Key messages: Gout Stop campaign

# Message to practices

Kia ora,

As part of the Gout Stop programme, Mahitahi Hauora is running a public awareness campaign to de-stigmatise gout and help people manage their gout effectively.

The campaign will run from 1 August to 30 September and may result in an increased number of patients presenting with gout or asking about the Gout Stop programme.

**Campaign resources**

Resources are available to support the campaign on our website:

* Flyer
* Poster 1: Gout is in your genes
* Poster 2: Medication for gout
* Social media tiles
* Facebook banner
* Video: Good food shopping choices for people with gout

Printed copies of the flyer and poster will be distributed to your practice.

Please help to spread the word in any ways that work best for your patient population.

# Posters

*Poster 1:*

Did you know?

Gout is in your genes!

Gout is caused by too much uric acid in your blood. Your uric acid levels depend 90% on your genes, and only 10% on what you eat and drink. Māori and Pacific people often have genes that stop their kidneys getting rid of excess uric acid in their urine.

Gout isn’t your fault. Don’t be whakamā – talk to your GP about how to manage your gout.

[Gout Stop poster 1 - A4 - PROFESSIONAL PRINT - crop and bleed.pdf](https://mahitahihauora.sharepoint.com/:b:/s/msteams_8a397b_158964/EflGylmJ1mdKjwmhcL49KKABcNTmnBd58OPWeC_hvmAoVg?e=PPkiXF)

*Poster 2:*

Did you know?

Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.

The Gout Stop programme offers medication, advice and support to stop gout attacks.

Talk to your GP about joining Gout Stop.

[Gout Stop poster 2 - A4 - PROFESSIONAL PRINT - crop and bleed.pdf](https://mahitahihauora.sharepoint.com/:b:/s/msteams_8a397b_158964/EXac8F8OkS9PpNMvWPm59X8B894nkb5ucyR-OXtLfpx_EQ?e=zjTt7l)

# One pager / flyer for patients

Gout is not your fault.

Myth: Gout is caused by eating too much kaimoana and drinking alcohol.

Fact: Gout is caused by too much uric acid in your blood. Your uric acid levels depend 90% on your genes, and only 10% on what you eat and drink.

Most people get rid of extra uric acid in their urine. But Māori and Pacific people often have genes that stop their kidneys getting rid of extra uric acid. Māori and Pacific men in their 20s and 30s are worst impacted.

Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.

You don’t have to manage your gout alone. The Gout Stop programme offers medication, advice and support to stop gout attacks.

Talk to your GP about joining Gout Stop.

[Gout Stop - A5 flyer - PRINT - with bleed.pdf](https://mahitahihauora.sharepoint.com/:b:/s/msteams_8a397b_158964/EYUauK36ML9Jt51MBAD8q9IBgKN5qmNBc6d8i02BYRx0Sw?e=rmE6Ng)

# Radio advertising

|  |  |
| --- | --- |
| **Date** | **Script** |
| August, Sept | Did you know?  Gout is in your genes!  Gout is caused by too much uric acid in your blood. Your uric acid levels depend 90% on your genes, and only 10% on what you eat and drink. Most Māori and Pacific people have genes that stop their kidneys getting rid of extra uric acid in their urine.  Gout isn’t your fault, so don’t be whakamā – talk to your GP about how to manage your gout. |
| Aug, Sept | Did you know?  Many Māori and Pacific people need to take gout medication.  Gout is caused by too much uric acid in your blood.  Most people get rid of extra uric acid in their urine. But Māori and Pacific people often have genes that stop their kidneys getting rid of extra uric acid.  Māori and Pacific men in their 20s and 30s are most impacted and may need to take medication to bring their uric acid levels down.  The Gout Stop programme offers medication, advice and support to stop gout.  Talk to your GP about joining Gout Stop. |
| Aug, Sept | Did you know?  Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.  The Gout Stop programme offers medication, advice and support to stop gout attacks.  Talk to your GP about joining Gout Stop. |
| Aug, Sept | Did you know?  The best ways to manage gout are:   * Taking daily medication to stop gout attacks * Taking medication to treat pain and swelling during a gout attack * Staying active and eating a balanced diet   You don’t have to manage your gout alone. The Gout Stop programme offers medication, advice and support for people with gout.  Talk to your GP about joining Gout Stop. |
| Aug, Sept | Did you know?  Gout is a type of arthritis caused by too much uric acid in your blood.  Gout causes pain and swelling in your joints. It can stop you from working, playing sport, playing with your tamariki, and enjoying time with whānau and friends. If left untreated, it can damage your joints and kidneys. Having gout also means you’re more likely to develop diabetes and heart disease.  Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.  The Gout Stop programme offers medication, advice and support to stop gout attacks.  Talk to your GP about joining Gout Stop. |

# Social media

|  |  |  |
| --- | --- | --- |
| **Date** | **Text** | **Tile** |
| Aug, Sept | Did you know?  Gout is in your genes!  Gout is caused by too much uric acid in your blood. Your uric acid levels depend 90% on your genes, and only 10% on what you eat and drink. Most Māori and Pacific people have genes that stop their kidneys getting rid of extra uric acid in their urine.  Gout isn’t your fault, so don’t be whakamā – talk to your GP about how to manage your gout. |  |
| Aug, Sept | Did you know?  Most Māori and Pacific people need to take gout medication.  Gout is caused by too much uric acid in your blood.  Most people get rid of extra uric acid in their urine. But Māori and Pacific people often have genes that stop their kidneys getting rid of extra uric acid.  Māori and Pacific men in their 20s and 30s are worst impacted, and often need to take medication to bring their uric acid levels down.  The Gout Stop programme offers medication, advice and support to stop gout.  Talk to your GP about joining Gout Stop. |  |
| Scheduled during Aug, Sept | Did you know?  Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.  The Gout Stop programme offers medication, advice and support to stop gout attacks.  Talk to your GP about joining Gout Stop. | A person with his arms crossed  Description automatically generated with medium confidence |
| Scheduled during Aug, Sept | Did you know?  The best ways to manage gout are:   * Take daily medication to stop gout attacks * Take medication to treat pain and swelling during a gout attack * Live a healthy lifestyle – be active and eat a balanced diet * Drink water instead of sugary drinks and alcohol * Wear comfortable shoes that support your feet properly – shoes with laces or Velcro that you can tighten or loosen as needed, with a firm cushioned insole, are best.   You don’t have to manage your gout alone. The Gout Stop programme offers medication, advice and support for people with gout.  Talk to your GP about joining Gout Stop. | A person with his arms crossed  Description automatically generated with medium confidence |
| Scheduled during Aug, Sept | Did you know?  Gout is a type of arthritis caused by too much uric acid in your blood.  Gout causes pain and swelling in your joints. It can stop you from working, playing sport, playing with your tamariki, and enjoying time with whānau and friends. If left untreated, it can damage your joints and kidneys. Having gout also means you’re more likely to develop diabetes and heart disease.  Taking uric acid medication daily stops gout attacks so you can get back to doing the things you love.  The Gout Stop programme offers medication, advice and support to stop gout attacks.  Talk to your GP about joining Gout Stop. | A person with his arms crossed  Description automatically generated with medium confidence |
| Aug, Sept | [Facebook cover; image only] |  |