



Activity/Event		Location/Platform	Date
KEY EVENTS			
MAKE STRIDES FOR LUPUS Awareness Walks Across Jamaica	<ul style="list-style-type: none"> Members, volunteers and well-wishers participate in short walks, wearing their colours walking for Lupus Awareness – campuses, town squares, neighborhoods across Jamaica Features: talks, photographs, video uploads to Social Media 	Across the Island Meeting Points <ul style="list-style-type: none"> 7 Barbados Ave to Emancipation Park Ocho Rios Montego Bay Mandeville Other points TBA 	May 10 10 am
LUPUS LEVEL UP: Make Lupus Visible Free Health Fair	<ul style="list-style-type: none"> WLD Ceremony with Gov't representatives and cultural items Live Radio Broadcast – On Point with Vernon Derby Riddim FM Educational displays and materials Musical and cultural items Health Talks Exercise Demonstrations Lupus Warriors sharing their journey 	Emancipation Park, New Kingston, St Andrew	May 10 11 am to 3 pm
PRE-EVENT ACTIVITIES			
Website Hub	www.lupusfoundationjamaica.org <ul style="list-style-type: none"> Lupus and Event Information Online registration for volunteers and participants Tool kit and links for local promotions 	LFJ Website	Event Page
LUPUS LEVEL- UP SOCIAL MEDIA CAMPAIGN:	<ul style="list-style-type: none"> Leveraging social media platforms Facebook, Instagram and YouTube with messages, videos and promoting lupus awareness <ul style="list-style-type: none"> like, follow, subscribe to our social media pages to receive and share our Awareness Messages, videos and images! TAG US on pics and videos showing what you are doing to MAKE LUPUS VISIBLE in your neighborhood or Social Media space. #WorldLupusDay #LupusFoundationJA 	Facebook Instagram Twitter Linked In Facebook YouTube Instagram LinkedIn	April 25 – May 17
PRINT & POSTER CAMPAIGN	Providing posters and literature for Educational displays at Lupus Treatment Centers and Hospitals across the Island <ul style="list-style-type: none"> Workplaces, schools, churches, health Centers on request Contact us by April 30 to request materials 		
MEDIA INTERVIEWS & FEATURES	Interviews with medical experts, lupus warriors and volunteers via our Media partners leading up to May 10	Radio, Television, online programmers	April 25 – May 10
PUT ON PURPLE ON MAY 10 AND SUPPORT OUR WARRIORS:	Public engagement initiative encouraging all Jamaicans to wear something purple on World Lupus Day Monday May 10 in solidarity with the cause and with those affected by lupus <ul style="list-style-type: none"> Drop in and pick up a purple ribbons at LFJ Lupus Learning Centre, – 7 Barbados Avenue Purchase T-shirts, wrist bands or other merchandise from our office or Online Store 	LFJ Learning Centre, 7 Barbados Avenue LFJ Website Merchandise sale	May 2 - 9
FUNDRAISING DRIVE:	Engaging public, corporate sponsors and donors to donate to support the campaign and raise funds to continue ongoing programmers and meet increasing demand for services.		

Join the Fight!