

An oRAnge button as sign of involvement & raise awareness for the RA campaign in Belgium

Mireille Verscheure , volunteer www.raliga.be Flemish patient organization, part of ReumaNet



Background : Why oRAnge button

With the oRAnge button, we draw attention to Rheumatoid Arthritis.

Attaching a simple button : for people with RA can be this quite a task.



Objectives

- ❖ To sensitize patients for an early diagnosis, the earlier the better
- ❖ To improve the recognizability of the oRAnge button at the WAD, activities and the general public
- ❖ To create attention of the Medical World and the political institutes about RMD's



Methods & Material

- ❖ Visuals : e-banners, posters, newsletters via www.domusmedica.be, (training general practitioners, doctors, caregivers)
- ❖ Mail campaign by Mediquality .
- ❖ WAD (World Arthritis Day) on October 12th
- ❖ Propaganda via our social media, links , FB, Instagram.
- ❖ A special subdomain created for the **national** campaign: a link to [De oRAnjeknoop](http://DeoRAnjeknoop) – RA Liga vzw / Reumatoïde Artritis Liga vzw , links to Youtube videos and a contactform to obtain oRAnge buttons, posters, flyers, leaflets.

- ❖ RAAM member magazine January 2022 with interviews from general practitioners.

Results / Conclusions

- ❖ Distribution of oRAnge buttons, on WALK Family day September 2021, floorstickers with messages
- ❖ YouTube : Family Day Walk <https://www.youtube.com/watch?v=7GCPkBkleu4>

Endurance 12hours cycling Zolder circuit
https://www.youtube.com/watch?v=4W3W_9Rcp_k

