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Inside Snapshot:

- Know My Trait: New awareness campaign for young adults
- President's AGM Report
- Our Year in Review Infographic

Introducing our new Society logo



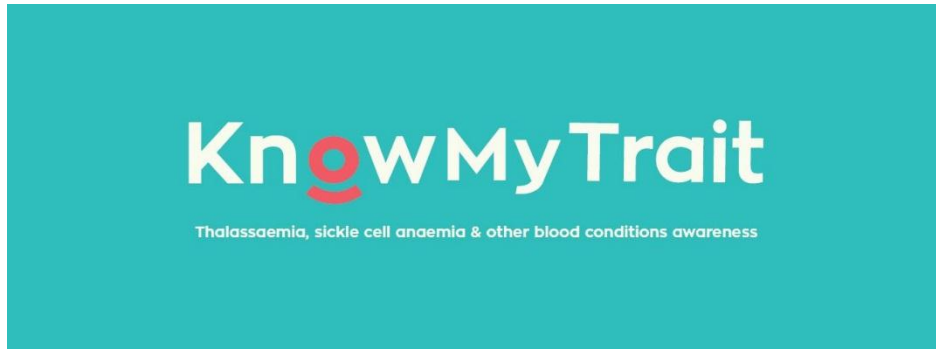
Welcome to our second quarterly e-newsletter.

To begin, we say thank you to Tarek for the re-design of our logo. Over the last few months he presented three designs. We liked this design the best, as it is a fresh and dynamic interpretation of our existing logo yet it retains a clear link to the tradition and heritage of the Society.

Our logo represents the four chambers of the heart.

What is Know My Trait?

Know My Trait is a new campaign developed by the Society, in collaboration with [UTS Shopfront](#) to encourage young people to find out whether they are carriers of the genetic trait for thalassaemia and sickle-cell anaemia. The campaign is aimed at young adults, singles and couples, **aged 18 to 30 years**.



The campaign uses safe trusting colours and easy to access language as well as identifiable iconography and multicultural imaging. Over time, we hope to have the campaign resources translated into key community languages including Arabic, Hindi, Mandarin, Spanish, French and Greek.

The aim is to engage a young and '*unaware*' community to build their knowledge and provide steps to making informed choices and taking control. We say '*unaware*' as many carriers of the trait have little or no symptoms and so are unaware they carry the trait.

The campaign is supported with a micro-site, a handy pocket guide, an information leaflet, posters, Facebook banners, stickers and hashtag - #KnowMyTrait on both Facebook and Instagram.

Like & Share & Follow on Facebook & Instagram - **#KnowMyTrait**

Meet Jam Soda Crew
- our super Know My Trait designers!



Jam Soda Studios are the creative and dynamic group of five UTS students - Adrian, April, Isabel, Jade and Hollie - behind Know My Trait.

They are a group of final year Design students from UTS who worked with the Society to develop the concepts, style, colours, logos and images for the Know My Trait campaign. They also provided that 'young edge' which we gratefully embraced.



Jam Soda Crew were part of a number of student groups who volunteered their time, skills and ideas to a wide-range of small community groups and charities as part of the UTS Shopfront social design and community projects program.

Get the full micro-site experience? Visit: knowmytrait.org

A huge **Thank You to Jam Soda**, for being so engaged with our project and so creative, for listening and connecting to the work of the Society and for a fantastic campaign design

AGM President Report

Thank you to all our members who attended our 2017 AGM. I was proud to report on the work that our Society had done over the past 10 months.

We all came in at a difficult time for the Society and I want to congratulate all the members who took up the challenge of getting involved when things were tough and for enduring a challenging year.

Over the course of the year we have managed to implement some important measures for the Society. One of these was the adoption of a Corporate Plan as I discussed in our previous edition. Additionally we have used this year to improve the fundamentals of the Society. Things such as:

- Improving our meeting procedures and processes
- Improve engagement with our members
- Understanding the demographics of members and potential members
- Restore an active presence on social media
- Launch a new online quarterly newsletter
- Update our logo to refresh the Society's image
- Restore and improve links with medical staff across NSW.
- Improve the advocacy capability of the Society
- Build better networks with other NGOs who share a similar story to us

Many of these initiatives are ongoing but we are well on course to implementing them and can always use additional volunteers to help us achieve our goals.

Next year we hope to continue to build as we try to consolidate and finalise many of the things we have started, while also looking to adopt some new initiatives. Things such as:

- An engagement plan with CNCs & Treatment Specialists
- Develop and plan a mentoring program for younger patients that will link them with some of the older patients.
- The return of Shark Island

We are always looking for additional volunteers and help and I would encourage you to get involved.

Finally, I want to take this opportunity to welcome our new and vibrant Committee and wish them the best of luck for the year ahead. I would also like to acknowledge the work of Lela Dallas who is stepping down as Treasurer and thank her for her service last year.

George Houssos
President

Coordinator update

Since July we've spoke with over 600 people about the genetic inheritance of blood disorders and the importance of getting a simple blood test to know if you carry the genetic trait. Thanks to the Multicultural Network, BCRG Bankstown, Fairfield Family Participation Project, Fairfield Communities for Children and the Lebanese Muslim Association.

In addition to working with Jam Soda, I have been working with April Bae (also from UTS) on a series of awareness postcards, some of which link to the [Know My Trait campaign](#) and some of which target an older demographic profile.

In collaboration with a parent, Christine, and the CNC, Ady, from Westmead Children's Hospital we are busy planning the picnic in Parramatta Park on December 3rd. It is a chance for families from Westmead, Sydney, John Hunter (Newcastle) and Canberra hospitals to meet and share stories and have some fun.

In September, I was invited to a thalassaemia nursing conference organised by [ApoPharma](#). It provided the opportunity for Clinical Nurse Consultants (CNCs) to meet with each other and for the Society to meet nursing staff from non-Sydney hospitals and learn more about best practice nursing. In October we had our AGM and thanks to Ting Georgellis from [Veritium Medical](#) who was our speaker. She told us about a new syringe infusion pump approved by the TGA.

Finally, some projects in the early stages include linking with Liverpool and Canberra Hospitals for outreach visits and liaising with Spleen Australia to discuss the best way to advocate for a spleen registry for NSW.

Get Healthy NSW

Each newsletter we will feature a good health section, whether about good mental, physical or emotional health or perhaps introducing some learning about thalassaemia or sickle cell anaemia.

In this edition, we want to highlight a **free personal coaching** initiative from NSW Health called [Get Healthy NSW](#) - <https://www.gethealthynsw.com.au/>

It offers six different programs each tailored to individual participants and provides information only or coaching support over six months as preferred by the participant. Referral can be by self-referral or by a health practitioner.

Website: www.thalnsw.org.au

Website: www.knowmytrait.org

Book us for an awareness workshop or stand at your workplace, school, community group or faith group.

What is Thalassaemia? Could you carry the sickle-cell trait?

People with a 'family ancestry', even your parents or grandparents were born in Australia, from the regions below may have a risk of carrying the genetic trait:

Mediterranean, Middle-East, South-East Asia & China, India & South Asia, Africa, parts of Central & South America.

Facebook: www.facebook.com/thalnsw/

Instagram: www.instagram.com/knowmytrait

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