



RISE & RALLY'S AWARENESS DAY/MONTH INFO SHEET

Chronic, Complex, and Rare Disease Advocacy and Healthcare Reform Awareness Day/Month is an annual event observed in September. This event is dedicated to raising awareness about the experiences of patients, caregivers, and physicians involved with chronic, complex, and rare diseases. Our mission is to advocate for healthcare reform to improve the lives and care of these populations. Throughout the month, and especially on the designated day, we unite to collectively raise awareness and take tangible action toward systemic changes within the healthcare system.

BACKGROUND & NEED

You may be familiar with individual disease awareness days/months like lupus awareness or gastroparesis awareness, and broader category awareness such as rare disease awareness month. Our event builds upon these by uniting the voices of all affected to address systemic issues collectively. While individual and category-specific awareness days/months highlight unique challenges, our advocacy day/month emphasizes the power of collective advocacy to break down barriers faced by those with chronic, complex, and rare diseases.

INDIVIDUAL DISEASE AWARENESS DAYS/MONTHS

- Focus: Specific disease or health condition.
- Goal: Educate the public, share personal stories, advocate for research funding and improved care.
- Examples: Breast Cancer Awareness Month, Alzheimer's Awareness Month, World AIDS Day.

DISEASE CATEGORY AWARENESS DAYS/MONTHS

- Focus: Specific disease or health condition.
- Goal: Educate the public, share personal stories, advocate for research funding and improved care.
- Examples: Breast Cancer Awareness Month, Alzheimer's Awareness Month, World AIDS Day.

CHRONIC, COMPLEX & RARE DISEASE ADVOCACY & HEALTHCARE REFORM AWARENESS DAY/MONTH

- Focus: Systemic change within the healthcare system.
- Goal: Address broader challenges, prioritize legislative reforms, insurance policy changes, societal awareness, and medical education reform.
- Impact: Unite voices to create a more supportive healthcare system for all affected individuals.



WHY THIS BROADER DAY/MONTH IS NEEDED

- Focus: Specific disease or health condition.
- Goal: Educate the public, share personal stories, advocate for research funding and improved care.
- Examples: Breast Cancer Awareness Month, Alzheimer's Awareness Month, World AIDS Day.

WHY THIS BROADER DAY/MONTH IS NEEDED

While individual disease awareness days/months and disease category awareness days/months play crucial roles in highlighting specific conditions and broader disease categories, there is a pressing need for a unified platform.

The Chronic, Complex & Rare Disease Advocacy & Healthcare Reform Awareness Day/Month is essential because:

- **Collective Voice:** By bringing together all independent disease day groups and larger disease category groups, we amplify our collective voice. This unified approach allows for a more significant impact in advocating for the systemic changes needed in the healthcare system.
- **Shared Challenges:** Many individuals with chronic, complex, and rare diseases face similar barriers, such as access to care, insurance coverage issues, and the need for better medical education. Addressing these challenges collectively can lead to more comprehensive solutions.
- **Unified Advocacy:** A broader day/month dedicated to this cause helps in streamlining advocacy efforts. It encourages collaboration between different organizations, stakeholders, and advocates, fostering a stronger and more coordinated push for the changes we all need and want to see.
- **Awareness and Education:** Raising awareness about the unique challenges faced by these patient populations on a larger scale helps in educating the public, policymakers, and healthcare providers. It promotes understanding and support for the necessary reforms.
- **Policy Influence:** A unified advocacy platform can more effectively influence legislative and policy changes. By presenting a united front, we can better advocate for reforms that address the needs of those with chronic, complex, and rare diseases.



OUR GOALS FOR AWARENESS DAY/MONTH

- **Healthcare Reform:** Advocate for legislative changes to improve healthcare access, affordability, and quality.
- **Legislative Advocacy:** Push for systemic reforms to address challenges faced by affected individuals.
- **Policy Promotion:** Promote policy changes to enhance access to care and support services.
- **Societal Awareness:** Raise awareness about the conditions and needs of these populations.
- **Medical Education Reform:** Improve healthcare professionals' understanding and treatment of these conditions.
- **Empowerment of Patients:** Encourage individuals to share their experiences and advocate for their needs.
- **Insurance Reform:** Support initiatives to reform insurance practices to better meet patient needs.
- **Collaboration for Change:** Foster collaboration among stakeholders to address healthcare disparities.

COME JOIN US!

During Chronic, Complex, and Rare Disease Advocacy and Healthcare Reform Awareness Day/Month, we host various events, including webinars, social media campaigns, and community gatherings. These events aim to educate the public, empower individuals to share their experiences, and advocate for legislative and policy changes.

By participating in our awareness efforts, you can help make a difference for those living with chronic, complex, and rare diseases, and support our mission for a more inclusive and equitable healthcare system.

For more resources, guides, and opportunities to connect with others who share your passion for advocacy, please visit our website at www.riseandrally.org and follow us on Instagram at [@riseandrally_](https://www.instagram.com/riseandrally_)