Action Project Proposal:

" Build a website for rheumatic heart disease (RHD) Civil Service Organisation (CSO) and plan social media campaigns to be used by RHD CSO to increase awareness and education surrounding RHD"

Who Are Cure Kids?

In June 2014, a partnership project commenced with the aim of preventing and reducing the impact of rheumatic heart disease (RHD) in the Fiji Islands. Cure Kids is working collaboratively with the Fiji Ministry of Health and Medical Services, Auckland District Health Board, and the Centre for International Child Health at Murdoch Children's Research Institute.

- Affects one in 50 children, yet is a preventable condition
- Fiji has one of the highest known rates in the world

- A leading cause of death for young people
- The second most common cause of death for pregnant women
- In partnership with AccorHotels, the Fiji Ministry of Health and world-leading RHD experts from Australia and NZ, Cure Kids is leading a national-level, research-based project, improving and building capacity across all aspects of RHD control and prevention

RHD is a serious heart condition that occurs following an attack of Acute Rheumatic Fever (ARF) which can occur after a strong immune response to a throat infection caused by a Group A Streptococcus ('strep throat' infection). If appropriate antibiotic treatment is not administered, inflammation of the heart can cause scarring of the heart valves resulting in significant morbidity and possible death. In Fiji, it is common for children to present to clinical services late – already with symptomatic RHD – which means they are often too late for adequate treatment.

RHD is a significant health problem in Fiji, with the Pacific region having one of the highest reported RHD incidences in the world. Echocardiography-confirmed RHD prevalence in Fijian children, aged 5-14 years, is 35.4 per 1,000 which equates to approximately one child in every classroom living with RHD.

In Fiji, at least 60 deaths a year are attributed to RHD.

Mission:

The goal is to expand and strengthen the existing Fiji Rheumatic Heart Disease Control Programme to include developing new models of ARF/RHD care and prevention with the aim of reducing RHD related morbidity and mortality. Fundamental to Project outputs is an effective national co-ordination structure for the Fiji RHD Control Programme (Fiji MOH). Increasing capacity at this level will provide a governance model that can continue beyond the life of the Project.

Long Term Aims & Vision:

Output 1: Register-based secondary prevention programme operational including quality improvement processes

Output 2: Best practice guidelines for clinical care for arf/rhd implemented and monitored against benchmarks

Output 3: A model for early detection of arf/rhd cases developed and implemented nationally

Output 4: Primary prevention guidelines developed and implemented including health promotion

Further Information:

Do you have more information on what you want on the RHD CSO website?
We see the structure and content of the 'Heart Heroes Fiji' website being quite similar to this (http://rhdaction.org/) with Fiji-specific content added, of course, i.e photos, contact details etc.

Can you provide some examples of websites you like that this could be modelled on?
As above. This website is quite detailed and information-heavy, we could probably have some of the pages condensed and simplified for a lighter website.

Will the website need any special features/plugins/ capabilities?
It would be good to be able to add video links where relevant. On the contact page – a google map plugin. That's all I can think of at the moment, others may present themselves organically as the website develops, but nothing out of the ordinary.

Do you want the social media posts to be focused on the RHD Civil Service Organisation or do you want a mix with informative posts about RHD more generally?
The RHD CSO is still very much under development and will be best to hold off on this until it is officially announced to the public. So RHD social campaign should be more focused on RHD awareness and education.

Will you be able to provide interns with more information so they can understand what the RHD CSO is?
We currently have a draft constitution underway – I will have an updated copy of this by Friday – for the part of this activity pertaining to the constitution we are really looking for advice/guidance on whether we've done this right, where we can improve it/what changes can be made (If you are completing this action project there is more information about the CSO available!)

Key Research & Discussion Areas:

PLAN AND DELIVER ...

- Research Cure Kids, from this research can you determine the types of awareness/educational materials required?
- What different RHD Civil Service Organisations are there? Will resources need to be adapted between them?
- What are the overall aims of educational resources? How will they fit in with the missions aims, values and long-term aims of Cure Fiji/RHD Civil Service Organisations?
- Who is the target audience? Who could new target audiences be? Are there multiple audiences resources could be designed for?
- What financial and physical resources do they have to develop? What partnerships could they develop to facilitate the improvement of their resources?
- Are there any examples of similar educational resources online you could use for inspiration for format and content?
- How are the educational materials going to be delivered? (e.g. flyers, posters, booklets, online, workshops, self-led)
- What marketing channels are they going to use to advertise and promote them?
- How could they make the development and delivery of their educational resources more sustainable in the long-term?

CONTENT

- If you are targeting multiple audiences, how will you differentiate your content for each of them?
  - How will you ensure that the activities are accessible for both students with and without learning disabilities?
- In what format will resources be made available? (e.g. flyers, posters, booklets, online, workshops, self-led)
- What design features will you use to make your resources visually appealing?
- What key points from your action project will you chose to highlight in your recorded presentation at the end of your internship?

BARRIERS

- What are the main barriers to the development and delivery of these resources?
- What have other organisations done to combat these?
- Can you think of any potential solutions to these problems?
- Unsure what materials to focus on creating? (This is up to you, include a range or focus on whatever you think will allow you to add the most value to Cure Kids.)

EVALUATION

- How will you make sure there's an element of longevity in this project?
- How will you access whether your project meets the aims and objectives of this AP?
- What tips could you give to future interns doing this project?
- Are there any further areas of research you could recommend to future interns/Cure Kids?

Useful Links:

- Facebook -https://www.facebook.com/curekidsfiji/
- Instagram - https://www.instagram.com/curekidsfiji/
- Website - https://curekids.org.fj/rheumatic-heart-disease/
- For more information about RHD - http://rhdaction.org/
- Organisation Profile - https://thinkpacific.com/action-project-cure-kids/

Further Questions

Are there any questions you would like to ask Cure Kids to assist in completing this project?

- ....

- ....

- ....

- ....

- ....