

#together #axSpA #EmotionalWellness



# WORLD AS DAY 2021

**TOGETHER – axSpA and Emotional Wellness**

Campaign Toolkit 2021





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# INTRODUCTION

Despite pandemic-related difficulties, **World AS Day 2020** was extremely successful. Thanks to so many countries taking part, the message was truly global and the Social Media World AS Day Campaign reached fantastic viewing figures.

ASIF is pleased to provide this full toolkit for your use on and around World AS Day. This toolkit was created to gather all the information needed for you to join in the World AS Day 2021 campaign. It outlines this year's 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 this year is set on **Saturday 8th 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.





# ABOUT WORLD AS DAY

Saturday 8th 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. It can lead to chronic pain, structural damage and disability.

The day celebrated across the world on the first Saturday of May, except when the first Saturday falls on 1 May (Mayday and a holiday in many countries) as it does in 2021. On World AS Day, our members and their supporters organise activities around the world to raise awareness of Axial Spondyloarthritis and related conditions. ASIF has 51 Patient Organisation Members from 42 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.



# THEME AND KEY MESSAGES

The main theme of this years World AS Day is - **TOGETHER – axSpA and Emotional Wellness** and our key messages have been divided into three main categories:



**Learn:** Mental health, emotional wellness and Axial Spondyloarthritis.



**Manage:** How to reduce stress, anxiety and depression and improve your Emotional Wellness.



**Support:** How to seek help and support for your Emotional Wellness.





# 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.



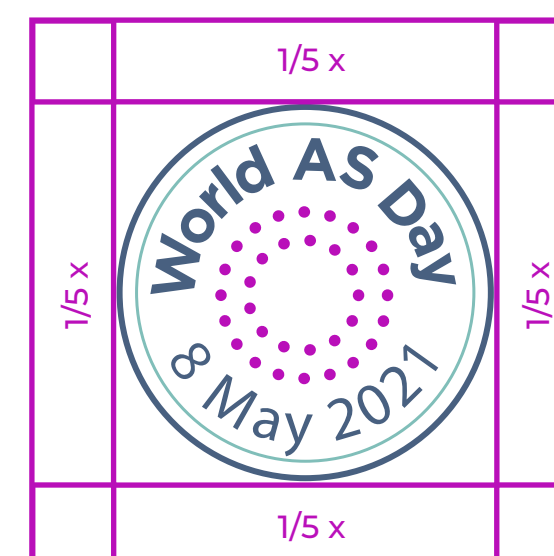
### MINIMUM SIZE

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.



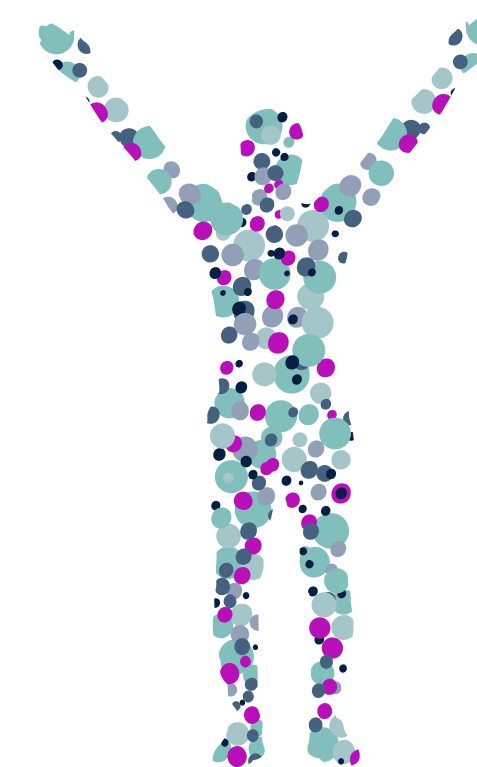


# RESOURCES

## Dot design

Following last year's campaign, World AS Day 2021 uses the same dots style to support the campaign. This year's **dots are Lilac colour**. We encourage you to embrace these to raise awareness and use them imaginatively. Please follow the below colour palette and font when creating your posts and assets.

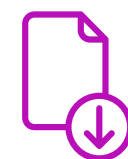
CMYK: 53/4/29/0 RGB: 128/195/191 HEX: 80C3BF	CMYK: 78/57/30/14 RGB: 69/125/128 HEX: 455F80
CMYK: 41/27/16/2 RGB: 162/173/193 HEX: A2ADC1	CMYK: 100/85/44/50 RGB: 23/37/65 HEX: 172541



# 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.



### SOCIAL MEDIA ASSETS



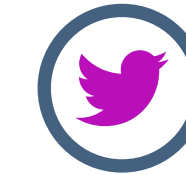
### POSTERS



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.**





# ABOUT ASIF

ASIF is an international membership organisation representing patient associations around the globe specialising in the support of patients with Axial Spondyloarthritis (axSpA) with 51 Patient Organisation Members from 42 countries around the world.

**ASIF's Mission is** to increase awareness of Axial Spondyloarthritis (axSpA) and knowledge of the disease around the world to all key stakeholders be they people living with axSpA, health care professionals, researchers, pharmaceutical organisations, policy makers or the general public.

## ASIF aims to :

- Create a dynamic network of patient organisations from around the whole world to learn from each other, exchange information and collaborate on projects
- Provide accurate and informative information about axial spondyloarthritis and its related conditions
- Collaborate in international research projects
- Support the development of newly formed societies
- Make contact with axial spondyloarthritis stakeholders in countries where an axSpA society does not yet exist.

**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

