



**2020**



**2021**



**2022**



# **ARAB ADULT ARTHRITIS AWARENESS GROUP YEARLY NEWSLETTER**

**2023**





## ABOUT AAAA GROUP

The inception of the "Arab Adult Arthritis Awareness Group" stemmed from an initial concept to address the informational needs of Arabic-speaking patients concerning Rheumatic Diseases. AAAA Group is an initiative from Kingdom of Saudi Arabia by **Dr. Lina Faisal El Kibbi & Dr. Hussein Halabi.**

This initiative involved reaching out to all Rheumatology societies across the Arab world to nominate representatives to join the group.

The proposal for the project was presented to the Arab League of Associations for Rheumatology & obtained approval in March 2019. Since March 2020, what was once a vision has materialized into a tangible reality, achieving numerous milestones within a short timeframe.

Recognized as one of the Special Interest Groups (SIG) within the Arab League of Association for Rheumatology (ArLAR), the Arab Adult Arthritis Awareness Group has been progressively expanding across the Arab world. It is the first awareness group in Arab region presently comprises nineteen doctors representing seventeen distinct Arab countries dedicated to do awareness for public & patient education about rheumatic diseases

AAAA group unify awareness about Rheumatic diseases using the Arabic language, making difference in shaping awareness about rheumatic diseases in the Arab world

## MISSION

- ▶ Enhance awareness on rheumatic diseases within the Arab region by delivering information in Arabic to the public & patients.
- ▶ Motivate & support patients.
- ▶ Empower patients
- ▶ Foster connections among patients.



## VISION

To reach out to every patient with a rheumatic disease across all Arab region & ensure they receive easily accessible, reliable, and up-to-date information in Arabic concerning rheumatic diseases.

## OBJECTIVES

The AAAA group has a multifaceted purpose and primary objectives centered around advancing awareness, education, and support for individuals dealing with rheumatic diseases in the Arab World. This is achieved through AAAA group's provision of accessible, reliable information in Arabic.

Here are the key actions and responsibilities that reflect AAAA group mission:

### 1. Empowering Rheumatic Patients: Advancing Awareness, Comprehensive Education, Patient Engagement, and Ongoing Support.

This group aims to unify and disseminate credible resources, engaging both the public and patients in diverse Arab regions. Their comprehensive platform offers trustworthy information on rheumatic disorders, encouraging patient engagement and empowerment. AAAA group is dedicated to actively involving patients in their healthcare journey to improve health outcomes, providing crucial support and ensuring continual progress for individuals across all Arab countries.

### 2. Addressing Specific Patient Concerns: The AAAA group's specialized focus allows for a targeted approach to address specific concerns and inquiries in the field of rheumatic disorders. This is essential in catering to the diverse needs of patients across different Arab regions.

### 3. Creating Supportive Communities: Recognizing the importance of support for individuals facing rheumatic diseases, AAAA group provides a space for sharing experiences and mutual support. The AAAA group emphasizes the significance of building a supportive community for individuals living with rheumatic disorders. By enabling connections & mutual support among patients, we strive to enhance the quality of life for those dealing with these conditions.

- 4.** **Amplifying Awareness Through Virtual Events:**  
 AAAA group conducts quarterly virtual events in addition to annual Arab Rheumatology Awareness Month in February, conducted in Arabic language to amplify awareness about rheumatic diseases.  
 This is done through various channels such as social media, webinars, and expert-led discussions to achieve the goals of heightened awareness and patient support in the Arab World.
- 5.** **Conducting Research and Gathering Feedback:**  
 AAAA group is committed to conducting research and gathering direct feedback from patients.  
 This data helps in understanding patient needs and experiences, identifying areas for improvement, and shaping patient-centered care and research initiatives.

## ARAB COUNTRIES THAT ARE INVOLVED IN OUR INITIATIVE



Algeria



Bahrain



Egypt



Iraq



Jordan



KSA



Kuwait



Lebanon



Lybia



Morocco



Oman



Palestine



Qatar



Sudan



Syria



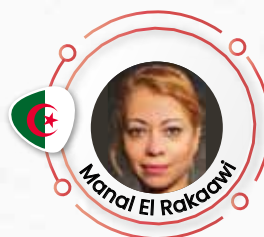
Tunisia



UAE

## MEMBERS OF THE ARAB ADULT ARTHRITIS AWARENESS GROUP

### Founders



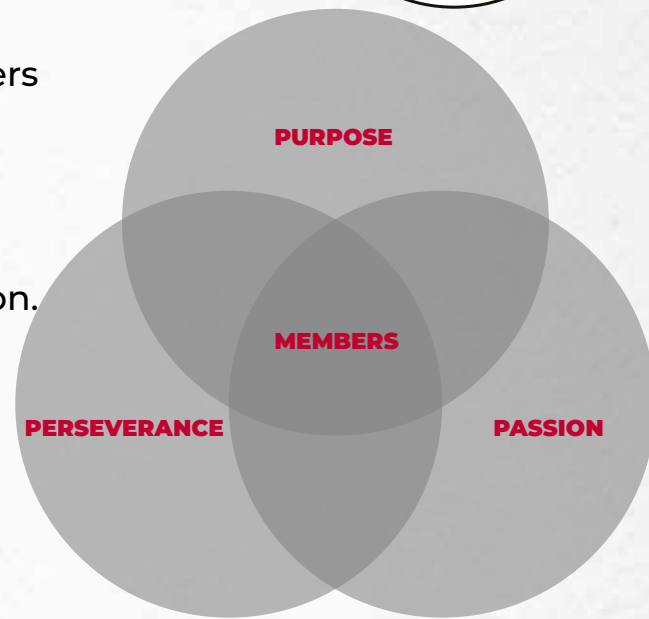


The Arab Adult Arthritis Awareness Group members embrace the motto "PURPOSE , PERSEVERANCE, PASSION" in their collective endeavor to raise awareness of rheumatic diseases in the Arab region.

The members of this group are dedicated to spreading knowledge, understanding, and support for individuals with these diseases.

Their enthusiasm drives them to tirelessly advocate for awareness, aspiring to make a meaningful impact on patients' lives and enhance the management of rheumatic diseases.

Perseverance is a crucial element of the group members' motto. They understand that changing perceptions and promoting awareness about rheumatic diseases can be challenging. However, they remain determined to overcome these obstacles by persistently advocating for engagement with the community. They never give up on their mission to eliminate the stigma associated with rheumatic diseases and ensure that those affected by these conditions receive the right awareness for better management. In summary, the motto of the Arab Adult Arthritis Awareness Group reflects their commitment to purposefully raise awareness, pursue their passion to support and educate, and demonstrate unwavering perseverance in their efforts to unify awareness in Arabic about rheumatic diseases in the Arab region.



## FIRST CAMPAIGN



### FIRST AWARENESS CAMPAIGN: NOV 20 - MAY 21 WITH THE THEME "BE YOURSELF."

The initial awareness campaign for year 2020-2021, titled "Be Yourself," launched and commenced on World Arthritis Day 2020.

Its objective was to educate patients about the illness and prepare them for their personal journey.

Each webinar, uniquely themed, aligned with the overarching message of "Be Yourself."

The "Be Yourself" virtual campaign, occurring from October 28, 2020, to May 2021, showcased a series of 8 webinars.

All the eight webinars were broadcasted live on our social media platforms (Instagram & Facebook & Youtube), the AAAA Group's mobile application, & accessible via a provided Zoom link after attendees freely registered.

The webinar schedule unfolded as follows:

- ▶ First webinar "Be aware, we are here for you" on November 28, 2020.
- ▶ Second webinar "Be ready to embark on the journey" on December 28, 2020.
- ▶ Third webinar "Be here to comply with treatment" in February 2021.
- ▶ Fourth webinar "Be here to exercise" on February 15, 2021.
- ▶ Fifth webinar "Be present to enjoy good food," commemorating the AAAA Group's first anniversary on March 8, 2021.
- ▶ Sixth webinar "Be here to manage your lifestyle" on March 22, 2021.
- ▶ Seventh webinar "Be happy, the solutions are there" covering essential topics related to COVID-19 vaccination and medical advice during Ramadan.
- ▶ Eighth webinar. The campaign culminated on May 31, 2021, with "Be for me to enjoy life"

**BE yourself**  
Campaign  
حملة كن أنت



All the sessions, led by rheumatologists & guest speaker experts from various Arab countries, encompassed diverse subjects. The guest speakers comprised life coaches, clinical dietitians, fitness instructors, yoga experts, and professionals from different fields related to rheumatic diseases.



## SECOND CAMPAIGN

### SECOND AWARENESS CAMPAIGN: OCT 21 - OCT 22 WITH A THEME "TOGETHER."

"Together" campaign, initiated in October 2021 on World Arthritis Day 2021, endeavors to encourage patient involvement in spreading awareness about rheumatic diseases in the Arab world.



It emphasizes fostering a deeper understanding of the disease among patients & supporting them in overcoming challenges.

The concept of "together" is a central theme that is woven through each webinar, with each session highlighting a distinctive aspect of this idea.

Overall, these webinars aim to inspire participants to embrace the idea of "together" and recognize the transformative power that lies in united efforts.

These webinars primarily featured rheumatologists who are members of the AAAA group. They shared their knowledge & expertise on topics related to rheumatology, such as the diagnosis and treatment of various rheumatic diseases.

In addition to the rheumatologists, guest speakers from diverse backgrounds were welcomed to provide different perspectives and insights. This may have included doctors specializing in other medical fields. Their expertise offered a broader understanding of how these specialties intersect with rheumatology.

Yoga experts were invited to discuss the benefits of yoga for managing symptoms & improving quality of life in patients with rheumatic conditions. They shared specific yoga techniques & exercises that promote flexibility, reduce inflammation, & enhance overall well-being.

Physiotherapists were included to discuss the importance of physical therapy in managing rheumatic diseases. They have provided guidance on specific exercises, stretches, or techniques to improve joint mobility and reduce pain.

Moreover, testimonials from patients have been shared during these webinars. Patients who have successfully managed their rheumatic diseases and experienced significant improvements were invited to share their personal stories. These testimonials inspire other patients & offer insights into various treatment approaches & coping strategies.



Overall, the diverse range of speakers at these webinars aimed to provide a comprehensive understanding of rheumatic diseases and offer patients & public a platform to know the knowledge, experiences, & innovative approaches in the field of rheumatology.

All the ten webinars were broadcasted live on our social media platforms (Instagram & Facebook & YouTube), the AAAA Group's mobile application, & accessible via a provided Zoom link after attendees freely registered.

The sequence of webinars and their themes is as follows:

- ▶ First webinar: "Together to spread awareness" on October 11.
- ▶ Second webinar: "Together for awareness" on November 29, launching the patient ambassador election
- ▶ Third webinar: "Together for change" on January 3, focusing on Lupus.
- ▶ Fourth webinar: "Together for Perseverance" on February 1, coinciding with the day of the Rheumatologist in the Arab World
- ▶ Fifth webinar: "Together, We Persevere" on February 14 during this webinar the election of a patient ambassador.
- ▶ Sixth webinar: "Together to help others " on March 28, the AAAA Group celebrated its 2<sup>nd</sup> anniversary during this webinar
- ▶ Seventh webinar: "Together to help my friends" on April 18
- ▶ Eighth webinar: "Together for expressing" on May 9 marked the Lupus awareness month & during this webinar announced the Art Gallery activity
- ▶ Ninth webinar: "Together for You" on June 27, during this webinar announcement of the best-received art & showcased the winners' art on AAAA Group's social media.
- ▶ Tenth webinar: "Together for Better Quality of life" On October 10, 2022. This webinar marked the Group's celebration of World Arthritis Day 2022 & concluding the "Together" campaign.





## THIRD CAMPAIGN

### THIRD AWARENESS CAMPAIGN: MAR 23 – DEC 23 WITH A THEME "STRONGER."

The "Stronger" campaign of 2023 organized by the Arab Adult Awareness Group for Rheumatic Diseases aimed to further raise awareness about rheumatic conditions and empower individuals living with them.

The campaign took the form of a trilogy of virtual webinars, each focusing on a different theme.



## FIRST WEBINAR

### "Be Stronger" on March 20

The inaugural webinar underscored the importance of nutrition for rheumatic disease patients. Additionally, discussions centered around shingles, specific vaccines for this condition, and providing guidance for patients during the month of Ramadan.

## SECOND WEBINAR

### "Stronger to Live with the Disease"

held on May 8 was aligned with World Lupus Day 2023 & focused on raising awareness about lupus disease. The event specifically highlighted the topics of lupus and pregnancy, lupus & skin, and mental health in patients with rheumatic diseases.

One of the main sessions of the webinar was the importance of resilience and mental well-being for individuals dealing with rheumatic diseases. The session aimed to motivate individuals to foster a positive mindset & have confidence in their ability to overcome the challenges associated with these diseases.

The speaker shared valuable insights on different lifestyle modifications that can help improve one's ability to live a fulfilling life despite the difficulties posed by rheumatic diseases. The webinar also provided a platform for patients to share their personal stories and strategies for coping with the physical and emotional aspects of their conditions.





Overall, the webinar offered practical tools and techniques to enhance mental strength and improve the overall quality of life for patients living with rheumatic diseases. By providing support, inspiration, and information, the webinar aimed to empower individuals to thrive despite the challenges of living with these conditions.

## THIRD WEBINAR

### **"Make your voice stronger" held on October 2 in parallel with World Arthritis Day 2023**

This webinar addressed the daily struggles faced by patients living with rheumatic diseases.

This webinar raise the issue that patients must express about their feelings & share it with their family and friends.

Also the sessions of this webinar answered questions that was raised by patients & followers on AAAA group social media platforms

It focused on providing practical advice & strategies to manage their symptoms, navigate treatment options, & improve overall health & well-being.

The "Stronger" campaign of 2023, through its trilogy of virtual meetings, successfully created a platform for patients to share their experiences and quires .

By addressing empowering themes such as "Be Stronger," "Stronger to Live with the Disease," & "Make Your Voice Stronger," the campaign played a vital role in raising awareness, promoting resilience, & empowering individuals living with rheumatic diseases in the Arab community.

In a world fraught with challenges & diseases, this campaign also encouraged patients to discover their inner resilience.

Its primary objective was to empower individuals dealing with rheumatic diseases by offering supportive initiatives and programs, thereby enabling them to surmount the challenges posed by their condition.

The 2023 campaign's core focus was to raise awareness & provide psychological support to the patients. It sought to embolden them to confront challenges by breaking the silence & fostering a more supportive environment.



## ACHIEVEMENTS

1. **Successful launch:** The AAAA Group was successfully launched in March 2020, marking its official inception.
2. **Growth in members:** Since its inception 3 additional countries were part of AAAA group: Lybia, Bahrain & Sudan
3. **Establishing a strong network:** The AAAA Group has developed a strong network of professionals & experts from various fields. This network allows for collaboration, knowledge sharing, & resource exchange.
4. **Hosting informative webinars to public and patients:** The group has organized & hosted several 21 webinars. These webinars bring together public and patients interested in the AAAA Group's focus and provide them with valuable insights and learning opportunities.
5. **Developing research projects:** The AAAA group has initiated and conducted research projects in the field of rheumatology. Presenting its research studies at international congresses (ACR, EULAR, SFR & ArLAR) & published in scientific journals, focusing on:
  - ▶ The impact of COVID-19 on rheumatology practice (Published in Clinical Rheumatology) & patients with chronic rheumatic diseases (Published in International Journal of Rheumatic Diseases),
  - ▶ The acceptability of the COVID-19 vaccine in patients with rheumatic diseases (Published in The Lancet Rheumatology),
  - ▶ How to Optimize E-Recruitment Strategies: Lessons Learned from over 3000 participants (Published in Rheumatology International),
  - ▶ IMAGE study: Maximizing Reach and Engagement with Arab Patients with Rheumatic Diseases: Leveraging social media for Efficient Outreach - Study from the Arab Adult Arthritis Awareness Group campaign, abstract will be presented in ACR 2023 & SFR 2023.
- ▶ **Recognition:** The AAAA Group has gained recognition in national & international conferences in addition the AAAA group research articles were cited.
- ▶ **Active engagement and participation:** AAAA Group has actively engaged & presented in various activities, discussions, & conferences. This engagement fosters a sense of community & contributes to the overall success of the group.
- ▶ **Continued growth & development:** Since its inception, the AAAA Group has continued to evolve, expand, & develop. It has adapted to new challenges & opportunities, ensuring its relevance & sustainability in the long term.



- ▶ Launching the mobile application "روماتيزم بالعربي" aiming to increase awareness & access to medical information about rheumatic diseases & facilitate access to medical information.
- ▶ Announcing February as a month to raise awareness about rheumatic diseases in the Arab region.
- ▶ Celebrating National Rheumatologist Day in the Arab region twice: February 1<sup>st</sup> 2021 & February 1<sup>st</sup> 2022, educating the public about rheumatologists & emphasizing when to visit their clinic. Highlighted the expertise of Adult Rheumatologists trained to diagnose, manage and treat arthritis & rheumatic diseases.
- ▶ Electing the first ambassador for patients with rheumatic diseases in the Arab region. The patients' ambassador engaged in webinars representing patients' voice.
- ▶ Organizing, for the first time, an art gallery to showcase patients' hobbies.

Making a positive impact: Ultimately, the AAAA Group's achievements can be measured by the positive impact it has created within its community in Arab region.

These achievements highlight the AAAA group's commitment to improving patient care and experience.

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-  المجموعة العربية للتوعية بالأمراض الروماتيزمية
-  @arabrheumatism
-  aaaagroup2020@gmail.com



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**THANK YOU TO  
EVERYONE WHO  
BELIEVED IN THE GROUP  
& CONTRIBUTED TO ITS SUCCESS**



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