

#MyConditionMyLife



Long Term Conditions  
Awareness Day

Information and resources to help you  
support the international long term  
conditions awareness day

28 April 2020

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## About My Condition My Life

Launching on 28 April 2020, My Condition My Life is the first International Long Term Conditions Awareness Day, led by the Health and Social Care Alliance Scotland ([the ALLIANCE](#)) in partnership with the International Foundation for Integrated Care (IFIC) and the Institute for Healthcare Improvement (IHI).

## Campaign aims

The aim of this new campaign is to raise awareness of people living with one or more long term health conditions, unpaid carers and the organisations who work for and with these individuals.

The day will raise public awareness of the number of people living (often well) every day with one or more long term condition(s), and create a positive movement to inform and inspire people to self manage and live better with their own long term condition.

## Long term conditions

Long term conditions [also known as chronic diseases] are health conditions that cannot at present be cured, but may be controlled.

People try to cope as best they can with the support they have. But often they might not have access to the information, services, support or skills to help manage their condition well. It can be difficult to make well informed decisions about life; let alone make plans for the future.

To help increase public awareness, and those living with long term conditions across the world live better, we are encouraging you to share the tools which help people live well with a long term condition.

This positive movement will educate and inspire people around the world.

## Join the social media conversation

Make My Condition My Life a worldwide conversation to educate and inspire everyone living with one or more long term condition to live well. Join the conversation using hashtag #MyConditionMyLife



[@ALLIANCEscot](https://twitter.com/ALLIANCEscot)



[@ALLIANCEscot](https://www.instagram.com/ALLIANCEscot)



[@alliance.scotland](https://www.facebook.com/alliance.scotland)

## Get involved

Use #MyConditionMyLife to follow the conversation, find out what other people do to support themselves to live well and access further tools to help. Expand the conversation by sharing, liking and commenting.

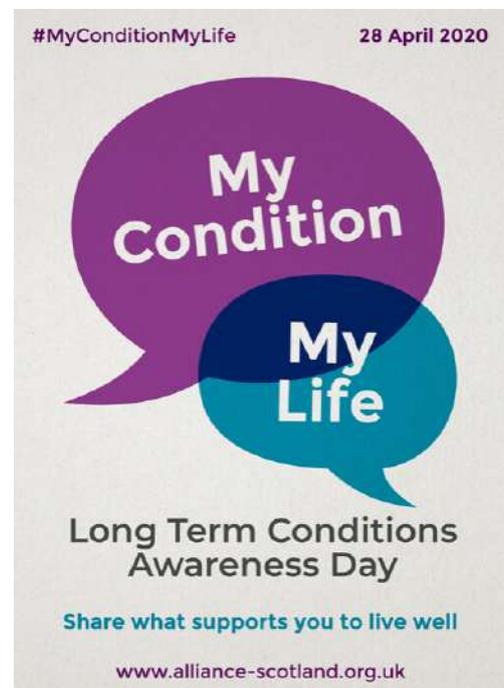
- Create an open dialogue to engage with an international community, bringing people together to get them to be open and honest about conditions they live with daily
- Share support and advice on what supports you to live well, to give other people the knowledge and tools to help them live better with their long term condition(s)
- Join the conversation and use the ALLIANCE's [downloadable resources](#) and feature #MyConditionMyLife on your website and in your emails as well as social media networks
- Make the campaign accessible to everyone by [downloading the blank logo](#) and add My Condition My Life in your own language
- Share your story - Get in touch to share your story as part of the [Humans of Scotland](#) project, a series of thought provoking and inspiring stories. Email [humans@alliance-scotland.org.uk](mailto:humans@alliance-scotland.org.uk).

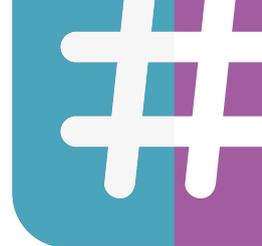
In this pack there are a range of social media posts and ideas to share now and on My Condition My Life day on 28 April 2020.

Please share the graphics and images along with the below sample posts on your social media channels. #MyConditionMyLife



Images for use on Twitter, Facebook, Instagram and online [can be found here](#).



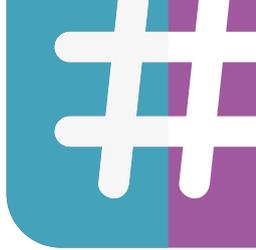


## Social media schedule and sample posts

Below is a schedule of sample posts which can be shared on all social media channels, share these with resources which [can be found here](#).

Schedule	Sample posts
Post now	In the run up to the first international long term conditions awareness day, check out how to get involved: <a href="http://bit.ly/MCML2020">http://bit.ly/MCML2020</a> #MyConditionMyLife
Post on 7 April 2020	3 weeks until the launch of #MyConditionMyLife, the first international awareness day for long term conditions. Follow the conversation.
Post anytime	On 28 April 2020, join the online conversation to inspire everyone to live well with long term conditions. #MyConditionMyLife
Post anytime	57% of people globally live with one or more long term condition, let's unite to help people across the world live better. #MyConditionMyLife
Post on 21 April 2020	In 7 days the first international long term conditions awareness day launches. Get involved and share support: <a href="http://bit.ly/MCML2020">http://bit.ly/MCML2020</a> #MyConditionMyLife

# #MyConditionMyLife



## Social media schedule and sample posts

### Schedule

### Sample posts

Post anytime

Talking openly about long term conditions and experiences gives others understanding, inspiration and the tools to live well. Share your voice #MyConditionMyLife

Post on 28 April 2020

Today is International Long Term Conditions Awareness Day. Get involved and share what supports you to live well:

<http://bit.ly/MCML2020>

#MyConditionMyLife

Post on 28 April 2020

Raise awareness of the rights and wellbeing of people living with long term conditions around the world #MyConditionMyLife

Post on 28 April 2020

What helps you live well with your long term condition(s)? Share your advice and support to encourage others to live better with theirs.

#MyConditionMyLife

Post on 28 April 2020

Get involved and help us create an increasing online dialogue to share support #MyConditionMyLife

#MyConditionMyLife

## Resources

Download [logos](#), [posters and images](#) from the ALLIANCE'S [online resources](#). Below are examples of what the logo can look like in different languages.

Arabic



Hungarian



German



Polish



Blank



English





## Did you know?

- 45% of people in Scotland live with one or more long term condition.[1]
- 57% of people worldwide estimated to live with one or more long term condition in 2020.[2]
- Close to three in four older adults in developed countries live with multiple long term conditions.[3]

#MyConditionMyLife 28 April 2020

Long Term Conditions Awareness Day  
Share what supports you to live well  
www.alliance-scotland.org.uk

#MyConditionMyLife 28 April 2020

**57%**  
of people globally live with one or more long term condition  
Estimated by World Health Organisation

www.alliance-scotland.org.uk

#MyConditionMyLife 28 April 2020

**40%**  
of people live with long term conditions  
Scottish Health Survey

www.alliance-scotland.org.uk

#MyConditionMyLife 28 April 2020

**40%**  
of people live with long term conditions  
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[1] <https://www.gov.scot/publications/scottish-health-survey-2017-volume-1-main-report/>

[2] [https://www.who.int/nutrition/topics/2\\_background/en/](https://www.who.int/nutrition/topics/2_background/en/)

[3] (Kingston A., Robinson L., Booth H., et al. Projections of multi-morbidity in the older population in England to 2035: estimates from the Population Ageing and Care Simulation (PACSim) model. Age Ageing 2018;47:374–80.[doi:10.1093/ageing/afx201](https://doi.org/10.1093/ageing/afx201)).

## What people have shared so far

Keep up social activities as much as possible  
#MyConditionMyLife

My  
Condition

My  
Life

Long Term Conditions Awareness Day

Life is different now but different doesn't have to be bad. It can actually be better  
#MyConditionMyLife

My  
Condition

My  
Life

Long Term Conditions Awareness Day

Employers should ask what modifications could be helpful  
#MyConditionMyLife

My  
Condition

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Long Term Conditions Awareness Day

## More information

[The Health and Social Care Alliance Scotland](#) (the ALLIANCE) is the national third sector intermediary for a range of health and social care organisations. The ALLIANCE has over 2,900 members including large, national support providers as well as small, local volunteer-led groups and people who are disabled, living with long term conditions or providing unpaid care.

The ALLIANCE has three core aims; we seek to:

- Ensure people are at the centre, that their voices, expertise and rights drive policy and sit at the heart of design, delivery and improvement of support and services
- Support transformational change, towards approaches that work with individual and community assets, helping people to stay well, supporting human rights, self management, co-production and independent living
- Champion and support the third sector as a vital strategic and delivery partner and foster better cross-sector understanding and partnership.

[Self management](#) is a way of living and working that means people living with long term conditions feel more in control of their own health and wellbeing. The Self Management Network Scotland creates a community working to change the delivery of health and social care in Scotland.

[Scotland's House of Care](#) works to make Care and Support Planning conversations routine for people with long term conditions. The ALLIANCE is exploring digital technologies which include a web-based service directory, [ALISS](#) (A Local Information System for Scotland).

The [Links Worker Programme](#), makes links between people and their communities through their GP Practice.

For more information about the ALLIANCE go to [www.alliance-scotland.org.uk](http://www.alliance-scotland.org.uk) or email [info@alliance-scotland.org.uk](mailto:info@alliance-scotland.org.uk).

## Partners

We are grateful to the partners of My Condition My Life, who are crucial in expanding our reach.

### [Institute for Healthcare Improvement \(IHI\)](#)

IHI is a leading innovator in health and health care improvement worldwide. For more than 25 years, we have partnered with visionaries, leaders, and front-line practitioners around the globe to spark bold, inventive ways to improve the health of individuals and populations. Together, we build the will for change, seek out innovative models of care, and spread proven best practices. When it comes to raising the quality of health for all, IHI sees boundless possibilities, and while we see the walls in front of us, we will not rest until we reach the other side.

### [International Foundation for Integrated Care \(IFIC\)](#)

Today our health and care systems are fragmented, disease-centred, difficult to navigate and do not consider the whole person. As a result, too many people experience poor quality care, often in the wrong setting, with undesirable outcomes.

As the leading international voice in Integrated Care the Foundation is a not-for-profit organisation that inspires, influences and facilitates the adoption of Integrated Care in policy and practice around the world.

The Foundation's vision is that people, families and communities benefit from person-centred Integrated Care and support to maximise their health, wellbeing and independence.



## Campaign contacts

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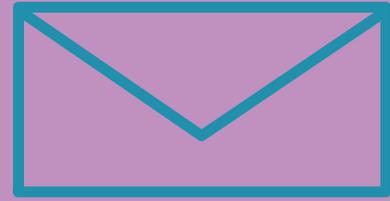
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For more information and the latest news, sign up to the ALLIANCE newsletter at:  
[www.alliance-scotland.org.uk](http://www.alliance-scotland.org.uk)

Email [event@alliance-scotland.org.uk](mailto:event@alliance-scotland.org.uk) for more information on My Condition My Life.

Tel: 0141 404 0231

Twitter - [@ALLIANCEscot](https://twitter.com/ALLIANCEscot)

Instagram - [@alliance.scotland](https://www.instagram.com/alliance.scotland)

[www.alliance-scotland.org.uk](http://www.alliance-scotland.org.uk)

Thank you

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