

Community Awareness Campaign Report [Semester 6]

Group Number:CD (17,18)

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Title of Health Issue Covered: MASLD – LiveRwell

Key Messages Delivered to the Public:

The importance of having a healthy lifestyle and its powerful impact on improving the liver's health. We attempted to teach people the tremendous impact Fatty liver (MASLD) has on the individual's health and QOL. Our goal was ensuring that the public, from children to adults, understands and fully captures the full extent of the disease, and how it is considered to be a “silent killer” and not just some fat accumulated in the liver

Campaign Locations:

Location & Date	Why chosen?	Estimated number of people reached	Type of audience (e.g., children, elderly, general public)
The faculty of medicine	As not only do we have to teach the general population about this rising disease, but we also need to spread the awareness amongst the medical and non-medical students, sharing this golden wisdom, so they can guide those around them and help put themselves and their loved ones on the right track to a healthier liver!	200	Medical and non-medical students
GWSC	With the club, our goal was reaching as many people as possible of different age groups, different mentalities and health priorities aiming to guide everyone and open their minds about this not so known disease, and they could with very simple measures protect themselves and guard against it preventing its grave consequences	250	The public-young/middle aged

Materials and Methods Used:

Educational Materials Used (e.g., brochures, posters, infographics):	Banner, Poster, brochures, infographics (teaching people how to easily measure their blood pressure, blood glucose, and guiding them in different exercise routines that's appropriate for all ages as well as healthy dietary options to employ in their diets for maximal liver benefits), Instagram (our instagram page is heavily dependent on delivering the information in a fun engaging way, so we added a barcode on the leaflet for people to easily reach it)
Interactive Tools (e.g., models, videos, games, giveaways):	<p>"Know your numbers", in this corner we measured people's blood pressure, blood glucose and BMI to reveal the truth that may be hidden about their healths without them knowing</p> <p>Games (we designed educational games in the form of cross word puzzles as well as word search that not only raises the spirit of fun within but also help raise more and more awareness about MASLD in an interactive yet fun way. In addition, we also had non educational games that attracted people from a variety of age groups, primarily the children, which helped up talk to more of our target audience, the young/middle aged)</p> <p>Giveaways (we had different giveaways with an aim of education people about the essential and accessible additions to their lives that would help stop the progression of MASLD such as: water with dark chocolate for the low glycemic index foods... and of course some fun giveaways too like stickers, pens, games, etc.</p> <p>We also had a frame for people to take their best liver health pictures and enjoy the superhero spirit!</p>
Approach Used to Communicate (e.g., one-to-one discussion, group sessions):	We employed a one-to-one discussion with our target groups to ensure their understanding and answer any of their concerns in an organized manner. Our educational team was composed of 8 students.
Language/Style Adaptations Made for the Target Audience:	We ensured explaining everything in Arabic as it being the mother tongue here, and gave out our leaflets in Arabic too, however, we ensured adding an English version (as a QR code) for those who would like to access it. In addition, all of our social media posts are in both languages to reach the largest audience.

Observations and Feedback

- Public Reaction and Engagement:

Children: They were attracted by our colorful theme, engaged in educational games, learned they could be at risk of MASLD and participated in a variety of health-related exercises to strengthen their health.

Adults: They were intrigued by how this unknown "Silent killer" consumes their lives, they were also willing to learn how to protect themselves, who and when to consult.

Students: Everyone learned about this new rising disease, we managed to deliver the importance of raising awareness to everyone around them, and the need to prioritize their health for their optimal well being. I

- Any Questions Frequently Asked by the Audience:

- How do I know if I am at risk of MASLD?** Numerous people have asked us this question, in which we have answered by teaching and guiding them on how to easily assess their risk using the "Metabolic syndrome" chart, which was added to the leaflet, and explaining to them when they need to screen and how as well.
- Are there any measures to help stop its progression?** Our goal answering this question was to provide with the simplest healthy lifestyle measures they could implement in their day without any obstacles, so we provided them our educational infographics as a guide!
- Can I get MASLD even if I am skinny?**

- Feedback Received (if any):

The out reach campaign allowed us to target a wide variety of age groups, and we reviewed fruitful feedbacks from each of them, for example:

- Adults** were grateful to know about this not-so-common disease and how it can seriously impact their lives without even realizing, they appreciated the information we provided them and were keen of learning more and more about the disease
- Elderly:** even though this was not our primary target group, the older population were immensely grateful for our "know your numbers" corner, as it revealed some hidden health facts about them and how they can control them!
- Children:** they loved being engaged in such an activity, the games, the face paint, the education itself, as trivial as it may seem, all the children that presented to our campaign loved the information they have received and their engagement with everyone.

Challenges Faced:

- Any Logistical, Communication, or Public Engagement Challenges:

One of the main challenges we faced was managing the large crowd, especially during peak times. It was also difficult to keep the flow organized between different stations. Some people were shy or hesitant to engage at first.

- How the Group Managed or Adapted to These Challenges:

We adapted by dividing team roles more effectively and guiding people step by step. We used interactive games and friendly communication to encourage public engagement and make everyone feel comfortable

Lessons Learned

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

Through this campaign, our group learned the true power of creative health communication in making medical information relatable and engaging. We discovered how impactful it is to use themes like superheroes to simplify complex concepts like MASLD and liver health for both adults and children. We also learned the importance of teamwork, planning, flexibility, and direct interaction with the community in spreading awareness effectively.

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

For future campaigns, we suggest allocating more time for preparation and content creation, especially for interactive materials and games. Additionally, having more volunteers dedicated to managing children's activities and organizing health checks could improve the flow. Incorporating technology like QR codes for educational videos or quick quizzes could also increase engagement. Finally, providing small takeaway educational items (like mini booklets or fridge magnets with healthy tips) might help reinforce the message after the event.

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



Behind every successful mission is a superhero team! Our on-ground warriors united to raise awareness, fight MASLD and spread liver health everywhere!



Know your numbers! Our superhero station helped visitors check their BMI, BP and BG, because every hero needs to track their stats!



The Liververse Arcade: Where fun meets learning! Kids and adults took on liver-friendly challenges, proving that health education can be a game worth playing!



Knowledge is power! Our educational board broke down everything about MASLD — risk factors, prevention, and how to level up the liver health in superhero style!

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

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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