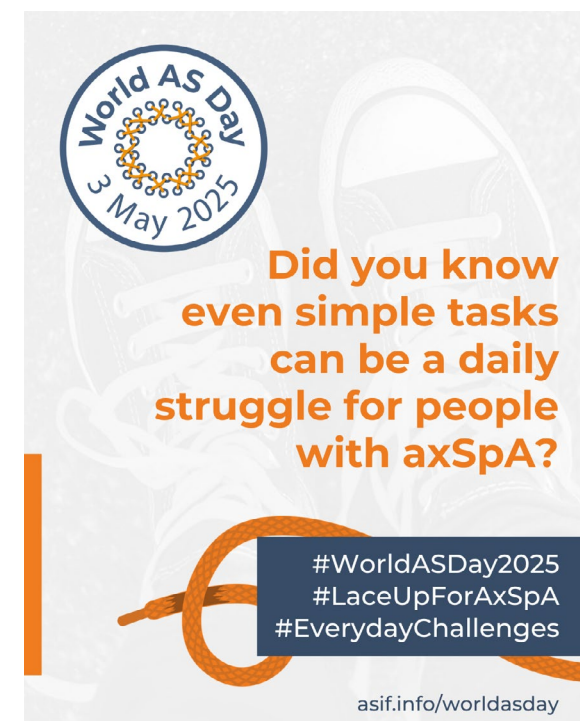


**DOWNLOAD
ASSETS**



CANVA ASSETS

**POST TEMPLATES
EXAMPLES**



Font

Please use **MONTERRAT** as a preferred font for the social media posts, if you don't have access to **MONTERRAT**, use **OPEN SANS**.



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Get involved

Lace Up Challenge

Take a photo or video of you tying your shoelaces – get some orange laces if you can – or you can use your regular laces. Post your photo or video on social media using **#WorldASDay2025**, **#LaceUpForAxSpA** and **#EverydayChallenges**.

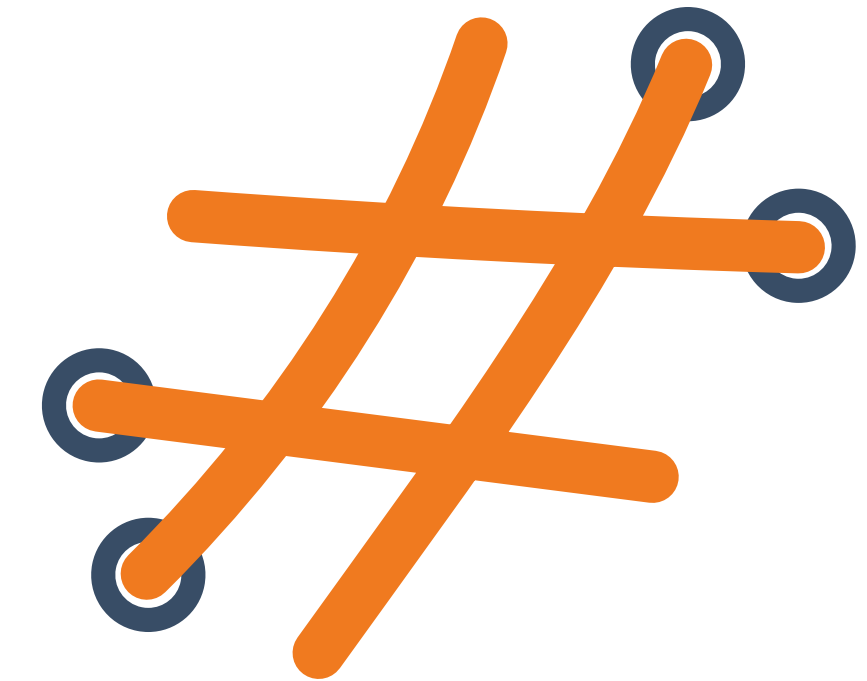
Add something about your personal experience with axSpA – do you or a loved one have the condition?

You can add the following to your post:

I'm raising awareness about axial spondyloarthritis (#axSpA) by participating in #LaceUpForAxSpA on #WorldASDay2025.

You can add something about your story here.

We're excited to bring awareness to axSpA in a fun and engaging way!



Or use the following:

AxSpA is a chronic rheumatic disease that can cause severe pain and stiffness in the lower back, hips and buttocks and if left untreated can cause permanent damage to your spine. The pain often gets worse with rest and often appears before the age of 40.

Find out more at asif.info/worldasday



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Get involved

Be present on Social Media

Raise awareness by sharing our social media posts, on Facebook, Instagram, X, LinkedIn and TikTok - remember to use **#WorldASDay2025**. React and duet our content on TikTok as well! We love to see how creative you can be.





#WorldASDay2025 #LaceUpForAxSpA #EverydayChallenges

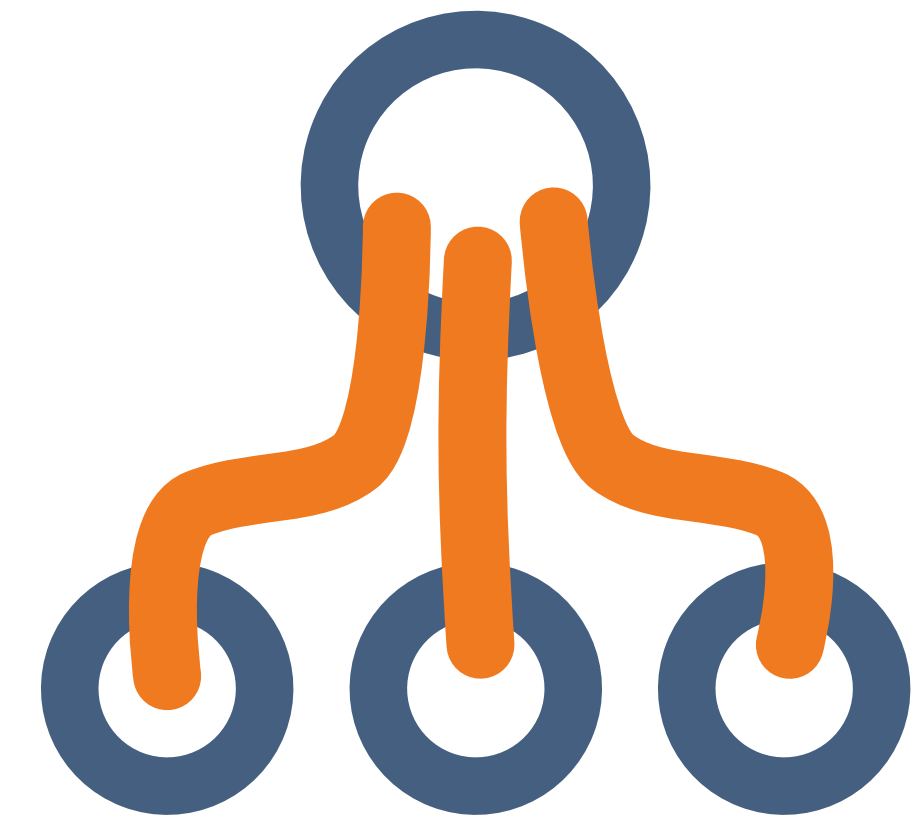
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Get involved

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.





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Get involved

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 Events** section of the website) to be added to the events list and don't forget to let everyone know on social media using **#WorldASDay2025**.





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Use World AS Day 2025 Resources

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



**DOWNLOAD
ASSETS**





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2025 Global Spondyloarthritis Summit

The 7th Annual Global Spondyloarthritis Summit, hosted by the Spondylitis Association of America (SAA), will be held virtually on 2-3 May. ASIF partners with the SAA on this patient-focused educational event.



Under the theme “Comorbidities: A Whole-Body Approach to Spondyloarthritis Care” this year’s Summit features 12 experts from the international community who will focus on SpA and its comorbidities. Topics to be covered include: Cardiovascular Disease and SpA; Inflammatory Bowel Disease and SpA; Pain, Fatigue and SpA; Psoriasis and SpA, and Uveitis and SpA. Attendees will have the opportunity to ask questions of the experts during the Live Q&A following each presentation and will have opportunities to connect with others in our global community.

Registration will open in March for this event
at **SAA’s 2025 Global Spondyloarthritis Summit**





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Walk Your AS Off Is Back in 2025!

Find Your Happy Pace!

The Spondylitis Association of America (SAA) is proud to take Walk Your AS Off into the future and continue the amazing work that founder Jenna Visscher began years ago.

It is now easier than ever to participate in Walk Your AS Off!

Join the community and count your steps with SAA's new step counter cleverly integrated into the SAA website when you login. Should you walk with us? Yes!

Most people with spondylitis benefit from regular exercise. And remember all exercise counts and can be converted into steps. Whether it is work around the house or garden, yoga, or cycling, it can all be converted!

Simply login into your SAA account, choose "My Account" in the drop-down menu. From there choose "My Steps" which will show step count and team assignment.

If the walker isn't on a team, there is an option to join one!

Feel free to direct all questions and inquiries to Sean Ewert, SAA Director of Member Engagement.

Contact email: sean.ewert@spondylitis.org

For more information or to register: spondylitis.org/walk-your-as-off





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 55 Patient Organisation Members from over 45 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.

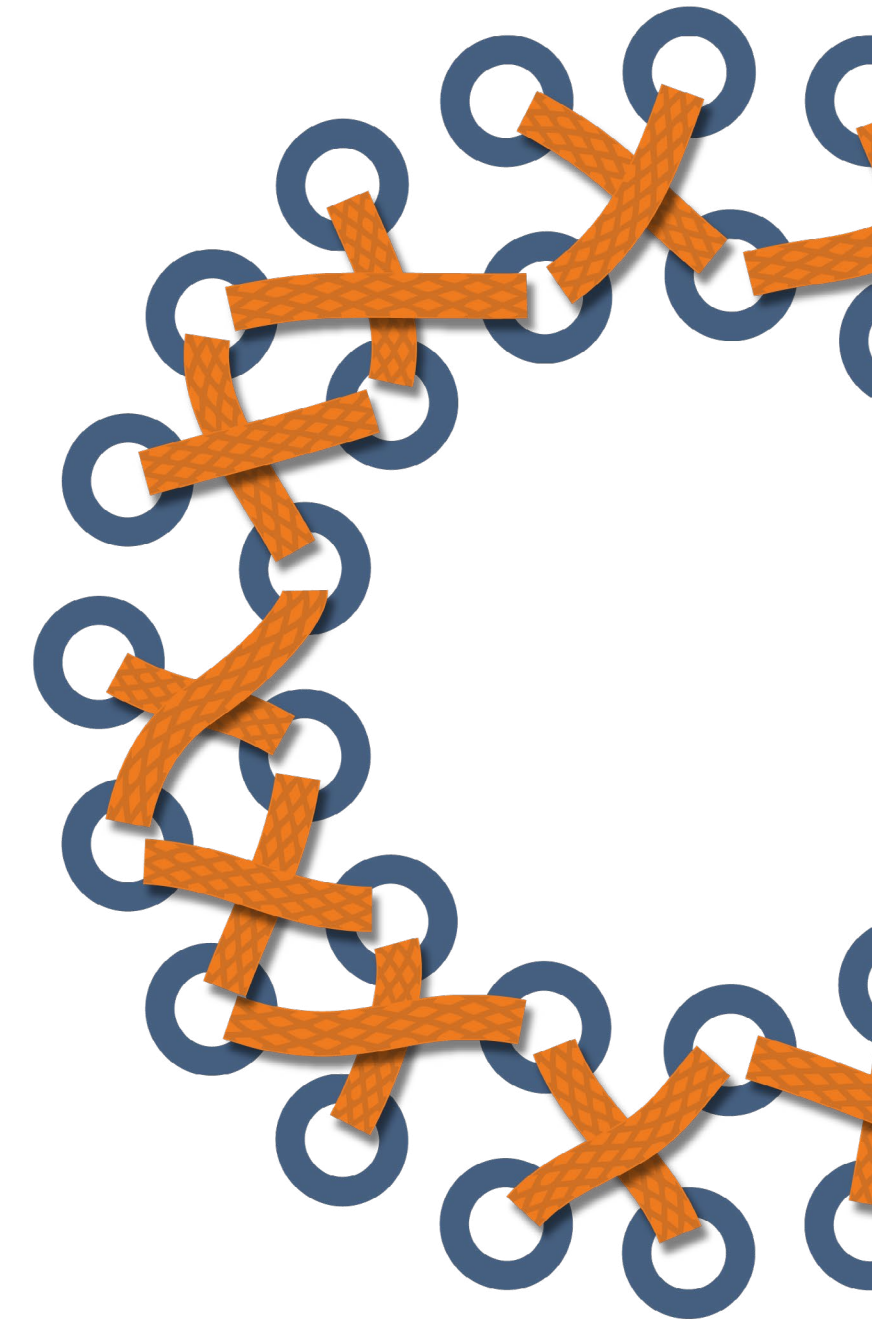
Find out more at www.asif.info





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.





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Official Partners





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Thank You

