

Act on axial SpA campaign 2023



A year in numbers

33,058 people have visited campaign website www.actonaxialspa.com and viewed content **76,700 times**.

Our campaign videos were watched **9,883 times** and a total of **456.4 hours**

Public awareness key numbers

Health care professional (HCP) engagement key numbers

A reach of 842,546
from our social media adverts



24,747 visits
to our NASS symptom checker

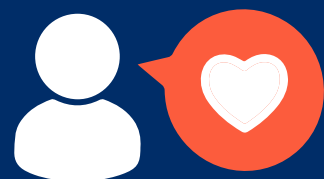
3 key policy reports
on diagnostic delay –
Use of MRI, IBD & axial
SpA and UK time to
diagnosis



**10 Champions
in Primary Care**

with 280 hours of
leadership development
and quality improvement
training delivered

**172,112
engagements**
with our social media
campaign content



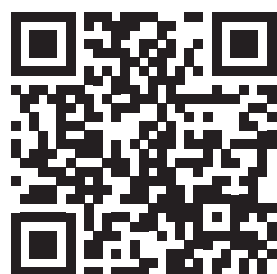
8,042 people
completed the
symptom checker

129 HCPs signed up
to the NASS peer to
peer network, with 6
peer to peer webinars
delivered



**23 NASS change
maker awards**

given to HCPs (6 Gold,
8 Silver, 9 Bronze)



To find out how you can join our social movement for change and end diagnostic delay
visit www.actonaxialspa.com