Don’t Delay, Connect Today – Time2Work Campaign
2019 Toolkit

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.

For pharmaceutical companies interested in the campaign, please refer to section 12.0.

For other commercial companies interested in the campaign, please contact EULAR communications@eular.org.
Toolkit Overview

The European League Against Rheumatism (EULAR) campaign, Don’t Delay, Connect Today, was launched in 2017 and is now established with a growing momentum across Europe. The core Don’t Delay, Connect Today campaign continues to highlight that early diagnosis of rheumatic and musculoskeletal diseases (RMDs) and timely access to evidence-based treatment can prevent further damage and burden on the individual and society.

In 2019 the Don’t Delay, Connect Today campaign was given a new focus on work and RMDs with the strapline, Time2Work.

The Don’t Delay, Connect Today – Time2Work Campaign was launched at the 2019 EULAR Congress and embraces all three pillars of EULAR: People with Arthritis/Rheumatism in Europe (PARE), health professionals in rheumatology (HPRs) and scientific societies.

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 provides an overview of the Don’t Delay, Connect Today campaign and how to launch the new focus on work and RMDs with Time2Work. This toolkit includes key guidance and materials to help you get involved, build connections and develop activities in your country.

We look forward to working with you on this exciting campaign. With your support and input, we can work together towards earlier diagnosis, access to treatment and ensuring people with RMDs are able to access work, remain in work and return to work!
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1.0 About EULAR

The European League against Rheumatism (EULAR) is the European umbrella organisation representing scientific societies, health professional associations and organisations for people with RMDs. EULAR aims to reduce the burden of RMDs on individuals and society and to improve the treatment, prevention and rehabilitation of RMDs. To this end, EULAR fosters excellence in education and research in the field of rheumatology. It promotes the translation of research advances into daily care and fights for the recognition of the needs of people with RMDs by the EU institutions through advocacy action. To find out more about the activities of EULAR, visit: www.eular.org

2.0 Don’t Delay, Connect Today – Time2Work

An overview of the Don’t Delay, Connect Today – Time2Work campaign, including:
- Positioning
- Campaign objectives
- Campaign background
- Activity timeline
2.1 What is Don’t Delay, Connect Today?

Don’t Delay, Connect Today is a Europe-wide and locally-implemented campaign that calls on people – including the public, physicians, health professionals and policy-makers - to connect early for earlier diagnosis of RMDs and timely access to evidence-based treatment. The overall goal is to highlight 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.

To help break down the barriers that delay early diagnosis, the integrated campaign activity will connect everyone working in RMDs, from patient groups to physician and health professional associations. Connecting together and communicating one united message, at a European and local level, provides a strong platform to impress change.

2.2 What is Time2Work?

Affecting one quarter of the EU population (120 million), RMDs are the biggest cause of sick leave and premature retirement due to physical disability. As one of the main causes of physical disability, RMDs contribute considerably to loss of productivity in the workplace.

Work* is an important part of peoples’ lives, not only for the financial gain it can bring but also for the psychological benefits it provides. Keeping people with RMDs in work not only benefits individuals, but also the whole of society.

Time2Work is part of the Don’t Delay, Connect Today campaign which is committed to raising awareness of the importance of early diagnosis of RMDs. Early diagnosis, early referral to a rheumatologist and early access to effective treatments are known to improve outcomes, quality of life and the ability to work.

In addition to physicians, health professionals in rheumatology (HPRs), such as occupational health therapists, physiotherapists and psychologists have a key role in helping people with RMDs access and remain in work. For Time2Work connections should also be extended to employers, trades unions and their associations. Policy makers also remain a key audience.

As well as helping people with RMDs access work for the first time, remain in work when they develop an RMD, or return to work after rehabilitation, Time2Work promotes the adoption of other initiatives that not only help people with RMDs, but all workers. These include universal designs, such as adjustable desks and chairs which can also help prevent RMDs caused by stress on joints, and flexible working hours.

*Work is defined as paid and voluntary employment but can also incorporate work in the home and caring for a family.
2.3 Don’t Delay, Connect Today Campaign and Time2Work objectives

The overall objectives of the Don’t Delay, Connect Today Campaign are:

- To highlight the importance of early diagnosis of RMDs and access to treatment in order to prevent further damage and burden on individuals and society
- To break down the barriers that delay early diagnosis. People often do not go to a physician or health professional as soon as symptoms appear because society does not place sufficient value on joint care
- To educate the general public that there are many different aspects of RMDs, that affect more than 120 million people in the EU alone
- To raise awareness that RMDs can occur at any age – children and young people can be severely affected.

The objectives of the Time2Work are:

- To raise awareness of the impact of RMDs on individuals’ lives and ability to work and contribute to society
- To highlight the cost of RMDs on society in terms of loss of productivity
- To demonstrate the value of early diagnosis and effective treatment and therapies in helping keep people with RMDs able to work
- To educate employers on the different types of RMDs and how they will affect an individual’s ability to work whilst providing simple, practical and often inexpensive solutions
- To encourage employers and trades unions to adopt practices that will help prevent musculoskeletal damage and enhance the ability of people with RMDs to work.

2.4 Don’t Delay, Connect Today Campaign background

The Don't Delay, Connect Today Campaign was launched by Professor Gerd Burmester at the EULAR Congress in Madrid in 2017.

Information about the campaign is on the EULAR website (https://www.eular.org/eular_campaign.cfm)

National activities

National activities are key to the success of the campaign. We need your help to make an impact on a local level!

Below are some examples to help give you an idea of how you can implement the campaign in your country. You can also visit our campaign webpage to see past and upcoming activities taking place on national level.
Public-facing awareness stunt

- Hosting a stunt activity in a public place will grab attention and therefore is a great way to raise awareness of the importance of early diagnosis amongst the general public.
- The general public are a key audience for this campaign as it is vital that they speak to a physician or health professional at the onset of any symptoms.
- You can alert local media about the activity to generate local media coverage.
- You can promote your event on social media.

Health professional/physician/political event

- Hosting a conference or roundtable event to engage key stakeholders.
- This could include keynote speakers to cover topics such as the importance of early diagnosis and access to care, as well as an opportunity for the audience to ask questions.
- You may wish to invite politicians, journalists, physicians, health professionals and representatives from an employer or trades union to join the event.
- See section 5.0 for an example of how this worked in Lisbon, Portugal visit this webpage to see how it worked in Romania.

3.0 Don’t Delay, Connect Today and Time2Work Key Messages

This section provides you with key messages for the Don’t Delay, Connect Today Campaign and for Time2Work.

These key messages are prepared wording, for all EULAR member organisations, which can be used as a basis when developing materials about your Don’t Delay, Connect Today or Time2Work activities, such as website updates, leaflets, media materials and social media content. They can also be used when talking to media.

**Don’t Delay, Connect Today key messages**

- The Don’t Delay, Connect Today campaign aims to educate the general public, physicians, health professionals, and policy-makers about the importance of early diagnosis and timely access to evidence-based treatment in rheumatic and musculoskeletal diseases (RMDs).
- Early diagnosis and timely access to treatment are key to preventing further damage from RMDs and burden on individuals and society.
- For example, if pharmacological treatment for rheumatoid arthritis is started within 12 weeks after the onset of symptoms, this could minimise the level of joint impact over time and increase the chances of remission.

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Don’t Delay, Connect Today is a EULAR (European League Against Rheumatism) initiative, uniting the voices of PARE organisations, scientific member societies, and health professional associations, with the united goal of highlighting the importance of early diagnosis and access to treatment. EULAR acknowledgement is mandatory.

Supporting messages

- Early intervention with information, exercise and weight reduction may reduce pain and disability caused by osteoarthritis, reduce the risk of comorbidity and the need for joint replacement surgery.\(^2,3\)
- Fibromyalgia remains undiagnosed in as many as 3 out of 4 people with the condition. Diagnosis time averages 5 years.\(^4\)
- RMDs affect more than 120 million people in Europe alone – more individuals than any other disease group.\(^5\)
- RMDs can affect people of all ages including children and babies and if not treated appropriately, daily activities such as walking, climbing stairs, cooking and personal hygiene and working are affected – reducing quality of life and impacting on physical abilities.\(^6\)
- The prevalence of clinical anxiety and depression in those with RMDs is about twice that seen in the general population.\(^7\)

For more information, please visit the EULAR website: [www.eular.org](http://www.eular.org)

Time2Work key messages

- There are over 120 million people in the EU (one in every four citizens) who have a rheumatic and musculoskeletal disease (RMD) – more individuals than any other disease group.\(^1,2\)
- In the European Union, an extra one million employees could be in work each day if early interventions were more widely accessible for people with rheumatic and musculoskeletal diseases (RMDs).\(^3\)
- Rheumatic and musculoskeletal diseases (RMDs) are the main occupational disease, representing 38% of all occupational diseases, and accounting for about 60% of all health problems in the workplace.\(^4\)
- Rheumatic and musculoskeletal diseases (RMDs) are the biggest cause of sick leave and premature retirement due to physical disability in Europe.\(^2\)

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\(^4\) Arnold, L.M., Clauw, D.J. et al., Improving the Recognition and Diagnosis of Fibromyalgia. (2011) 86(5): 457-464
\(^6\) 10 things you should know about rheumatic diseases fact sheet. EULAR. Available at: [http://www.eular.org/myUploadData/files/10%20things%20on%20RD.pdf](http://www.eular.org/myUploadData/files/10%20things%20on%20RD.pdf)
Rheumatic and musculoskeletal diseases (RMDs) are one of the main causes of disability, contributing to considerable loss of productivity in the workplace.

EULAR is committed to increasing the participation of people with rheumatic and musculoskeletal diseases (RMDs) in work by 2023.

In 2019 the EULAR (European League Against Rheumatism) Don't Delay, Connect Today Campaign will adopt a new focus on work and rheumatic and musculoskeletal diseases (RMDs) with the theme Time2Work.

The Time2Work theme aims to highlight the importance of ensuring people with RMDs are able to access work, remain in work and return to work, if they choose.

Early diagnosis and access to the most effective treatments and support will help people with RMDs remain independent and able to work.

Supporting messages

- Time2Work puts the spotlight on work and rheumatic and musculoskeletal diseases (RMDs), whilst reinforcing the importance of the Don’t Delay, Connect Today campaign’s key principles of prevention, early diagnosis and treatment.
- EULAR is actively engaged in the debates around key EU policy initiatives such as disability and discrimination, active and healthy ageing, health and safety at work and the like.
- EULAR will support the upcoming EU-OSHA (EU Agency for Safety and Health at Work) campaign on prevention of musculoskeletal diseases at work (2020-2022) and will engage with other stakeholder organisations to promote actions aimed at helping improve primary and secondary prevention of RMDs in the workplace.
- The financial impact of inadequate working conditions and workplaces affecting people with RMDs is much higher than the costs of adapting workplaces and working conditions to the needs of people with RMDs.
- Simple workplace adaptations and flexible working hours can help people with rheumatic and musculoskeletal diseases (RMDs) access and remain in work.
- Measures to support workers with rheumatic and musculoskeletal diseases (RMDs) usually make work easier and the workplace safer and more accessible for all workers.
- Many workplace adaptations are simple and low cost to implement.
- People with RMDs are a valuable resource: keeping people with RMDs paying taxes and not taking benefits will be good for the individual and society.
- Work is an important part of health; keeping people with RMDs active is beneficial for their physical and mental health, which results in less need for health care services.
- The Don’t Delay, Connect Today – Time2Work Campaign unites the three pillars of EULAR; the scientific societies; health professional in rheumatology (HPRs) and PARE – People with Arthritis / Rheumatism in Europe.
4.0 Branding and Artwork

An outline of the designed materials for EULAR member organisations and not-for-profit organisations to adapt to promote the campaign

A campaign logo, a flyer and a t-shirt template have been developed for use at your events and online. You will find the Don’t Delay, Connect Today logo, flyer and T-shirt designs plus a new Time2Work poster design below. Please ensure you add the hashtags #Time2Work and #ConnectToday to your materials.

The high-resolution images and artwork files are available for you to adapt/translate your materials. Please contact communications@eular.org for further information. Guidelines on using the logo and sharing the campaign are briefly outlined in the Appendix 11.0
Do you have joint pain, stiffness and feel exhausted?

Don’t Delay, Connect Today

www.eular.org

www.facebook.com/eular.org

@eular_org
... WITH YOUR DOCTOR TO DISCUSS CONCERNS

The first step in managing any disease is knowing the symptoms. Persistent joint and muscle pain, extreme fatigue, stiffness and depression are all symptoms of Rheumatic and Musculoskeletal Diseases (RMDs).

WHAT ARE RHEUMATIC AND MUSCULOSKELETAL DISEASES?

- The term Rheumatic and Musculoskeletal Disease (RMD) encompasses a wide range of conditions, from rheumatoid arthritis and lupus to fibromyalgia and gout.
- RMDs affect over 120 million people in the EU alone. They affect women and men of all ages including children and babies.¹
- Early diagnosis is key to preventing further damage, but RMDs often receive delayed or no diagnosis.
- If not treated appropriately, daily activities are affected – reducing quality of life and impacting on physical abilities.
- Make sure you speak to your doctor about any concerns.

Campaign logo

Time2Work campaign poster design template

Fighting rheumatic & musculoskeletal diseases together
#ConnectToday
#Time2Work
Don’t Delay, Connect Today T-shirt template

Fighting rheumatic & musculoskeletal diseases together
#ConnectToday
#Time2Work
5.0 Event Guidance

This section provides guidance on how to plan campaign events, including an overview of events that have been planned as case study examples.

Planning a Don’t Delay, Connect Today, or Don’t Delay, Connect Today – Time2Work event will help to spread the campaign message among the general public, across the RMD community and with policy makers. You will find examples of previous events on the EULAR website.

Whether you are holding an event with the public or policy makers, we strongly encourage collaboration between patient organisations and local scientific (physician/rheumatology) and health professional communities for activities.

Hosting your own event

You can find some guidance below on how to organise an event.

1. Hold a kick-off meeting with local health professional/physician networks

This will help you brainstorm ideas and work collaboratively to organise your event.

2. Decide what type of event you want to hold

You can organise a pre-announced event or a surprise event, similar to the 2017 stunt that launched the campaign in Madrid. Alternatively, you may wish to hold an event to discuss policies around RMDs, such as a roundtable event with key figures from the RMD community in attendance.

3. Decide when to hold your event

We recommend hosting your local event to coincide with a milestone for greater impact, such as World Arthritis Day (Oct 12th) or a national awareness day.

The time of day that the event takes place is also important – for a public-facing event, you want to choose a time when there will be a lot of people in your venue/location. If you are holding your event in a train station, for example, choose a time when there is a high level of commuters. For a roundtable event or a conference, you want to ensure your key guests and speakers can all attend.
4. Decide where to hold your event

Public-facing event

If you are planning a public-facing event, your event location should be:

- A **public place** – ideally a town square, public transport station, shopping centre, sports venue or park
- Somewhere where there is likely to be a large public presence. **The more people who see your activity, the more awareness we can raise for RMDs**
- In a place where there is no danger to participants from roads, obstacles, or areas that people could fall into
- Suitable for all ages – **if children are taking part, make sure that responsible adults/parents/teachers are present and permission is received, including for any filming/photography.**

Health professional/physician/political event

If you are planning a roundtable event or conference, your event location should be:

- A meeting room, conference hall, or something similar
- In a place where there is space for speakers to stand and for an audience - consider whether your audience will be sitting round a **conference table** (roundtable event) or in an **auditorium style**
- In a place that is accessible and easy for people to travel to.

**LOCATION TIPS**

When planning the location, consider the following:

- Are there any safety concerns with the area?
- Will you block any emergency exits?
- Can the location support any audio visual (AV) equipment required?
- Are there electricity sockets available for music appliances, if needed?
- Which authority do you need to seek permission from to hold the event (if any)?
- Do the local police/businesses need to be informed of the event?
- Do you have the relevant insurance to cover the event?
- Is the location suitably lit for your event?
- Is there adequate space for your event?
- Remember to contact the venue or organization responsible for the location beforehand for approval
5. Invite people to take part in your event

Public-facing event

Identify some people who may be interested in volunteering support, for example developing a video of the event, taking photographs etc. You might want to start with your close patient network and people who have been engaged in previous events. However, you could also ask family and friends, local community groups, and local schools and universities. Make sure you also take the opportunity to talk about your plans at conferences and meetings, inviting any interested attendees to get involved.

Create a Facebook event page and invite people to it. You can also invite people by email, letter and text message. The invitation should be short, clear and concise and provide the following details:

- Location, date and time of the event
- Details on the dress code (if required)
- Ask participants to confirm the attendance with their contact details, so that you can send them reminders and updates about the event and campaign
- Your contact details for the day so that people can get in touch.

Health professional/physician/political event

Think about the key figures from the RMD community you would like to attend. Speakers will need to be approached in advance, so think about who you would like to speak at your event, as well as how many speakers you would like to have.

You can invite people by email. The invitation should be short, clear and concise and provide the following details:

- Location, date and time of the event
- An agenda for the meeting
- Details on the dress code (if required)
- Ask participants to RSVP with their contact details, so that you can send them reminders and updates about the event and campaign
- Your contact details for the day so that people can get in touch.

Representatives from trades unions, employers or employers’ organisations

One way of engaging with employers or trades unions is to invite a representative to speak at your event; ensure you have given them a clear brief in advance to make sure your messages are aligned. For example, representatives from trades unions will have expertise in health and safety, preventing musculoskeletal damage in the workplace and helping people with disabilities remain in work. Representatives from an employer or employers’ organisation wishing to showcase their best practice might include a representative from their Human Resources or Occupational Health departments.
6. Tell the press

Pre-event:
- If you are hosting a public-facing event, get in touch with as many local news sources/journalists (including print, online and broadcast/TV) as possible to invite them to your event
- For a policy meeting, you may wish to invite a few policy/health journalists
- Send the media an email about the event and follow up with a phone call to see if they would like to attend.

On the day:
- Send a press release, information about the Don’t Delay, Connect Today campaign and some photos to your media list (including media that attend and those that cannot attend the actual event). For an example press release from Cyprus from May 2018, read the press release [here](#).

If your photos/videos include children, don’t forget to seek parental permission before sharing and publishing the photos/videos.

6.0 How to Work with the Media

This section provides guidance on how to work with the media, including advice on developing press releases and creating cases studies for media outreach.

Securing media coverage is a great way to communicate the importance of early diagnosis and timely access to evidence-based treatment of RMDs. For any type of event you are hosting, media support can play a vital role in (1) generating awareness of the event to help encourage people to attend and (2) covering the event itself – what happened and what was said. We encourage you to use a combination of traditional and social media activity (see section 7.0) to raise awareness of your local Don’t Delay, Connect Today and Time2Work activities.

6.1 Developing press releases

To engage with media, you may wish to develop a short press release about your Don’t Delay, Connect Today or Time2Work campaign activity. This is also a useful way to drive attendance at the event, if shared in advance. If you only want information released on a certain date, add an embargo date to your press release – this usually starts from midnight on the day of the embargo.

Consider which journalists are most appropriate for your planned activity, for example, a public facing stunt is a great opportunity to engage consumer media, but a political roundtable will be of more interest to political and healthcare-specific media.
When writing your press release, the below guidance provides some useful tips to make sure you include the relevant information to the media:

**PLEASE NOTE:**
Points 1 and 2 are extremely important, as journalists are likely to only read the headline and the first paragraph of a press release.

1. The headline should be snappy, engaging and newsworthy
2. The first paragraph should outline the essence of your story and key details of your activity/event, such as 'who, what, why, how, where and when'
3. If the aim of the press release is to encourage public engagement, reiterate why they should get involved
4. Use the next paragraph to provide more detail and background about RMDs and early diagnosis. Facts and figures can be found in the campaign key messages. You should also include facts and figures from your country, where possible
5. Include quotes from key spokespeople to bring the facts in your story to life
6. Highlight that your local activity is part of a European-wide initiative, Don't Delay, Connect Today – Time2Work. Provide information about the Don't Delay, Connect Today – Time2Work campaign
7. Conclude with a 'call to action', to reinforce the importance of early diagnosis and access to treatment and what else can be done to help people with RMDs access work, remain in work and return to work after rehabilitation
8. Underneath the main body of your press release, you can include a section called Notes to Editors. This could include the following paragraphs:
   - About Don’t Delay, Connect Today – Time2Work. Example wording can be found in the EULAR Campaign: Don’t Delay, Connect Today section
   - ‘About [NAME OF YOUR ORGANISATION]’ – Include information about your organisation, its website address and contact details
   - ‘About EULAR’ – wording can be found in the About EULAR section
9. Don’t forget to add the name and contact details of the person in your organisation who will be managing the media enquiries

6.2 Securing case studies relating to the Don’t Delay, Connect Today or Time2Work campaign

To help bring your campaign to life, you could offer journalists the opportunity to interview somebody who is affected by an RMD and has a story about early diagnosis or working with an RMD. Personal stories are much more likely to get press coverage compared to simply stating the facts about an event or activity. If a journalist does wish to conduct an interview it is important that you brief your interviewees thoroughly beforehand – ask them to provide answers with a positive 'call to action' alongside their personal experience. To make sure
your interviewee is comfortable, it is very important that you ask them if they are happy to take part in the interview. It also helps to provide them with some examples of the questions they could be asked, such as:

- When did you begin to notice symptoms of an RMD?
- When were you diagnosed with an RMD?
- How did the timing of your diagnosis affect your experience of having an RMD?
- How does having an RMD affect your quality of life?
- How does having an RMD affect your ability to work?
- How do initiatives like ‘Don’t Delay, Connect Today’ help the RMD community?
- How do you believe early diagnosis benefits people with RMDs?
- What action would you like to see the public take in terms of RMD diagnosis, awareness and management?
- What would make are the three to five main things that would make it easier for you to work with your RMD?
- What action would you like to see politicians take in terms of promoting the early diagnosis of RMDs, RMD management and helping people with RMDs access work, remain in work or return to work?

7.0 Social Media Guidance

This section provides guidance on developing social media content to promote the campaign, including social media content calendars and live videos.

Time2Work social media design
We strongly recommend leveraging your social media channels. Facebook in particular is a powerful platform and will help to spread the message of the campaign and engage the RMD community, especially if you boost posts for a small spend.

All social media content related to Don't Delay, Connect Today, should use the hashtag #ConnectToday in English together with a national hashtag, if created - and attribute @eular.org (Facebook) and @eular_org (Twitter) in social media posts. All social media content related to Time2Work should use the hashtag #Time2Work in English. The social media images and artwork files are available for you to adapt/translate your materials. Please contact communications@eular.org for further information.

Creating a content calendar will help you plan your social media activities in advance and ensure you are sharing posts on a regular basis. Setting up a social media content calendar is easy:

1. Develop an excel spreadsheet or Word document plotting out the days in each month
2. Develop a social media post(s) for each day or for three times a week and set a time that you plan to send it out
3. There are lots of ways you can make sure your posts are diverse, like discussing different themes on different days of the week. For example: Monday = key facts and statistics about RMDs and work, Tuesday = Top Tips Tuesday, Wednesday = motivational posts
4. Make sure you increase your social media efforts during peak campaign times
5. Think about what images and videos you want to include in your posts. Images and videos are far more likely to catch attention
6. You can include website links in your posts to share information from other organisations – this will help educate the social media community further about RMDs and the importance of early diagnosis
7. Some examples of teaser social media posts you may wish to adapt ahead of the launch of the campaign are:
   - In the EU alone, an extra one million employees could be in work each day if early interventions were more widely accessible for people with RMDs #Time2Work
   - Early diagnosis of RMDs is important to prevent further impact and damage! #ConnectToday
   - How many of you were able to return to work once diagnosed with an RMD? Comment below
8. Once the campaign has launched, you may wish to post directly about the campaign, for example:
   - We are calling on YOU to help raise awareness of the impact RMDs have on work and the economy, and what can be done to improve this #Time2Work
   - Early diagnosis is crucial to help prevent further impact of RMDs. Don't delay, connect with your health professional as early as possible! #ConnectToday.

You can even host a live video from your event, for example, a ‘Facebook Live’ on Facebook, or a live video on Twitter.
- Live videos are streamed through your social media channel (Facebook or Twitter) and will be shown to anyone who follows your page.
- You can ‘go live’ anywhere, at any time. We recommend putting together a plan, and thinking about who/what you would want to feature. It is important to gain permissions and put together a briefing document for people involved. You may also want to create a brief script or talking points for people to follow.
- For more information on Facebook live, visit: https://live.fb.com/golive/
- For more information on going live on Twitter, visit: https://support.twitter.com/articles/20175092

8.0 **New** Campaign Videos

PLEASE NOTE: EULAR WILL SHARE LINKS TO NEW VIDEO CONTENT (DAY IN THE LIFE) ON WORLD ARTHRITIS DAY, 12 OCTOBER 2019

Central to the EULAR campaign is the development and distribution of dedicated campaign videos to mark World Arthritis Day on 12 October each year. In 2019 EULAR releases a series of “Day in a Life” videos, which describe the daily regime of a person living and working with an RMD. EULAR encourages its national member organisations to make active use of the videos, adding national language subtitles, and distributing over social media, web and at national events to national audiences.

9.0 **World Arthritis Day**

**The EULAR Don’t Delay, Connect Today – Time2Work campaign celebrates World Arthritis Day**

World Arthritis Day (WAD) is a global initiative bringing people together to raise awareness of issues affecting people with all forms of RMDs. It is celebrated each year on 12 October. EULAR celebrates WAD by promoting activities and material on its social media channel and website highlighting the EULAR Campaign Don’t Delay Connect Today. The WAD logo is available for organisations to use for their own activities. EULAR releases a press release on WAD and national organisations are encouraged to use it in their national arenas.

Consider hosting Don’t Delay, Connect Today events on or around World Arthritis Day, as this is a great platform to help generate awareness. More information on how to engage with the media can be found in section 6.0, and more information on using social media to support your campaign can be found in section 7.0.
10.0 Contact

For further information please contact communications@eular.org

Thank you for all your support!

We look forward to working with you throughout 2019/2020 and beyond to help raise awareness of early diagnosis and improve the lives of those with RMDs.
11.0 Appendix Guidelines for use: Sharing of campaign logo & toolkit
Don’t Delay, Connect Today by not-for-profit (NPO) organisations

The EULAR Campaign Don’t Delay, Connect Today – Time2Work may be shared with organisations across the world according to the following guidelines:

▪ The EULAR Campaign Don’t Delay, Connect Today – Time2Work **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

▪ Social media activity for the campaign must include the use of the campaign hashtag #ConnectToday #Time2Work 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 League Against Rheumatism (EULAR)'. Please note that the use of the actual EULAR logo is not permitted on any campaign materials

National organisations are strongly encouraged to share their campaign activities with EULAR and write to communications@eular.org

For commercial entities, other than pharmaceutical companies, wishing to use the EULAR Campaign, please contact communications@eular.org for more information.
12.0 Appendix Guidelines for use of the EULAR Don’t Delay, Connect Today campaign by pharmaceutical companies

References:

- No EULAR logo may be used at any time
- The EULAR Campaign logo may not be used by industry parties
- When referring to the EULAR Campaign, ensure that there is a written reference to the EULAR Campaign beside or near it: The Don’t Delay, Connect Today Campaign is a product of the European League Against Rheumatism, EULAR
- If industry wishes to reference the EULAR website, you may do so in writing only: The EULAR website can be found here (hyperlink to https://www.eular.org/index.cfm)
- The campaign website may be referenced in writing, meaning that a written text may be used on the specific website page stating, The EULAR Campaign website can be found here (hyperlink to: https://www.eular.org/eular_campaign.cfm)
- The campaign images must not be embedded into industry imagery that the pharmaceutical company creates itself – they must remain standalone items with written references as per the above description.

Social media references:

- Industry may refer to the EULAR Campaign in its company social media posts using the hashtag: #ConnectToday
- Industry may also refer to the EULAR Campaign theme of work in 2019 and 2020 using the hashtag: #Time2Work
- It is permitted to reference @eular_org or @eular.org or @eular_org on Twitter, TW / Facebook, FB and Instagram in your social media posts
- It is not permitted to create own company hashtag(s) with the names EULAR, EULAR Campaign, Don’t Delay, Connect Today, ConnectToday or Time2Work included in the company own hashtag – these words must be excluded from company own hashtags at all times
- Do not create company imagery that contains the EULAR Campaign logo or the EULAR Campaign branded elements for the theme #Time2Work or for any campaign related activities of any kind
- Industry may refer to the EULAR Campaign website in social media posts only if accredited in writing only (no image use) using for example the EULAR handle: @eular_org and hyperlink to the campaign website.
Social media imagery:

- Industry may retweet, repost / share EULAR Campaign posts from the TW, FB and Instagram channels of EULAR
- Industry may not post the campaign logo or the campaign theme of work items under the name of the company.

Time2Work poster:

- This poster has been designed for use by EULAR member organisations
- It may not be used by industry partners in industry-own designs
- It may not be used for industry events or activities of any kind.

EULAR Campaign videos to mark World Arthritis Day (WAD):

The EULAR Campaign videos are released on 12 October to mark WAD:

- Industry parties are invited to watch, like and share the videos on social media
- If the videos are shared, the EULAR Campaign hashtags #Time2Work and #ConnectToday must be referenced, together with the @eular_org / @eular.org / @eularhandle plus a written reference to EULAR: The Don't Delay, Connect Today Campaign is a product of the European League Against Rheumatism, EULAR
- Industry partners are not permitted to embed the video content in their own videos nor claim the content and / or part of the content as their own
- The videos may not be used for commercial screening purposes or connected to events with commercial connection in any way
- Industry may not embed the videos on their commercial websites or intranets
- However, industry may use a written hyperlink to where the video is originally archived, declaring that the video is a product of the European League Against Rheumatism, EULAR.

Working with EULAR member organisations and other not-for-profit organisations:

- EULAR member organisations are encouraged to work with industry partners on the EULAR Campaign
- EULAR member organisations are able to develop approaches / events together with and seek funding from industry partners in order to implement the EULAR Campaign at their national level
- Industry is able to work with a member organisation of EULAR in any of the represented countries; industry is not limited to working with the national organisation of the country in which the company is domiciled, it is allowed to have a multi-national, multi-member organisation approach
• EULAR member organisations are allowed to place industry logos beside the EULAR Campaign logo on their flyers and materials, online and print, using in addition a written reference to EULAR on the items at all times.
• EULAR member organisations may produce materials for a dedicated event together with industry according to the information listed in the toolkit.

World Arthritis Day (WAD)

WAD is not a EULAR product. It is a global awareness day and is celebrated on the WAD channels by global communities on 12 October each year. The WAD logo and domain names have been created by and are owned by EULAR and remain subject to the following regulations:

• It is forbidden to use the WAD logo for commercial purposes, which means that WAD may not be linked to product placement and/or industry may not produce materials with the WAD logo that it then sells for example, T-shirts with the logo on them.
• Industry parties are able to retweet and repost from the WAD social media channels on FB, TW and Instagram.
• Industry parties are able to use the WAD handles @ArthritisDay, @WorldArthritisDay and @arthritisday on TW, FR and Instagram.
• Industry parties are able to develop their own press release / news stories to celebrate/mark WAD at their discretion.
• Industry parties are able to refer to the EULAR press release on WAD in writing with a hyperlink on their website and social media materials.

13.0 Appendix
i. Template agenda for political roundtable

- 09:30 – 10:00: Registration/Welcome coffee
- 10:00 – 10:05: Welcome / introduction at the conference - Moderator
- 10:05 – 10:10: Welcome Speech
- 10:10 – 10:25: European management approach on early referral
- 10:25 – 10:40: The role of Health Professionals in early diagnosis
- 10:40 – 10:55: Early referral to Rheumatology in Portugal
- 10:55 – 11:10: Health Economy of RMDs
- 11:10 – 11:25: Governmental approach to tackle burden of RMDs in Portugal
- 11:25 – 11:40: What should be done
- 2mins reflection of key messages of each presentation
- 11:40 – 12:20: Round table
- 12:20 – 12:30: Closing Remarks, summary of achieved objectives
ii. Template press release for #ConnectToday #Time2Work activities

Title goes here

[DATE], [EMBARGO DATE if applicable], [PLACE]

Headline and introduction paragraph go here

Body text goes here
Body text goes here
Body text goes here
Body text goes here
Body text goes here
Body text goes here

About Don’t Delay, Connect Today

The EULAR Campaign, Don’t Delay, Connect Today, was launched in 2017 and continues to enjoy an ever-increasing audience in Europe in 2019. Designed to raise and promote awareness of the symptoms connected to rheumatic and musculoskeletal diseases (RMDs) and the importance of gaining early diagnosis and access to care, the campaign embraces all three pillars of the European League Against Rheumatism (EULAR): People with Arthritis / Rheumatism in Europe (PARE), health professionals and scientific societies. The campaign focus for 2019 / 2020 is Time2Work

About (name of member organisation)

Boilerplate text goes here

About EULAR

The European League against Rheumatism (EULAR) is the European umbrella organisation representing scientific societies, health professional associations and organisations for people with RMDs. EULAR aims to reduce the burden of RMDs on individuals and society and to improve the treatment, prevention and rehabilitation of RMDs. To this end, EULAR fosters excellence in education and research in the field of rheumatology. It promotes the translation of research advances into daily care and fights for the recognition of the needs of people with RMDs by the EU institutions through advocacy action. To find out more about the activities of EULAR, visit: www.eular.org

Contact

Name, Title, email address, telephone number
Notes to Editors

Follow xxx

Follow EULAR on Twitter @eular_org and Facebook @eular.org

+++ ENDS +++


2 EULAR. Ten things you should know about rheumatic diseases. EULAR. Available at https://www.eular.org/myUploadData/files/10%20things%20on%20RD.pdf [Last accessed June 2019].

