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TAKE CONTROL

PARTNER TOOLKIT



## 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 & hair to joints & 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 patients can start to receive an accurate diagnosis and begin proper care.

The American College of Rheumatology (ACR) and the Lupus Foundation of America (LFA) want to change that.

ACR and LFA have teamed up to develop the *Be Fierce. Take Control.*™ lupus awareness campaign. The *Be Fierce. Take Control.*™ campaign is designed especially for young

African American and Latino women, who have a higher chance of developing lupus in their lifetime. This digitally-led campaign grabs their attention online, where they are already searching for lupus symptoms.

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

By sharing the content developed in this tool kit, you will help to promote increased lupus awareness to those who need it most. If you have any questions about the toolkit, or are interested in getting more involved, please contact [Maggie Maloney](#), Lupus Foundation of America or [Stacey Boyd](#) with the American College of Rheumatology.

Together, we can make a difference. **Thank you for your support.**

## **SOCIAL ASSETS**

The *Be Fierce. Take Control.*<sup>™</sup> campaign is modern, empowering, and online – just like the women who we need to reach. That’s why we’ve developed a variety of assets that can be used to promote the campaign on your social channels. By sharing these targeted messages, you help increase lupus awareness and could potentially reduce the time to diagnosis for women in need.

SOCIAL ASSETS



Feeling not quite like yourself? It's time to stop procrastinating and take control of your health. Your symptoms could mean something - go to [BeFierceTakeControl.org](https://www.BeFierceTakeControl.org) to learn more. #BeFierceTakeControl



Have you been experiencing symptoms that you can't quite explain, that make you feel not like yourself? It's okay to say that something isn't right. Find out what it could mean. Learn more - go to [BeFierceTakeControl.org](https://www.BeFierceTakeControl.org)



When it comes to your health, it's okay to put yourself first. If you aren't feeling quite like yourself, find out what it could mean. Go to [BeFierceTakeControl.org](https://www.BeFierceTakeControl.org) #BeFierceTakeControl

## ADDITIONAL 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. Learn to #BeFierceTakeControl at [befiercetakecontrol.org](http://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. [befiercetakecontrol.org](http://befiercetakecontrol.org).

If you've been feeling not quite like yourself but can't pinpoint what's wrong, it's time to #BeFierceTakeControl. Find out more: [befiercetakecontrol.org](http://befiercetakecontrol.org).

If joint or muscle aches are keeping you from what you love, it's time to take action. Find out what might be wrong at [befiercetakecontrol.org](http://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](http://befiercetakecontrol.org). #BeFierceTakeControl

## ADDITIONAL TWITTER POSTS

Let's talk about #lupus—a disease that hides in plain sight. Learn the signs at [befiercetakecontrol.org](https://befiercetakecontrol.org)  
#BeFierceTakeControl

You work hard & get things done—but if you feel like your body is fighting against you, #BeFierceTakeControl.  
[befiercetakecontrol.org](https://befiercetakecontrol.org).

If you've been feeling not quite like yourself but can't pinpoint what's wrong, it's time to #BeFierceTakeControl.  
[befiercetakecontrol.org](https://befiercetakecontrol.org).

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

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

## E-NEWSLETTER BLURBS

We need your support to get the word out about *Be Fierce. Take Control.*<sup>™</sup>. Use the text on the next pages as a starting place for your next e-newsletter, blog post, or other communications to 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, 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) and the American College of Rheumatology (ACR) wanted to change that. With support from the Centers for Disease Control and Prevention (CDC), they've teamed up to create the recently launched *Be Fierce. Take Control.*<sup>™</sup> lupus awareness campaign.

*Be Fierce. Take Control.*<sup>™</sup> is designed especially for young African American and Latino 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. Its 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.*<sup>™</sup> in three easy ways:

- Sharing social posts on your social media channels with the hashtag #BeFierceTakeControl,
- Encouraging people to visit the microsite, [befiercetakecontrol.org](https://befiercetakecontrol.org).
- Sharing the campaign video

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 reach out to [Stacey Boyd](#) at the American College of Rheumatology and [Maggie Maloney](#) at the Lupus Foundation of America.

## 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, 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 American College of Rheumatology (ACR) and the Lupus Foundation of America (LFA) wanted to change that and minimize the impact of lupus on the lives of young women. They've teamed up to launch the *Be Fierce. Take Control.*<sup>™</sup> campaign to raise awareness of lupus, its symptoms, and how to take the next step if they are experiencing symptoms. The campaign encourages African American and Latino 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](http://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.*<sup>™</sup> 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.*<sup>™</sup> 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.
- 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.
- That's why the Lupus Foundation of America and American College of Rheumatology created a new lupus awareness campaign: *Be Fierce. Take Control.*<sup>™</sup> The campaign is designed especially for young African American and Latino 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](http://befiercetakecontrol.org) to learn more about lupus, its symptoms, and what to do if you or a loved one are experiencing symptoms. You can also share information on social media using #BeFierceTakeControl. By sharing you are becoming a vital partner in driving further awareness to those who need it most.

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