

# **RARE DISEASE CHALLENGE**

**RaDiChal'21**

## **SOCIAL AWARENESS REPORT**

**TEAM NAME**

**BAĞLI GENLER**

**TEAM MEMBERS**

**ZEHRA GÜN**

**KADER ÇAKIR**

**MERVE BAŞTUTAN**





**MELİKE BAYAR**

**ÜMMÜGÜLSÜM TEKELİOĞLU**

**TARGET DISEASE**

**FAMILIAL MEDITERRANEAN FEVER (FMF)**

## Our Social Media Accounts:

Social Media Accounts	Social Media Addresses
 <b>Instagram</b>	<a href="https://www.instagram.com/bagligenler.fmf/">https://www.instagram.com/bagligenler.fmf/</a>
 <b>Twitter</b>	<a href="https://twitter.com/BaglGenler">https://twitter.com/BaglGenler</a>
 <b>Youtube</b>	<a href="https://www.youtube.com/channel/UCBvHhKDDG5IN8wRVvVwiDzw">https://www.youtube.com/channel/UCBvHhKDDG5IN8wRVvVwiDzw</a>
 <b>Facebook</b>	<a href="https://www.facebook.com/profile.php?id=100070322988131">https://www.facebook.com/profile.php?id=100070322988131</a>

We started by introducing ourselves on our social media accounts and sharing our promotional video for our purpose in this competition. We tried to reach the target audience by making informative posts about fmf at certain intervals. Thanks to our social media accounts, we learned about the problems of our patients and reached out to our pediatric patients. With the support of our followers, we tried to raise FMF awareness in 81 provinces. We appealed to all audiences with informative, entertaining and surprise gift contests.

### We know Befemder

**Purpose:** A youtube video was created with Befemder President Fatih Metin to introduce the Befemder association, the purpose of the association, the studies they did for patients, and to answer certain questions about the recognition of patients with FMF in Turkey.

**Goal:** To increase the recognition of the Befemder association.

**Result:** It has been watched by 400 people in total from our social media accounts.

### Genetic Diseases Awareness Talk

**Purpose:** 3 teams from Radichal'21 teams with different target diseases came together and a "Genetic Diseases Awareness Talk" was held via Instagram live broadcast.

**Goal:** By mentioning 3 target diseases, it was tried to raise awareness for all diseases.

**Result:** It has been watched by 400 people in total from our social media accounts.

### **Gift sending event to children with FMF**

**Purpose:** In line with the information received from the families, we learned that the children who struggle with this disease at a young age experience low morale and motivation during the attacks. As the Connected Genes team, we aimed to support children with FMF by sending surprise gifts to their homes and creating small smiles on their faces.

**Goal:** To increase the morale and motivation of children with FMF.

**Result:** Gifts were sent to 11 people from different cities.

### **Awareness and brochure distribution in 81 provinces**

**Purpose:** In order to reach much larger masses, we aimed to create an awareness campaign with the slogan of “Awareness in 81 Cities”.

**Goal:** We aimed to reach all provinces in Turkey and to make brochure presentations and photo shoots in at least 3-4 provinces a week.

**Result:** Our brochure has reached many people in about 20 provinces so far and it has been shared on social media accounts.

### **FMF Box**

**Purpose:** We organized a short quiz with a surprise gift box award consisting of 10 questions we prepared from the informative posts on our Instagram account to understand the Fmf disease. Our aim is to share information by making the FMF presentation entertaining.

**Goal:** Our goal was to promote Fmf by making the posts read.

**Result:** A high rate of participation was achieved in our event, with 196 people answering our questions.

### **We Are Coloring on September 17 World FMF Day**

**Purpose:** In order to raise awareness on World FMF Day, we organized a fun event by sharing a post titled We Are Coloring, and the slogan 'Choose Your Color, Share, Share, Become a Partner in Awareness” .

**Goal:** To support FMF awareness with colors by sharing everyone's own color on FMF Day.

**Result:** Nearly 40 people were shared with comments, stories and retweets from our social media accounts.

## Social awereness activities on May

**We Know Befemder**  
Getting to know the association with Befemder President Fatih Metin.



**Befemder**  
To increase the recognition of the association.

**Activity**  
Introduction of the Befemder association, the purpose of the association, the studies they have done for patients and answering the main questions about the recognition of patients with FMF in Turkey.

**Sharing**  
Shared on our Instagram and YouTube social media accounts.



**Genetic Diseases Awareness Talk**  
3 teams from Radichal'21 teams with different target diseases came together and an interview was held.



**Interview**  
It has been tried to raise awareness for all diseases by mentioning 3 target diseases.

**Activity**  
'Genetic Diseases Conversation' was held with Instagram live broadcast. Three target diseases were mentioned in the publication.


**Sharing**  
Shared on our Instagram and Twitter social media accounts.



**MAY**

## Social awereness activities on June


**Sending Gifts To Children With FMF**  
As the Bağlı Genler Team, we aim to create small smiles on their faces by sending surprise gifts to support children with FMF.



**Suprise Gift**  
To provide morale, motivation and awareness of children with FMF.

**Activity**  
In line with the information received from the families, we learned that the children who struggle with this disease at a young age experience low morale and motivation during the attack. As the Bağlı Genler Team, surprise gifts were sent to the children with FMF with the message that we are with you.

**Sharing**  
Shared on our social media accounts on Instagram, Facebook and Twitte.



**JUNE**

## Social awereness activities on July

### Awareness in 81 Provinces

In order to reach much larger masses, we aimed an awareness campaign that we set out with the slogan of 'Awareness in 81 Cities'.



### Activity

Due to the high interaction power of social media, we took advantage of this feature of social media and sent the FMF introductory brochure to the representatives who reached us from 81 provinces. They continue to support our event by sending photos from the cities they are in with these brochures.

### 81 Provinces

Aiming to reach all provinces in Turkey, it carries out brochure promotions and photo shoots.

### Sharing

Shares were made on our Instagram, Twitter and Facebook social media accounts.




**JULY**

## Social awereness activities on August

### FMF Box Competition

A suprise prize quiz was held consisting of 10 questions we prepared from the posts about FMF disease on our Instagram account.



### Activity


In order to understand the FMF disease, we organized a suprise gift box award quiz consisting of 10 questions we prepared from the informative posts on our Instagram accoun.

### FMF Box

Our goal was to introduce FMF in a fun way by having informative posts about FMF read.

### Sharing

Shared on our Instagram and Facebook social nefis accounts.



**AUGUST**

## Social awereness activities on September

### **We Are Getting Colorful On September 17 World FMF Day**

On September 17, World FMF Day, a post was shared on our Instagram account with the slogan 'Choose Your Color, Share Awareness'.



**SEPTEMBER**

### **Activity**

An entertaining event was held on behalf of FMF awareness through social media sharing with the event titled "We are getting color on the day of FMF disease".

### **We Color On FMF Day**

Our goal was to increase FMF awareness in a fun way by sharing everyone's own color on FMF Day.

### **Sharing**

Shared on our social media accounts on Instagram, Facebook and Twitter.

