

RHEUMATIC DISEASE AWARENESS MONTH (RDAM) 2019 TOOLKIT

September 2019 marks the 4th Annual Rheumatic Disease Awareness Month (RDAM), a national awareness event sponsored by the American College of Rheumatology and its public awareness campaign, Simple Tasks™. This year, we're teaming up with U.S. Tennis Pro Venus Williams to encourage patients to get "Back on Top" of their rheumatic disease!

You can use the resources below to help us raise awareness:

SAMPLE SOCIAL MEDIA POSTS



Please [download](#), tailor, and share the following social media posts in your communications about RDAM. We encourage you to use the sample social media graphics (available below) with your posts.

FACEBOOK

- ▶ Rheumatic Disease Awareness Month (**#RDAM**) was created to raise awareness about the 100+ conditions under the umbrella of rheumatic disease. Learn how you can get involved: www.RDAM.org
- ▶ This **#RDAM**, help raise awareness and improve quality of life for the 54 million Americans living with rheumatic diseases! Visit the [@ACR Simple Tasks](http://@ACRSimpleTasks) website to get started: www.SimpleTasks.org
- ▶ September is Rheumatic Disease Awareness Month (**#RDAM**)! Learn how you can get "back on top" of your rheumatic disease by joining the [@American College of Rheumatology](http://@AmericanCollegeofRheumatology) & [@ACR Simple Tasks](http://@ACRSimpleTasks): www.BackOnTop.org
- ▶ [@Venus Williams](http://@VenusWilliams) is teaming up with [@American College of Rheumatology](http://@AmericanCollegeofRheumatology) & [@ACR Simple Tasks](http://@ACRSimpleTasks) to help you get back on top of your rheumatic disease! Sign up to join the Simple Tasks community during **#RDAM**, and you'll be entered to win a signed item from Venus: www.SimpleTasks.org/Join

TWITTER

- ▶ **#RDAM** was created to raise awareness about the 100+ conditions under the umbrella of rheumatic disease. Learn how you can get involved: www.RDAM.org
- ▶ This **#RDAM**, help raise awareness & improve quality of life for the 54M Americans living with rheumatic diseases! Visit the @ACRSimpleTasks website to get started: www.SimpleTasks.org
- ▶ September is **#RDAM**! Learn how you can get "back on top" of your rheumatic disease by joining @ACRrheum & @ACRSimpleTasks: www.BackOnTop.org
- ▶ [@.@VenusesWilliams](http://.@VenusesWilliams) is teaming up with @ACRrheum & @ACRSimpleTasks to help you get back on top of your game! Sign up to join the Simple Tasks community during **#RDAM** and you'll be entered to win a signed item from Venus: www.SimpleTasks.org/Join

RDAM SOCIAL MEDIA GRAPHICS



We encourage you to [download](#) and use our graphics in your social media posts about RDAM.

RDAM FLYER



We encourage you to [download](#), print, post, and distribute the flyer (page two) within your local communities. Consider posting the flyer at your local rheumatologist's office, support group, community health center, community bulletin boards, YMCA, and other public and community spaces where you have permission to post!



VENUS WILLIAMS

U.S. Tennis Pro & Spokesperson,
American College of Rheumatology

SEPTEMBER is Rheumatic Disease Awareness Month!

VENUS WILLIAMS has faced a lot of formidable opponents in her career, but nothing compared to her battle against rheumatic disease. After six years of painful symptoms and lots of unanswered questions, she was finally diagnosed with Sjögren's syndrome.

Seeing a rheumatologist, getting on a treatment plan, and making other lifestyle changes were game changers for the tennis champion.

**Today, Venus Williams
is back on top of her game
– and you can be, too.**

**Visit BackOnTop.org
to learn more.**

**Join the Simple
Tasks community &
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A Public Awareness Campaign from the
American College of Rheumatology