

eular

EUROPEAN ALLIANCE
OF ASSOCIATIONS
FOR RHEUMATOLOGY

EULAR Campaign toolkit

Don't Delay, Connect Today: Time2Research



Join the campaign

We need **your** help to make the campaign a success. The Don't Delay, Connect Today campaign connects everyone involved in RMDs – from patient organisations, to physician associations and health professional associations – working towards a united goal and building a strong platform to implement positive change for people with RMDs.

This toolkit is primarily for the use of EULAR member organisations.

Other not-for-profit organisations (NPOs) supporting people with rheumatic and musculoskeletal diseases (RMDs) are also welcome to use the campaign materials.

Content

[About EULAR](#)

[About Don't Delay, Connect Today](#)

[Branded elements](#)

[Social Media Guidance](#)

[Appendix Guidelines for use](#)

[Contact](#)

About EULAR

The European Alliance of Associations for Rheumatology, EULAR, is the organisation which represents the people with arthritis/rheumatism, health professionals in rheumatology (HPR) and scientific societies of rheumatology of all the European nations.

EULAR aims to reduce the impact of rheumatic and musculoskeletal diseases (RMDs) on the individual and society and to improve the social position and the quality of life of people with rheumatic and musculoskeletal diseases in Europe.

To this end, EULAR stimulates, promotes and supports education, research, prevention and treatment of rheumatic and musculoskeletal diseases. These include the diseases of the musculoskeletal or locomotor system as well as systemic immune mediated diseases.

About Don't Delay, Connect Today



2017

EULAR launched the Europe-wide campaign entitled 'Don't Delay, Connect Today'. The goal of the campaign was to highlight rheumatic and musculoskeletal diseases (RMDs) as major diseases and a public health concern of pandemic proportions and that early diagnosis and timely access to treatment can prevent further damage and burden on the individual and society.



2021

The campaign moved into a third stage designed to promote the concept and role of patient research partners (PRPs) in rheumatology at the national levels in Europe, using the strapline "Time2Research". This approach is designed to motivate higher numbers of people with an RMD to undergo training to become a PRP and to then take part in the research process.

2019

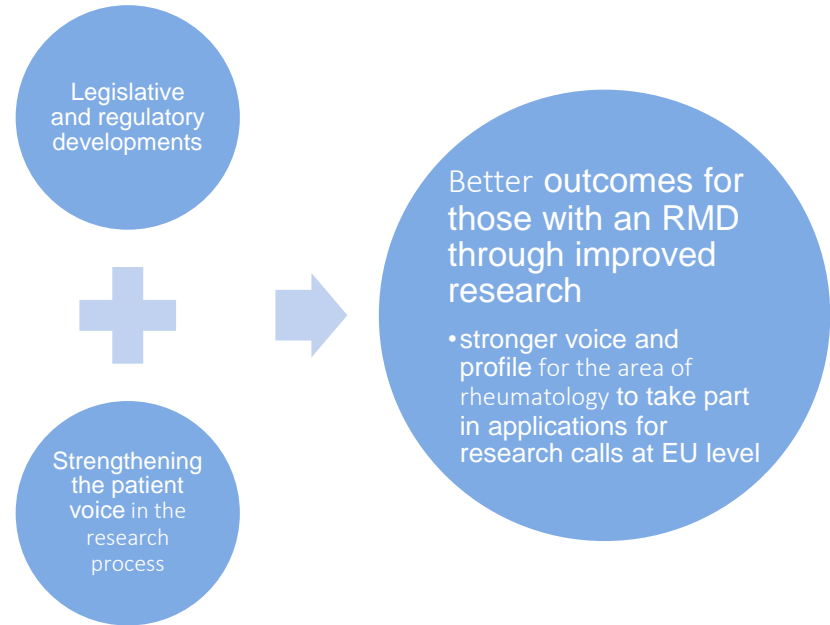


The campaign was given a sub-theme focused on work and RMDs with the strap-line, "Time2Work". The objective was to help people with RMDs access work for the first time, remain in work when they develop an RMD, or return to work after rehabilitation, and to promote the adoption of other initiatives that not only help people with RMDs, but all workers.

Value contribution to scientific research

The importance of the patient voice is recognised in 2021 as essential to staying up to date with the current legislative push in policy circles to place the patient at the heart of research, most notably the Pharmaceutical Strategy.

The ability to enable the patient voice to take centre stage in the research process will enable better outcomes in drug discovery, enabling more people suffering an RMD to have access to work, and ultimately inspiring more people to be aware of possible symptoms that they may be suffering and to therefore seek medical advice for possible diagnosis – and access to timely and adequate care.



Branding: Logo



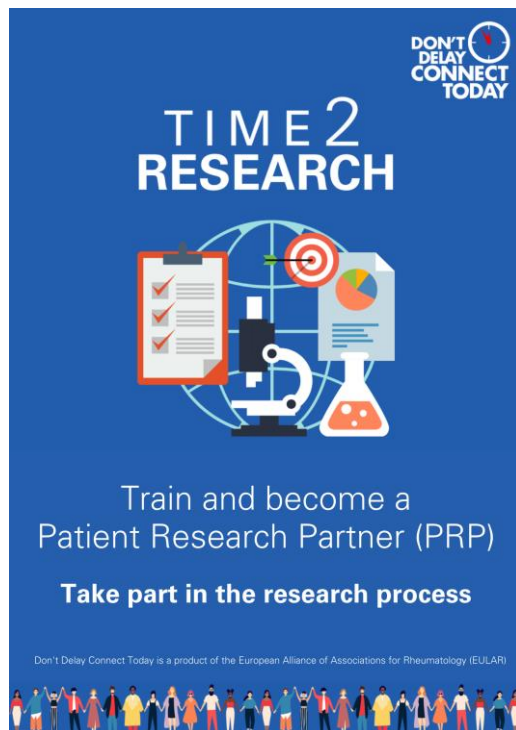
Official campaign logo



Official theme logo

Please note that **the use of the actual EULAR logo is not permitted on any campaign materials**

Branding: Flyer template



[Click here to download](#)

Branding: T-shirt template



FRONT



BACK

Branding: Branded media assets for social media (1)

Platform	Post type	File
Facebook	Feed	Click here to download
	Story	Click here to download
Twitter	Feed	Click here to download
	Fleet	Click here to download

Branding: Branded media assets for social media (2)

Platform	Post type	File
Instagram	Feed	Click here to download
	Story/Reel	Click here to download
LinkedIn	Feed	Click here to download
	Story	Click here to download

How to use branded elements



Use a non-copyrighted
image



Add the corresponding
promotion template on top
of your image



The final outcome will look
like the image above

*Free-to-use image editors: Canva, GIMP, Photoshop Express, Adobe Lightroom (mobile), Adobe Spark

Social Media Guidance

Branded hashtags

- #DontDelay
- #ConnectToday
- #Time2Work
- #Time2Research
- #EULAR

Tagged users

- Facebook: eular.org
- Twitter: eular_org
- Instagram: eular_org
- LinkedIn: type @eular and select 'EULAR - European Alliance of Associations for Rheumatology'

Appendix Guidelines for use: Sharing of campaign logo & toolkit Don't Delay, Connect Today - Time2Research

The EULAR Campaign Don't Delay, Connect Today – Time2Research may be shared with organisations across the world according to the following guidelines:

- The EULAR Campaign Don't Delay, Connect Today – Time2Research logo and toolkit may be used by **not-for-profit (NPO) organisations**; the campaign may be used to fulfil NPO activities and objectives
- Campaign events organised in the respective country may not be related to any business activity. Organisers must ensure that the **campaign is not used for any commercial / revenue-generating purposes**
- It is the responsibility of the event organisers to ensure that multi-sponsorship is given, and that **industry sponsorship does not appear next to/in conjunction with the campaign logo**

Appendix Guidelines for use: Sharing of campaign logo & toolkit Don't Delay, Connect Today

- Social media activity for the campaign must include the use of the **campaign hashtag #ConnectToday #Time2Research in English – together with a national hashtag**, if created - and attribute @eular.org (Facebook) and @eular_org (Twitter) in social media posts
- All entities, including industry, may retweet and repost the official campaign messages carried on the EULAR social media channels Facebook and Twitter at any time
- **EULAR acknowledgement is mandatory.** All documentation and content in print must include the following statement in the respective national language, or in English: 'Reproduced with the kind permission of the European Alliance of Associations for Rheumatology (EULAR)'. Please note that the use of the actual **EULAR logo is not permitted on any campaign materials**

Contact

For campaign questions, please contact publicaffairs@eular.org.

Campaign materials are provided in [Branding slides](#).