



# **SCD "BUSTDMYTH" CAMPAIGN REPORT**

**JUNE - AUGUST 2022**

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Sickle Life is a non-governmental health advocacy organisation with the mission to educate the public about sickle cell disease and empower them to make informed decisions regarding the condition.



The Sickle Cell Awareness Initiative (SCAI) is a non-profit organisation which seeks to improve the health and well-being of people living with sickle cell disease through education, advocacy and support.

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Our joint mandate is to significantly curb the mortality rate of sickle cell disease by running ongoing education campaigns which inform the public about the intricacies of the disease, subsidising consultations and treatment for persons living with sickle cell and providing varying types of support to patients and families. Over the last four years, our interventions have impacted over 150,000 people and counting.

## SCOPE OF THE CAMPAIGN

Between June - August 2022, Sickle Life and SCAI conducted the following activities:

**Stakeholder Session (NGOs)** - Saturday 11 June

**Social Media Campaign** - Tuesday 14 June over 6 weeks

**School Outreach: St Roses SHS** - Saturday 18 June

**WSCD Virtual Panel Discussion** - Sunday 19 June

**Radio Jingle** - Monday 20 June over 6 days

**Stakeholder Session (Patients)** - Saturday 16 July

**SCD Awareness Road Show: Osu** - Saturday 16 July

**School Outreach: PRESEC** - Saturday 30 July

**School Outreach: Ideal College** - Thursday 4 August



People with SCD cannot be very active and are always in the hospital

Myth

People with SCD can live normal and active lives. They are however advised to avoid harsh and straining conditions (e.g. dehydration, extreme weather and stress)

Fact

**WORLD SICKLE CELL DAY**

In partnership with



Sickle Cell Disease only affects Africans

Myth

300,000 babies are born globally with SCD and more than half of these are in Sub-Saharan Africa. 1 in 3 Ghanaians carry the SCD trait

Fact

**WORLD SICKLE CELL DAY**

In partnership with



# Brusting Myths

People who have SCD are cursed

Myth

SCD is an inherited blood disorder that affects haemoglobin

Fact

**WORLD SICKLE CELL DAY**

In partnership with



Someone with Sickle Cell Disease is a sickler

Myth

The term sickler is derogatory. I am a person living with SCD

Fact

**WORLD SICKLE CELL DAY**

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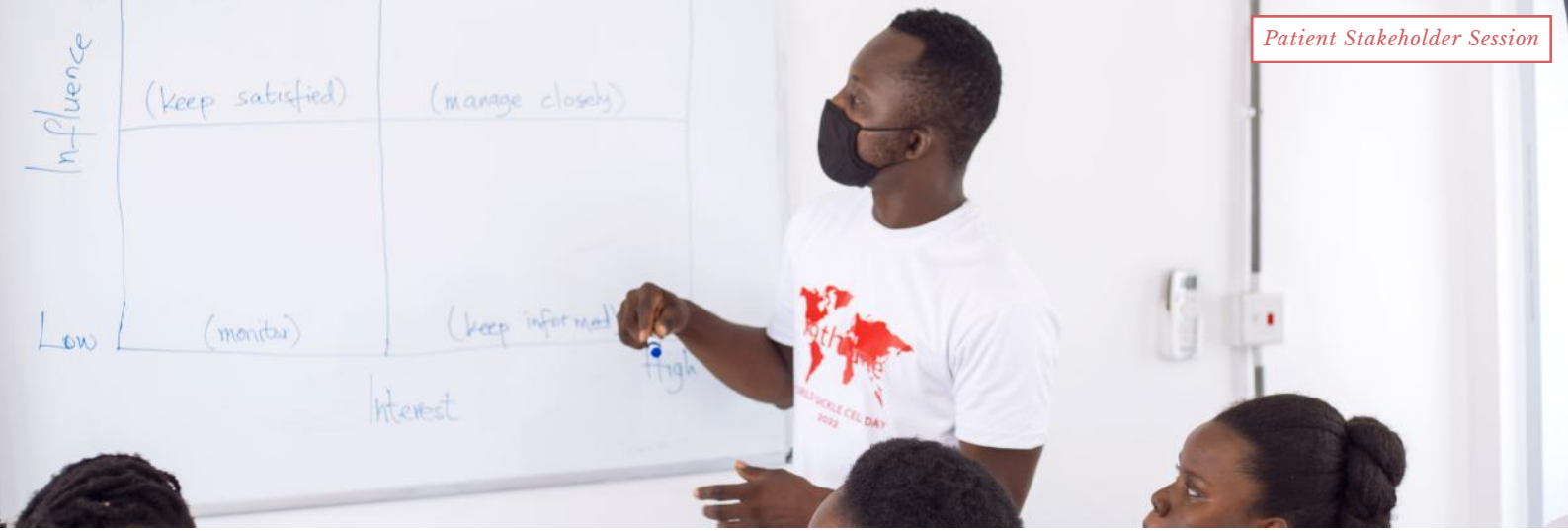
**SICKLELIFE**  
Education about Sickle Cell Disease to empower you to informed decisions

- Sickle Cell Screening
- Genetic Counselling
- Health Education

www.sicklelife.org  
SickleLife  
SickleLife



SCD Awareness Road Show: Osu











School Outreach: PRESEC

## CAMPAIGN IMPACT

The "**I AM NOT A SICKLER**" **radio jingle** had an estimated reach of 25,000 people. It was aired on CitiFM, which currently has 36%+ of the Accra Radio Market, based on official statistics from Geopoll.

The **NGO Stakeholder Session** brought together senior representatives from 9 SCD NGO and PAGs across the country. It created the necessary platform to audit the current SCD landscape in Ghana and further discuss opportunities for collaboration. The subsequent **engagement session for patients and caregivers** provided an avenue for peer support, and to discuss best practice, management and ongoing intervention for SCD. It was attended by 21 stakeholders.

An estimated 2000 individuals received access to SCD awareness through a health talk at our **School Outreach Programs**. Approximately 184 persons were screened at St. Roses Senior High School, Ideal College and Presbyterian Boys Secondary School (all inclusive). Students and parents also received access to genetic counselling. 15 volunteers participated in total.

With support from the Ghana Police Service and National Ambulance Service, 30 volunteers interacted with an estimated 200 individuals and groups about sickle cell disease during the **Awareness Road Show**.

The "**Busting Myths**" **Social Media Campaign** had a combined estimated reach of 3250 people, while the **WSCD Panel Discussion** was attended and/or subsequently viewed by 250 people (all inclusive approx).

## SHORTFALLS AND RECOMMENDATIONS

In order to have higher impact, wider reach and make subsequent campaigns more successful, we recommend the following:

1. **Increased budget:** several persons who would have benefitted from screening and other forms of support were turned away due to inadequate funding and sponsorship
2. **Personnel and volunteer training** will be beneficial to teams who are designated to have direct contact with target audiences



## CONTACTING US



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Thank  
you!