

be fierce™
TAKE CONTROL

PARTNER

TOOLKIT



Help Us Solve
The Cruel Mystery

LUPUS®

FOUNDATION OF AMERICA



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INTRODUCTION

Lupus is a chronic autoimmune disease that can have a significant impact on any part of the body. When the immune system mistakenly attacks healthy tissue and organs, it causes inflammation, pain, and damage, from skin and hair to joints and internal organs/tissues, nothing is off limits.

Diagnosing lupus is extremely difficult, like trying to solve a mystery, because so many of its signs and symptoms can mirror those of many other medical conditions. As a result, it can take years before an accurate diagnosis is received and proper care can occur.

The Lupus Foundation of America (LFA) wants to change that.

The *Be Fierce. Take Control.* campaign is designed for young Black/African American and Latina/Hispanic American women, who have a higher chance of developing lupus in their lifetime. This digitally-focused campaign grabs their attention online, where they are already searching symptoms.

But we can't do it alone. We need your help.

By sharing the content in this toolkit, you will help your audiences take control of their health by learning about symptoms they may be experiencing and working with their healthcare team to determine if it could be lupus. *If you have any questions about the toolkit, or are interested in getting more involved, please contact ozah@lupus.org.*

Together, we can make a difference.

Thank you for your support.

SOCIAL ASSETS

Promotion

The *Be Fierce. Take Control.* campaign, like the women who we need to reach, is modern, empowering, and online.

We've developed assets that can be used to promote the campaign on your social media channels.

By sharing these targeted messages, you are helping to raise awareness of the signs and symptoms of lupus and what to do if lupus is suspected, such as talking to a doctor and seeking medical advice.

All assets in this toolkit can be found and downloaded [here](#).



SOCIAL ASSETS

Inspiration

Be Fierce. Take Control. campaign was developed with a distinctive paper tear concept. The creative is meant to be aesthetically appealing while the concept invokes curiosity with the paper tear symbolizing the lupus awareness and diagnostic process within a person's life.

The paper tear is a physical change, something coming apart...and symbolizes something is not quite right, a feeling that a person experiencing lupus symptoms, may relate to.



SOCIAL ASSETS | Social Media Post



Don't feel like yourself? Don't ignore the signs of fatigue, hair loss, rashes or pain. It's time to stop procrastinating and take control of your health. Your symptoms could mean something, go to BeFierceTakeControl.org to learn more.

#BeFierceTakeControl



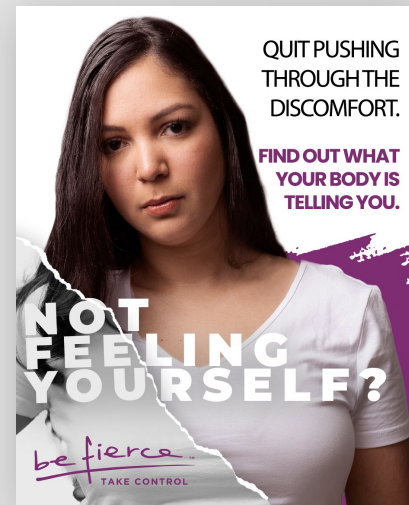
Have you been experiencing symptoms that you can't quite explain, that make you feel not like yourself? Don't ignore the signs of fatigue, hair loss, rashes or pain. It's okay to say that something isn't right. Find out what it could mean. Learn more, go to BeFierceTakeControl.org

#BeFierceTakeControl



When it comes to your health, it's okay to put yourself first. Don't ignore the signs of fatigue, hair loss, rashes or pain. If you aren't feeling quite like yourself, find out what it could mean. Go to BeFierceTakeControl.org

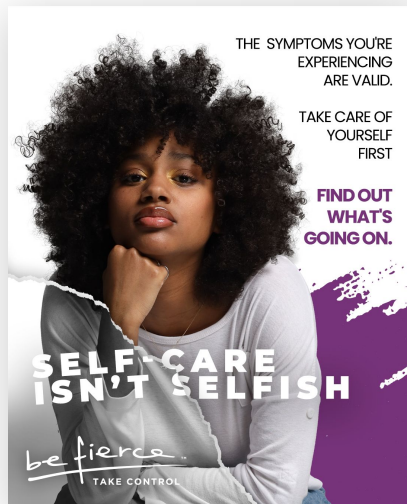
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SOCIAL ASSETS | Social Media Post



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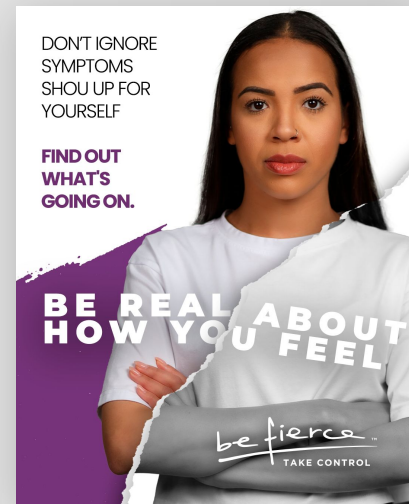
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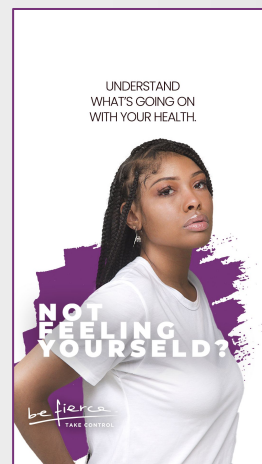
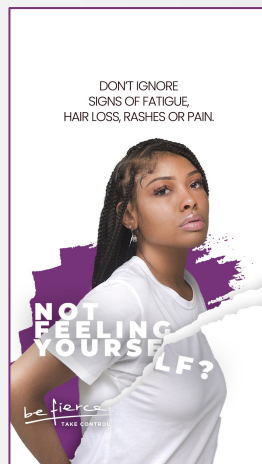
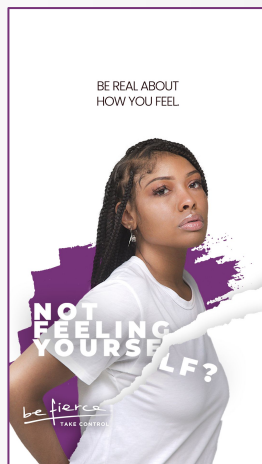
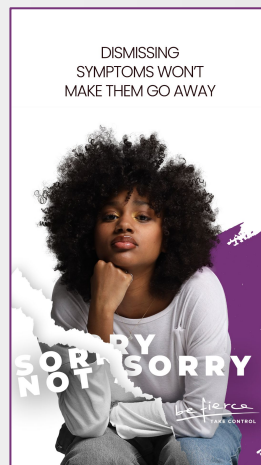
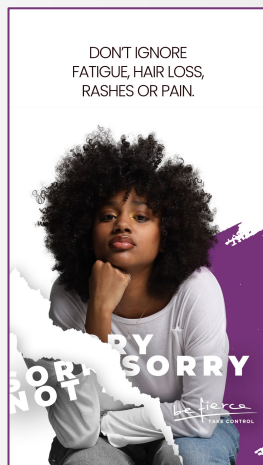
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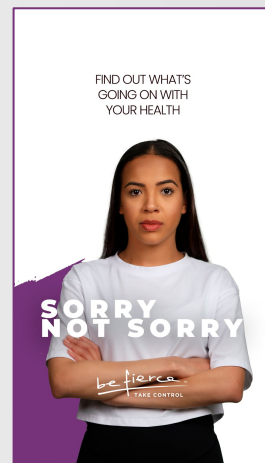
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#BeFierceTakeControl

SOCIAL ASSETS | Carousel Post



SOCIAL ASSETS | Carousel Post



FACEBOOK POSTS

Let's talk about #lupus, a disease that hides in plain sight. It's important that you listen to your body and put your health first. Don't ignore the signs of fatigue, hair loss, rashes or pain. Learn to #BeFierceTakeControl at befiercetakecontrol.org.

You work hard, get things done, take care of business. But if you ever feel like your body is fighting against you, it's time to #BeFierceTakeControl and learn what it could mean. Don't ignore the signs of fatigue, hair loss, rashes or pain. befiercetakecontrol.org.

If you've been feeling not quite like yourself but can't pinpoint what's wrong, it's time to #BeFierceTakeControl. Don't ignore the signs of fatigue, hair loss, rashes or pain. Find out more: befiercetakecontrol.org.

If joint or muscle aches are keeping you from doing what you love, it's time to take action. Find out what might be wrong at befiercetakecontrol.org. #BeFierceTakeControl

If you're getting plenty of sleep but you're still exhausted, your body might be trying to tell you something. Find out more at befiercetakecontrol.org. #BeFierceTakeControl

TWITTER POSTS

Let's talk about [#lupus](#), a disease that hides in plain sight. Don't ignore the signs of fatigue, hair loss, rashes or pain. Learn the signs at befiercetakecontrol.org [#BeFierceTakeControl](#)

You work hard & get things done, but if you feel like your body is fighting against you, [#BeFierceTakeControl](#). Don't ignore the signs of fatigue, hair loss, rashes or pain. befiercetakecontrol.org.

If you're not feeling like yourself but can't pinpoint what's wrong, it's time to [#BeFierceTakeControl](#). Don't ignore the signs of fatigue, hair loss, rashes or pain. befiercetakecontrol.org.

If joint pain is keeping you up at night, it's time to [#BeFierceTakeControl](#). Find out more at befiercetakecontrol.org.

If you're sleeping plenty but are still exhausted, it's time to [#BeFierceTakeControl](#). Learn more at befiercetakecontrol.org.

E-NEWSLETTER BLURBS

We need your support to get the word out about *Be Fierce. Take Control.* Use our example language as a starting place for your next e-newsletter, blog post, or other digital communications. Help spread the word about lupus and why it's important to take action if you're experiencing any of its symptoms.



E-NEWSLETTER BLURB 1

Digitally-Led Lupus Campaign Rallies Women to Be Fierce and Take Control

Lupus is an illness that's surrounded in an air of mystery. While many have heard of lupus, fewer people know much about it, beyond its name. This mysterious autoimmune disease manifests differently in each person who has it, and several of its symptoms, things like joint pain, hair loss, fatigue, and skin rashes, can mirror or imitate those of other medical conditions. Because of this, it can take years to receive an accurate diagnosis and start proper care. The Lupus Foundation of America (LFA) wants to change that.

Be Fierce. Take Control. is designed especially for young Black/African American and Latina/Hispanic American women who have a higher chance of developing lupus in their lifetime.

This digitally-led campaign grabs their attention online, where they are already seeking information on lupus symptoms. It's relatable and empowering message encourages women to take control of their health, the way they run the other important areas of their lives. You can help make a difference by supporting *Be Fierce. Take Control.* in three easy ways:

- Sharing social posts on your social media channels with the hashtag [#BeFierceTakeControl](#)
- Encouraging people to visit the website, befiercetakecontrol.org
- Sharing campaign videos

By sharing, you are becoming a vital partner in helping to drive further awareness to those who need it most. For more information and ways to help, please to reach out to the LFA.

E-NEWSLETTER BLURB 2

Be Fierce. Take Control. to Raise Awareness of Lupus

While many people have heard of lupus, few know anything about the disease beyond its name. Lupus is a lifelong autoimmune disease that is most common in young women. It can cause inflammation and damage to any part of the body, causing symptoms like joint pain, hair loss, fatigue, and skin rashes. Because these symptoms are also common for many other medical conditions, and symptoms show up differently for everyone who has lupus, it can take years to receive an accurate diagnosis and begin proper care. During that time, lupus continues to cause irreversible damage to the body.

The Lupus Foundation of America (LFA) wants to change that and minimize the impact of lupus on the lives of young women. LFA launched the *Be Fierce. Take Control.* campaign to raise awareness of lupus, its symptoms, and how to take the next step if they are experiencing symptoms. The campaign encourages Black/African American and Latina/Hispanic American women, who are 2–3 times more likely to develop lupus, to take control of their health, the way they run the other important areas of their lives, and not ignore it if they haven't been feeling their best.

The campaign website, befiercetakecontrol.org, houses a number of resources to help women take control of their health:

- Resources about lupus, its symptoms, and frequently asked questions
- [“Could it be Lupus?”](#) interactive questionnaire that will help women figure out what to do about their symptoms
- [Symptom tracker](#) for keeping track of symptoms over time
- [Guide](#) for preparing for a health care provider visit

You can help spread the word about *Be Fierce. Take Control.* by sharing the website and using [#BeFierceTakeControl](#) on social media. By sharing, you are becoming a vital partner in driving further awareness about this mysterious disease to those who need it most.

KEY MESSAGE

Want to spread the word about *Be Fierce. Take Control.* in a different way? Use the key messages below as a starting place for crafting your own communications about lupus awareness.

- While many people have heard of lupus, few know anything about the disease beyond its name. Lupus is a lifelong autoimmune disease that can cause pain, inflammation, and tissue damage to any part of the body. Don't ignore the signs of fatigue, hair loss, rashes or pain.
- Lupus is challenging to diagnose because it shows up in unique ways in everyone who has it. Its symptoms, things like joint pain, fatigue, and skin rashes, mimic those of many other illnesses, and symptoms are not always the same from person to person.
- Because of this, it can often take years to reach a lupus diagnosis. During that time, lupus continues to damage to the body. This is why it's so important to raise awareness about lupus, the sooner someone receives a lupus diagnosis, the sooner they can manage the disease and minimize its impact on the body. Don't ignore the signs of fatigue, hair loss, rashes or pain.
- That's why the Lupus Foundation of America created the *Be Fierce. Take Control* campaign. The campaign is designed for young Black/African American and Latina/Hispanic American women, who have a higher chance of developing lupus in their lifetime, and encourages women to take control of their health, the way they run the other important areas of their lives.
- Go to befiercetakecontrol.org to learn more about lupus, its symptoms, and what to do if you or a loved one are experiencing symptoms. Spread the message to not ignore the signs of fatigue, hair loss, rashes or pain.
- You can also share information on social media using [#BeFierceTakeControl](https://twitter.com/BeFierceTakeControl). By sharing you are becoming a vital partner in driving further awareness to those who need it most.



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