

Community Awareness Campaign Report [Semester 6]

Group Number: B5 & B6

Contact Person (for follow-up): Jana Tarek (+201016118178)

Title of Health Issue Covered: Adrenal Gamble: Steroid-induced Adrenal Insufficiency

Key Messages Delivered to the Public:

We explained what the adrenal glands are, where they are located and their functions as well as the normal uses of corticosteroids in all their forms and how they can be misused. Most importantly, we made others aware of the symptoms of adrenal insufficiency and emphasised how crucial it is to recognise these manifestations in an individual known to be on steroids, because the condition can be life-threatening.

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
SMH Waiting Area (7th April 2025)	To reach simple patients who are likely to be steroids but may be uneducated about the topic.	50	Patients visiting the OPC
Gym at GWSC (9th April 2025)	A group of people who abuse steroids commonly are those who regularly go to the gym, especially males.	15	Males at the gym
GWSC (10th April 2025)	It is a popular community hub so it provides an opportunity to reach a diverse audience, as this condition can affect individuals of any age or sex	50	Mixed demographic, including children, adolescents, adults and the elderly, both male and female.

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	Brochures Banner (Infographic) Posters Types of corticosteroids commonly used
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Interactive Tools (e.g., models, videos, games, giveaways):	Water bottles (abels containing campaign logo & QR code to instagram page) Spinning the wheel to answer a question (MCQ or True/False) Games: Connect 4, Hitting Cans with a ball Gifts: Chocolates, Candy, Sticky Notes, Pens Custom Word Search Signing a banner to pledge to use steroids appropriately and always seek medical advice
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	One-to-one discussion
Language/Style Adaptations Made for the Target Audience:	Arabic (specifically Egyptian dialect)

Observations and Feedback

- Public Reaction and Engagement:
The public responded positively to the campaign. Many passersby showed curiosity and approached our booth to learn more. Children and teenagers were especially interactive with the visual materials and activities. Overall, the atmosphere was welcoming and engaging, with participants expressing interest in the topic.
- Any Questions Frequently Asked by the Audience:
“Does this mean I should never use steroids?”
“Is this condition permanent?”
“When does the duration of steroid use become chronic?”
- Feedback Received (if any):
Several attendees expressed appreciation for the campaign and found the information new and valuable. Notably, we were approached by individuals who were currently using prescribed steroids and were unaware of the potential risks. They shared that their doctors did not provide sufficient education about safe usage or the possibility of adrenal insufficiency, and they were eager to learn how to protect themselves. This highlighted the importance of public awareness initiatives like ours.

Challenges Faced:

- Any Logistical, Communication, or Public Engagement Challenges:
One of the main challenges was the limited time we had for setup and preparation before the campaign started. Additionally, when the event took place in the sporting club, it was sometimes difficult to maintain the audience’s attention, especially with ongoing activities and distractions around us. Another minor challenge was coordinating team members during peak times when multiple people approached the booth at once. Some of the team members (especially the non-Egyptians) found it difficult to avoid medical jargon as they were not aware of the proper Egyptian term.

- **How the Group Managed or Adapted to These Challenges:**

To overcome the time constraint, we prepared most of our materials in advance and divided responsibilities among group members to speed up setup on-site. We strategically positioned our booth in a high-traffic area to increase visibility and draw in more people.

To maintain audience engagement despite surrounding distractions, some team members actively walked around the area to invite people to the booth, while others remained to answer questions and manage the display. The non-Egyptian members asked nearby Egyptian team members for help initially until they got the hang of it.

Lessons Learned

- **What the Group Learned from the Campaign:**

We learned the importance of simplifying medical information to make it accessible to a general audience, especially when discussing less commonly known conditions like steroid-induced adrenal insufficiency. The campaign also highlighted how essential it is to address public misconceptions and fill in the gaps left by healthcare professionals, as some individuals were unaware of the risks associated with long-term steroid use.

- **Suggestions for Improvement in Future Campaigns:**

Prepare more interactive activities or visual aids to capture attention and sustain engagement, especially in open and busy venues. Consider printing feedback forms or using digital QR code surveys to gather more structured feedback from the audience

Visual Documentation:

- Attach 2–4 Photos from the Campaign (with captions):



Explaining to a patient in the waiting area of SMH



The team at GWSC on April 9th



The team at GWSC on April 10th



Setting up the booth at GWSC on April 10th

- Attach the soft copy of the brochures used in your campaigns.

IS IT AN EMERGENCY?

Warning Signs of Adrenal Crisis:

- Severe weakness
- Vomiting
- Extremely low blood pressure
- Loss of consciousness

What to Do:
Inject 100 mg IV hydrocortisone + saline immediately.
Call emergency services without delay

هل هي حالة طارئة؟

علامات تحذيرية لأزمة الغدة الكظرية:

- ضعف شديد
- قيئ
- انخفاض شديد في ضغط الدم
- فقدان الوعي

ما يجب فعله:
إحقن ١٠٠ ملغ من الهيدروكورتيزون الوريدي مع محلول ملحي فوراً.
اتصل بخدمات الطوارئ فوراً



Living Safely with Steroid Therapy

- Don't stop steroids suddenly
- Report symptoms like extreme fatigue or dizziness
- Always carry your emergency steroid card/injection
- Wear a medical alert bracelet
- Know your emergency dose during stress or illness

Adrenal Gamble



Your Guide to Staying Safe & Healthy

العيش بأمان مع العلاج بالستيرويد

- لا تتوقف عن تناول المنشطات فجأة
- الإبلاغ عن أعراض مثل التعب الشديد أو الدوخة
- احمل دائماً بطاقة/حقن الستيرويد في حالات الطوارئ الخاصة بك
- ارتدي سوار التنبيه الطبي
- تعرف على جرعتك الطارئة أثناء الإجهاد أو المرض

ما هو فشل الغدة الكظرية الناتج عن استعمال الستيرويد؟

حالة تتوقف فيها الغدة الكظرية عن إنتاج ما يكفي من الكورتيزول بسبب استخدام الستيرويدات لفترات طويلة

يساعد الكورتيزول على تنظيم:

- الاستجابة للتوتر
- ضغط الدم
- توازن الأملاح و الماء

الأعراض التي يجب الانتباه لها

- إرهاق مستمر
- فقدان الوزن
- دوخة أو إغماء
- ضعف عضلي
- فقدان الشهية أو الغثبان
- تقلبات مزاجية

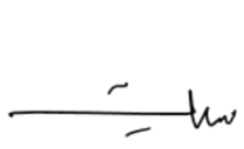
Need help?


Emergency Contact: call 123
Or
You can visit Mansoura University Emergency & Accident Hospital

Scan the QR code or visit our awareness page




This Community Awareness Campaign was prepared & reported by a student team of the Class of 2027, under the supervision of Dr Hosam Hamed (Semester 6 Chief Tutor), Prof. Rafik Barakat (Phase 2 Director), and Prof. Ahmed Negm (MMPME Program Director).


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