

Strategies

Newspapers, Television, or Radio



STRATEGIES FOR NEWSPAPERS, TELEVISION, OR RADIO

The term Sickle Cell Disease (SCD) describes a number of inherited red blood cell disorders. Healthy red blood cells are round, and they move through small blood vessels to carry oxygen to all parts of the body. Red blood cells affected by SCD become hard and sticky and look like a C-shaped farm tool called a "sickle." Also, when they travel through small blood vessels, they get stuck and block blood flow. This can cause pain and other serious problems. SCD affects millions of people throughout the world, including an estimated 70,000 to 100,000 Americans. SCD is a major public health concern. We invite you to assess your needs and resources and to plan to initiate activities to raise awareness during Sickle Cell Month-September.

Below are a few ideas on how you can participate in Sickle Cell Awareness Month:

Write an editorial about the need for a stronger local focus on Sickle Cell awareness and make a call for community actions

Donate advertising space and printing of materials for Sickle Cell Awareness Month activities in your community

Develop and broadcast public service announcements about Sickle Cell Awareness and wellness promotion

Sponsor and provide coverage of a local distinguished lecturer speaking on Sickle Cell issues

Write a feature article or program on ways Floridians can safeguard their health through annual screenings, proper nutrition and adequate exercise

Involve a well-known media personality in a community event during Sickle Cell Awareness Month

Start a Sickle Cell awareness call-in radio show or newspaper column using local experts and female moderators or writers

Provide written and verbal announcements in English, Spanish, and Creole

Register all Sickle Cell Awareness Month community events on the Sickle Cell Disease Association of America Website at <http://www.sicklecelldisease.org/>



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