



LUPUS FOUNDATION OF JAMAICA LUPUS AWARENESS MONTH 2021 ACTIVITIES & PROGRAMMES

Theme: Children & Youth With Lupus: Saving Lives Through Knowledge & Support

PROGRAMME OR <i>EVENT</i>	DESCRIPTION	DATE/PLATFORM
Public Education		
Website Campaign Information and Event Registration	<i>Awareness Messages and stories, Event Registration, information on Lupus and accessing LFJ services</i>	LFJ Website/CRM platform
Social Media Campaign	<i>Awareness messages using text, graphics, videos and memes geared at Youth</i>	Facebook, Twitter, Instagram, LinkedIn, YouTube
Media Interviews & Features	<i>Interviews with health professionals and patient spokespersons; featured stories</i>	Television, Radio, Print/Online Media
Video Special Feature	<i>Children & Youth with Lupus</i>	Website, Social Media, Events
Community Engagement		
LAUNCH EVENT: Lupus Awareness Month	<i>20 min live streamed virtual event introducing theme and events of the month and thanking sponsors</i>	Fri Oct 1, 2021 10 am
LAPS FOR LUPUS AWARENESS	<i>Family friendly virtual event featuring celebrity host, work out session, health tips/demos, games and sponsored prizes</i>	Sun Oct 18, 2021 4 – 6 pm Zoom Event
Campaign and Virtual event		
Put on Purple Fridays	<i>Purple clothing, LFJ merchandise and ribbons to promote awareness and reduce stigma</i>	Workplaces & Campuses & Schools
Community Presentations	VIRTUAL CHURCH SERVICE: CHURCH OF ST MARGARET'S LIGUANEA Oct 3, 2021 <i>Educational Presentations in the Community</i>	Online: workplace, school, campus and church gatherings
Patient/Public Education		
ASK THE EXPERT LIVE: YOUTH EDITION	Monthly live Q & A session answering questions submitted by members/public on Lupus related topics	Wed Oct 6, 2021, 6 pm Youtube, Facebook
Print & Poster Campaign	Educational Posters and Literature (10 Facts About Lupus, Could You Have Lupus? Etc)	Partner locations - Medical Offices & Clinics, Parish Libraries, Workplaces, Campuses and Businesses
Medical Professional Education		
ANNUAL LUPUS SYMPOSIUM	Annual Educational Symposium featuring scientific presentations by local and international Experts; Expert panel addressing topical issues relevant to patients and families; Continuing Medical Education credits; free to public.	Sunday Oct 31, 2021 10 am Youtube & Facebook
Children & Youth with Lupus – Improving Outcomes through Knowledge & Support		



LUPUS FOUNDATION OF JAMAICA



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Lupus Foundation of Jamaica

7 Barbados Avenue, Kingston 5

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LUPUS FOUNDATION OF JAMAICA is a volunteer-run, member-based Charitable Organisation in existence since 1984, dedicated to improving the lives and outcomes of persons with lupus through information, support, advocacy and patient-centred research.

Background: LFJ serves a membership of over 300 members and their communities, the general public and health professionals with our efforts geared towards improved understanding of the condition and better access to care and other services. We champion the Lupus agenda through a range of educational and community outreach programmes and by leveraging our Help Centre, volunteer health professionals as well as our print & audiovisual library. Our membership community includes not just Lupus patients, but also their family members, health professionals, and members of the public who believe in what we do.

Member Support Services:

- ❖ Free Counselling and coaching
- ❖ Negotiated Discounts with healthcare providers, e.g. pharmacies, medical centres, etc.
- ❖ Monthly Support Group engagements
- ❖ Continuing Education - Monthly newsletter, Question & Answer Programmes, Annual Symposium
- ❖ WhatsApp Group
- ❖ Medical Assistance Fund/Programme
- ❖ Support from health professionals

Core Programmes

- **Information Service** – managing the dissemination of information to members and to the public
- **Member Support** – includes resources and access offered to members to help improve their management of their conditions and lives in general
- **Membership Services** – includes management of member contact and communication services
- **Public Awareness** – Event-driven campaigns geared at public education and awareness
- **Advocacy** – engaging with policymakers and other stakeholders to raise the profile of Lupus on the local healthcare agenda, including policy changes, access to subsidies and other resources
- **Medical Professional Education** – Facilitating and promoting patient-centred research, particularly within our local and regional communities

To Learn more about the work the LFJ is doing, we invite you to visit our website and social media pages:

website: www.lupusfoundationofjamaica.org [Facebook](#) | [YouTube](#) | [Instagram](#) | [LinkedIn](#)

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