Bi-Annual Newsletter  

Website: www.icosep.org  
Email: Contact Us@icosep.org  
Ph: 229.247.6258  
United States
The Dos and Don’ts of Nonprofit Holiday Email Marketing

~ DO ~

Make More Asks Near the End of the Year. Be direct.

Adjust Your Email Strategy If You’re Launching a Fall Campaign. A typical year end campaign will begin mid November and run through the end of December.

Segment Donors. Be specific to the types of donors you are attracting and tailor an email for them.

Link Appeals to Custom Donation Forms. Donors are willing and able to offer different amounts of funding. Offer them a form specific for their funding tier.

Test Your Emails. Adjust your emails one by one to see what works.

~ DON’T ~

Give Vague Calls to Action. Appeals that say things like “any little bit counts” fail to inspire.

Slack on the Subject Line. The subject line is the first step to an effective email.

Forget to Analyze Your Open and Click Through Rates. You can see who is focused on the message.

Annoy Your Mobile Device Users. Segment and personalize your asks, test them, and track their metrics to fine-tune your emails.


33% of all donations are made in December. Don't miss out.
Unusual Holiday Events to Fundraise

If you want to be quirk, reveal your funny personality to the world! Fundraising can be fun, it is a mental choice. The time spent for the same exhausting events every year is over. Now is the time to do something different.

Create your nonprofit brand by offering an event unlike any other. For example, in my city a group holds a prom dance only for adults. The royal court is nominated and potential king and queen will fundraise to gain the most funding for the organization. The ones to collect the most money become the king and queen.

The end of the year is so busy and it feels impossible to schedule anything else. Start planning your event for the beginning of the year after the holiday craze has worn off. Create a crazy twist to your event by hosting a mystery dinner. Everyone who donates will receive a role. Make it a themed dinner and have the guests dress their part.

Sporting events are fun especially if the adults are young at heart. Host a dodgeball tournament or basketball tournament. Each team will be based off of a business. The entry fee will pay for the venue and will offer donations to your organization. Kids can get involved too. Be prepared to monitor two events.

TechSoup offers free information on creating nonprofit fundraisers. You can view them here: https://blog.techsoup.org/posts/a-nonprofits-guide-to-event-planning-4-essential-steps

For questions on how to host a fundraiser, please contact jamie@icosep.org
Professional Organizations supporting ICOSEP efforts include:

- AFIF
- Grandir
- Japan
- BSHV
- Polish Turner Society
- MAGIC Poland
- HORAST
- PACT
- Child Growth Foundation
- Ask Jamie
- TSGA
- The MAGIC Foundation, USA
- ICOSEP USA
- Radoir
- A.F.a.D.O.C.
- MAGIC Kenya
- The MAGIC Foundation-India
- SOD Italia
- MAGIC- Greece

All ICOSEP videos can be found on our YouTube Channel. [http://bit.ly/2hLVDbA](http://bit.ly/2hLVDbA)

This newsletter is provided as a courtesy to ICOSEP members and interested parties of the endocrine community. As with all international efforts, some submissions have been edited to best fit various languages. We do our best to provide as accurate information as possible. Neither ICOSEP nor The MAGIC Foundation assumes any liability for any errors or omissions in the translation or distribution of information contained within this publication or actions taken as a result of any information listen herein. Always consult local experts in your country for specific information and medical experts for any medical information prior to making any decisions. Copyright 2019

Website: [www.icosep.org](http://www.icosep.org)  Email: ContactUs@icosep.org  Ph: 229.247.6258  United States
#ChildGrowthAwarenessDay

Reviews

20 September is a busy day for ICOSEP and all member organizations.

The following pages include highlights of the Children’s Growth message shared around the world. We do not have space to include all events and thank everyone for their participation to help children become healthy.

AFIF (France)

This year, our association AFIF SSR / PAG wanted to reinforce communication on the growth of children during the ICOSEP awareness week.

Thanks to the artwork free from ICOSEP help, we have created a poster where we have affixed the ICOSEP logo, that of Trousseau, Debré hospitals, the Reference Center for Endocrine Diseases of Growth and Development, the Rare Disease and AFIF SSR Sectors. PAG.

These logos identify many French actors involved in rare diseases and growth disorders.

Once the model was validated, we had the posters published, in parallel we went via FB and our forum appealed to the families affected by the SSR to help us spread them on the French territory.

Did you know that the children of identical twins are genetically siblings rather than cousins? This is because they share 25% of their DNA. Full siblings share 50% of their DNA, half-siblings share 25%, and cousins share 12.5%. Thus, they are the genetic equivalent of half-siblings.

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We have been able to affix some 200 posters in various regions of France, mainly in the pediatric departments and emergencies of regional hospitals, nurseries, general and pediatric medical practices, pharmacies, medical houses, in the services of maternal and child protection.

From 15/09 to 20/09, we have been very active on social networks (FB and twitter) and our forum by broadcasting daily new photos and information on growth (see appendices). On the 20/09, the day D we put on line the video realized on this subject by some families during the Heroes Race in Paris in June.

The poster was a great success and we often had compliments on his visual.

Communications during the week included:
Child Awareness Week is Now!
So that no one gets on the side of an eventual problem of growth ...
   share this subject around you ... THANK YOU
It is important to closely monitor the growth of your child.
On the growth chart site you will be able to locate your child on the growth charts:
http://courbedecroissance.com/

As a parent, you ask yourself questions:
   Does my child grow up normally?
   Is its growth rate correct?
   Does he have any health problems that could hinder his growth?
   How big is he going as an adult?

Your children also have questions:
   Why am I smaller than others?
   When will I catch up with my classmates?
   Would I be at least as tall as my father?
   Can I do something so that I can grow faster?
join us and change your profiles and banners that day.

continued on next page
AFIF (France) Continued

We invite you to join us for a "Growth Awareness Week" from September 15 to 21, 2019.
International Growing Awareness Day is being held on September 20th. Feel free to join us and change your profiles and banners that day.

In many countries, child growth is being promoted for one day in September to raise awareness of related diseases and reduce delayed diagnosis.

On Friday 20/09, women and men from around the world join their voices to help children. Join us, share this banner on 20/09/2019.

"Children have little time to grow but a life to live with the consequences". This is ICOSEP's motto "International Coalition of Endocrine Patient Support Organizations" (icosep.org), which brings together associations in more than 40 countries. Together our united voice is growing stronger to help educate families and health professionals about the importance of monitoring the size of children.

Grandir (France)

Growth awareness week in advance information for health care professionals Participation of the Grandir association with a 4-day stand (may 18-21 2019) at the “European Society of Endocrinology” meeting in Lyon (France) to present ICOSEP and Growth Awareness action (flyers, brochures, posters, videos, discussion,...). This meeting was attended by >3500 international health care professionals, pharmaceutical companies and patient advocates.

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Next time you run out of bandages, know that you could—but probably wouldn't want to—reach for the cobwebs in your basement as an alternative. Cobwebs actually have natural antiseptic and anti-fungal properties, and were used in ancient Greece and Rome by physicians to make bandages. In traditional European medicine as well, cobwebs were used on wounds and cuts. They supposedly speeded healing and reduced bleeding. Cobwebs are said to be rich in vitamin K, and thus may have antifibrinolytic properties.
Press release (set up and coordinated by Madis Phileo agency, Paris, September 12, 2019)

The Grandir association (by its Presid. Dr Béatrice Demaret), the French Society of Pediatrics (by its Presid. Prof. Agnès Linglart) and Novo Nordisk Communication launched a national information campaign on the theme "Growth: a crucial issue" in medical practices and pediatrics all over France.

Facebook
Grandir members, families and supporters modified their FB pages and profiles by ICOSEP & Grandir banners. They almost daily provided growth awareness information, such as:
- https://www.morethanheight.com/measure-your-child growth calculator
- Funny self-made whiteboard Grandir cartoon for kids about Growth Awareness
- Short "selfie-type" YouTube video clip (as discussed at Vienna Icosep meeting) as the one made by Amélie (from Grandir) (https://www.youtube.com/watch?v=o8KH-4BQR4&fbclid=IwAR0x9oJNlB99HnYhxL1bP3by5-4smze4bhe9wweC4NAKppczNmsYRHNUqTA) and relayed the ones from other associations like “L'Association Française de Silver Russell" (AFIF).

Awareness text:
"Children have little time to grow but a life to live with the consequences".

“September 20 is the World Day for "Child Growth Awareness", and we are mobilizing this week for this action. The growth of a child has a social and aesthetic character but is above all a major sign of his overall health. It is essential to make the diagnosis in good time thanks to a good monitoring of the growth curve allowing if necessary to treat effectively with the growth hormone. The association "Grandir" supports more than 20 pathologies related to growth. With the French Society of Pediatrics and Novo Nordisk, it launches a new information campaign on the theme "Growth: a major challenge" in the practices of general medicine and pediatrics in France. This campaign is also being implemented in more than 35 countries by the International coalition of Organizations Supporting Endocrine Patients (ICOSEP). Follow and share this action the week of September 15-20, 2019. There is still a long way to go ... Thank you for your contribution.”

continued on next page
Grandir (France) Continued

TV show
24-minute prime-time "growth awareness" TV show on the main french public TV channel (France2) with Sandrine Bruneaux, a "mother" from Grandir and Pediatric Endocrinologist Prof Juliane Leger. (https://www.france.tv/france-5/allo-docteurs/1065567-allo-docteurs.html)

3 minute film broadcasted on french public TV Health Magazine on "Growth hormones: when should you start treatment?" (https://www.francetvinfo.fr/sante/enfant-ado/hormones-de-croissance-quand-faut-il-commencer-un-traitement_3632947.html)

Diverse actions and information relay organized by the local Grandir representatives: present all over the country via 16 regional delegates and even more relay families.

Japan

All of Japan hosts #ChildGrowthAwareness Day each 20 September. This information is reported for the entire country and is not specific to independent organizations.

List of Activities
1. Production and distribution of enlightenment posters
2. Official Homepage operation
3. Disseminating information through social media (Facebook, Twitter, Instagram)
4. Conducting events to measure the height of children

continued on next page

Crying is good for you! The tears you shed when you cry contain stress hormones, and crying may stimulate the production of endorphins—the body's natural painkiller—as well as feel-good hormones such as oxytocin.
Japan Continued

1. Production and distribution of enlightenment posters

Poster of Growth Awareness Day in Japan

500 posters were printed and distributed to companies that donated.

Free provision of PDF data for printing

Growth Awareness Day in Japan:
http://kodomonoseicho.com/

The Japanese Society for Pediatric Endocrinology (JESPE):
http://jspe.umin.jp/

Facebook of Growth Awareness Day in Japan:
https://www.facebook.com/kodomonoseicho/

2. Official Homepage Operation

Moved the web server and changed the homepage design to reduce operational costs.

[Side banner]
- Instagram
- Twitter
- Facebook

continued on next page
3. Disseminating information through social media

Information was disseminated widely using three social media (Facebook, Twitter, Instagram).

Facebook
https://www.facebook.com/kodomonoseicho/

Instagram
https://www.instagram.com/kodomonoseicho/

Twitter
https://twitter.com/kodomonoseicho

The preservation of HEALTH is easier than the CURE for Disease

B J Palmer
4. Conducted an event to measure the height of children

On September 15th (Sunday), a height measurement event was held at the children’s facility “Kids Plaza Osaka” in Osaka City.

We were able to measure the height of about 250 children and give the growth curve to parents.
On 26 October, 2019 in the Children’s Hospital Third Order, the symposium for "Getting to know rare skeletal disorders" was held. This meeting was for physicians with training points and for those affected.

The pediatrician and head of the Children's Hospital of the Third Order Prof. Dr. Peters with the colleague Dr. Baethmann Chief Senior Physician of the Children and Youth Medicine and the SPC for chronic diseases welcomed attendees.

The symposium consisted of many valuable segments:

“Dr. House and rare diseases, what we can learn from it”
"Healthcare Research for Rare Bone Diseases"
"Bone Metabolism"
"Diagnosis and Treatment of Fanconi and Blackfan Anemia and Anemias with Acquired Skeletal Disease Sickle Cell Disease and Thalassemias"
"Hypophosphatasia in childhood"
"The psychological burden on sufferers, parents and siblings due to a rare, chronic disease"
"How do I get the right diagnosis? Established and new methods for diagnosing dwarfism"

For additional information about these segments, please contact ashley.gilmer@icosep.org
Congratulations

to those wonderful children who complete therapy and to a beginning of a healthy adulthood!

Polish Turner Syndrome Support Society (Poland)

The Polish Turner Syndrome Support Society was very busy on social media!
ICOSEP Poland created a video for #ChildGrowthAwareness Day. It reached 34,407 people and was viewed 1,437 times!

If you walked for 12 hours a day, it would take the average person 690 days to walk around the world.

HORAST (Serbia)

Serbia created articles online early in the day. This strategy allows for more response time.

All articles from HORAST can be found on the following pages:
https://www.nedeljnik.rs/znacaj-ranog-prepoznavanja-niskog-rasta-kod-dece/
https://www.mojpedijatar.co.rs/znacaj-ranog-prepoznavanja-niskog-rasta-kod-dece/
PACT (Macedonia)

This year on September 20, for the sixth time in the Republic of Macedonia, the Association of Parents of Children with Endocrinological Diseases (RAST) celebrated the World Growth Awareness Day. It aims to raise awareness about children’s growth under the motto “Good growth = Good health”.

On this occasion, several activities were organized by the Association itself. Namely, in the hall of “Porta Macedonia” there was a press conference where the President of the Association RAST, Mr. Aleksandar Petrovski talked about the basic and real problems facing the patients who need to be treated or who are already treated with Growth Hormone in our country, as well as the importance of early and timely diagnosis and the need for Growth Hormone treatment.

He emphasized that the Association RAST is constantly working on raising awareness about children’s growth and also emphasized the requirements to the Government and the Health Institutions, and they are the following:

- The preparation of a National Register of Patients with Growth Disorders with accurate records of the actual number of patients
- Finding a way of procurement that will not depend on tenders
- A patient’s right to choose in order to achieve the best results
- Treatment for all children in need of treatment.

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The press conference was attended by representatives of the Health Insurance Fund of the Republic of Macedonia, as well as the Director of the Health Center Skopje, who spoke in support of the activities of the Association in order to raise awareness, timely diagnose and resolve the existing problems facing the Association.

As a sign of support and in honor of the importance of marking this day, many well known musicians, athletes and other artist took active participation by sending a video message about the importance of early detection of delayed growth. Some of them are: Daniel Kajmakovski, Veli Mumin, Rebecca Jankovska - Ristevski, Viktor Apostolovski, Evgeniy Pop-Acev and others.

The Association RAST works daily and aims to raise awareness of children’s growth as well as patient’s rights because children have little time to grow but they can face the consequences for a lifetime.

-Aleksandar Petrovski
President of the association RAST

https://www.facebook.com/zdruzenierast/videos/1300664050095477/?epa=SEARCH_BOX
Social Media activity for Growth Awareness Week, and Day – September 20th.
Key message: GoodGrowth=GoodHealth

The purpose is to raise awareness of growth conditions and the importance of height
as an indicator of child health. The activity took place across the three social media
channels: Facebook/Twitter and Instagram, with information and links back to our
CGF website.
The total ‘reach’ this year, for the week was 18,761 people across all platforms, down
just over 1,000 on last year. But ‘reach’ on the day this year was 9,692 people double
that of last year’s 4,825. There was a greater level of activity on the day this year,
with a wider range of content.

**Twitter**

<table>
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<tr>
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(GAW – Growth Awareness Week / GAD – Growth Awareness Day)
## Child Growth Foundation (United Kingdom)
Continued

### Facebook

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(Reach is the total number of people who see your content. Impressions are the number of times your content is displayed, no matter if it was clicked or not.)

### Instagram

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Child Growth Foundation (United Kingdom)
Continued

Website

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Babies are born with about 300 bones, but by the time they reach adulthood, these bones will have fused together to form 206 bones. Babies are born with more cartilage than bone. With time, the cartilage is replaced by bone matrices, and the calcium salts babies get from their diets are laid to form hardened bone through a process known as endochondral ossification, or the conversion of cartilage into bone.

Top 3 Tweets

“September 20 is Children’s Growth Awareness Day. Is your child growing normally? Did you know that growth delay is an early indicator of an underlying medical condition? #MoreThanHeight #ChildGrowthAwareness #HealthNotHeight”

“Today is international Child Growth Awareness Day. A day to raise awareness about the importance of good growth #goodgrowth=goodhealth watch out for info, stories and stats and all day, and RT to help spread the word #childgrowthawareness”

“A #GrowthCondition doesn't just mean short, many growth conditions result in over growth. Watch this healthsketch on #SotosSyndrome #sotos #overgrowth #goodgrowth=goodhealth”

continued on next page
Child Growth Foundation (United Kingdom)
Continued

Top 3 Facebook Posts

#StatAttack

1 in 125 children will be either above the 99.6th centile or below the 0.4th centile on growth charts.

It doesn’t mean they have a growth condition but it does mean further investigation is needed.

childgrowthfoundation.org
Be #GrowthAware

It’s Friday
It’s five to five

#Stat-Attack

#Youarenotalone

Five new profiles are created every second on Facebook. Is your organization being seen?

https://donorbox.org/nonprofit-blog/facebook-for-nonprofits/

#FactnFancy

‘Don’t worry if they are small, they will suddenly shoot up. Just wait and see.

Fancy

Do not wait, that spurt might not ever happen. It is time wasted and may be growth lost. If you are concerned, seek advice.

Fact

I asked my doctor once if there was anyone like me. He said no. Then I found the CGF.

-DANIELLE

https://www.facebook.com/childgrowthfoundation/

Your ears never stop growing.

continued on next page
Top 3 Instagram Posts

#FactnFancy

‘He’s taking after his granny’
Fancy

It’s the height of the child’s parents that is most relevant, not the grandparents

#Fact

Are you new to the Instagram world? TechSoup offers a blog of the top 10 nonprofits on Instagram and what to learn from them.

https://blog.techsoup.org/posts/the-top-10-nonprofit-instagram-accounts-what-to-learn-from-them

Be #GrowthAware

INSIST ON A REFERRAL:

If the child’s height falls above the 99.6th or below the 0.4th centile line or outside his/her Target Centile Range (TCR)

#GOODGROWTH=GOODHEALTH
#CHILDGROWTHAWARENESS

Child Growth Foundation (United Kingdom) Continued

#FactnFancy
Dear Jamie,

My 11 year old son was diagnosed 17 months ago with Growth Hormone Deficiency. He recently told some of his friends about taking injections and now bully him about taking “drugs.” What should I tell him to support him emotionally through this phase?

Dear Mom,

I am so sorry your son is going through such heart break. I faced this a bit with my children too. It is difficult for all of us when our children hurt.

There are many good articles online if you get time to read a bit...but the most important thing I can share with you (from the other side of this issue as my children are now grown) is...tell him he is overcoming something which the bullies cannot understand. He will be more able to help people in need because he understands that pain better than others.

Hug him often, praise him a lot and if possible help surround him with friends and family who can help protect him.

(And if you are like me...it never hurts to have a “talk” with those other kids!)

Dear Jamie,

My child is now making fun of me for being the short one in the family. I will take it!

Sincerely,

Happy Mom of a 14 year old daughter who has now become taller than I

Dear Mom,

Hooray! Good health is a great look! Keep it up! Strong bones, strong heart, good lungs....Who could ask for more? This is fabulous!
TSGA (United States)

During the 2019 #ChildGrowthAwareness Campaign, TSGA:

- Emailed over 500 professionals, including health department Directors and School Nurse departments, throughout the US and provided information about Growth Awareness Week.

- We also mailed out information to the 37 Turner Syndrome Clinics in the US and asked them to share the information about GAW.
Hyperthymesia is a rare condition in which a person cannot forget things.

TSGA (United States) Continued

Children grow up fast, make sure they grew up healthy.

Growth Awareness Week
Sept 15-21

SPREAD the WORD

Girls are naturally chatty. While both boy and girl babies say their first word around their first birthday, girls usually have more words at 18 months than toddler boys do. Girls are also first to hit the 300-word vocabulary mark.

Have you measured your child? Height is an indicator for health.

Growth Awareness Week
Spread the Word

It's not about height, it's about health.

Spread the Word

Hyperthymesia is a rare condition in which a person cannot forget things.
Everyone loves to know how founders began their journey with their organization. Mary Andrews, President of The MAGIC Foundation (USA) shared her story about her son, Deno.

"Now at the age of four and his baby sister two, they stood the same height."

**Total shock, you can even call it near heart failure, when I was told that I was going to be trained to give the growth hormone “injections.” No way. I was not going to stick a needle in my kid three times a week!**


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The MAGIC Foundation is based in the US and participates in #ChildGrowthAwareness Week.

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<th>15 September - 21 September</th>
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During Growth Awareness Week, we talk about #Health.

Let's look beyond the physical health & talk about the emotional, mental, & psychological health of our children.

Children who experience growth delays may be treated younger than their chronological age by peers, caregivers, educators, and others. Unfortunately, people often judge others by their appearance. People make assumptions based on how people look, how tall they are, and even how much they weigh. For many children with delayed growth, people associate height with age. When children are much shorter than their peers several things can happen. Adults and peers treat the child as younger which may interfere with psycho-social development. When behavioral and academic expectations are lowered based on height rather than chronological age, children may not learn the appropriate and expected behaviors for a child their age. Children often behave in a manner that is expected. If a child is treated as if they are younger than their chronological age, the child is likely to behave as a younger child would behave. If this pattern continues a child is likely to lag behind their peers in social, behavioral, and emotional maturity.

#ChildGrowthAwareness #HealthmorethanHeight #UnitedbyUnique

continued on next page
GROWTH HORMONE DEFICIENCY is a condition that involves impaired linear
growth & metabolic differences including changes in body composition & lipid profile.
GH therapy is important to normalize metabolism & maximize metabolic benefits.
#HealthmorethanHeight

636 Impressions
26 Engagements

The arteries of the blue whale—the largest living creature on earth—are
so big that a full-sized human being could swim through them. Blue
whales can grow to be over 100 ft long, and weigh over 100 tons.
Because their hearts can weigh up to 1,300 lb—with aortas over 9 inches
in diameter and a heart rate of 8-10 bpm—it’s no surprise that the
arteries needed to transport blood from whale hearts to the rest of their
bodies are large enough to swim laps in.

#1. 纤维异常增生 / McCune-Albright综合征可以影响骨骼以外的
组织。一些症状是频繁的骨折，咖啡馆和性早熟。
#ChildGrowthAwareness #isyourchildgrowingnormally

Translation: Abnormal fibrous fibrosis / McCune-Albright syndrome
can affect tissues other than bone. Some of the symptoms are
frequent fractures, cafes [sic] and precocious puberty.
#ChildGrowthAwareness#isyourchildgrowingnormally

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Facebook

Facebook’s group campaign was completed on each of the 14 active Facebook Groups. Overall, the group campaigns (Excluding ICOSEP’s group page) had 31 likes, 12 shares, with 276 reached. The ICOSEP group page increased page views by reaching 730,583 people. Post engagements increased to 4,225 and received 23 more followers.

LinkedIn

LinkedIn had 25 posts which did not include videos because the videos were too large. Instead we used posters.

Once again, Facebook has worked well for the #ChildGrowthAwareness Day campaign. Videos posted gained 966,022 impressions with a reach of 755,200.

The human nose can remember 50,000 different scents, and experts say that the memories evoked by our sense of smell are some of the oldest and most potent we have. Think of how you feel when you smell a flower that used to grow in your grandmother’s garden, or the shaving cream your father used when you were a child. Researchers have found that brain waves connect smells through memories via an associative process that links neural networks through synchronized brain waves of 20-40 Hz. The result? Smell is the strongest memory retainer.

#1 Today is hashtag #ChildGrowthAwareness Day! Share with everyone, that a child who is not growing or is growing too much, may have an underlying medical issue. Good Growth=Good Health. http://ow.ly/Pj1q50wdP4O

#2 Today is hashtag #ChildGrowthAwareness Day! Share with everyone, that a child who is not growing or is growing too much, may have an underlying medical issue. Good Growth=Good Health. http://ow.ly/Pj1q50wdP4O

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Instagram

Due to insufficiencies with the setup of the account, Instagram had 6 posts. Of these 6 posts, ICOSEP received 33 likes.

Did you know low growth hormone levels can impact the skeletal and dental systems? The replacement of deciduous teeth by permanent teeth can be delayed.

#ChildGrowthAwareness
#isyourchildgrowingnormally
http://ow.ly/XGrd50wdO5d

Website

According to Google Analytics, the ICOSEP website on 20 September the website’s views increased over 272%. The bounce back rate was down to 6% and people were taking more time to review the information according to the sessions.

<table>
<thead>
<tr>
<th>Source</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google.com</td>
<td>+28.1%</td>
</tr>
<tr>
<td>Direct link</td>
<td>+25.62%</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>+23.25%</td>
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<tr>
<td>Instagram</td>
<td>+6.77%</td>
</tr>
<tr>
<td>Facebook Groups</td>
<td>+3.64%</td>
</tr>
</tbody>
</table>

Main Sources of referral to the ICOSEP website
Rare Diseases Foundation of Iran, **Radoir**, partnered with ICOSEP this year. Their personalized artwork received much desired attention.

Babies and children laugh up to 300 times a day. Adults typically laugh about 20 times a day.

Time to act like a child and really enjoy life?

**A.F.a.D.O.C. (Italy)**

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A.F.a.D.O.C. (Italy) Continued

A.F.a.D.O.C. posted about the centers for children to have a free evaluation of growth.

“Waiting is not the best choice!”

Buona Crescita = Buona Salute!
Ma cosa influenza la crescita?

Translation:
Good growth = good health!
But what does growth affect?

Videos were posted on all social media sites throughout Italy’s Growth Awareness Week to promote the message.

Buona Crescita = Buona Salute!
Cos’è l’età ossea?

Translation:
Good growth = good health!
What is bone age?

Buona Crescita = Buona Salute!
Cos’è il bersaglio genetico? E come si calcola?

Translation:
Good growth = good health!
What is the genetic target? And how do you calculate?
The MAGIC Foundation (Kenya)

MAGIC’s new group in Kenya posted videos for #ChildGrowthAwareness Day.

The videos increased the engagements for the group by 25%.

Babies and young kids, both have a hard time figuring out and separating background noises from voices speaking. So sometimes, a toddler isn’t ignoring being called, they are just dealing with the challenge of lacking response skills.

The MAGIC Foundation- India

Mirror Mirror on the wall!
Who is the healthiest of all?

Growth is not a child’s play

In children growth is not a child’s play. It is an important milestone that impacts their health wellness and self esteem. So don’t take it lightly. Ask your doctor to know more or visit our website for details.

www.magicfoundation-india.org

Let us celebrate Growth!

A growing child is a happy child! If you find your child’s growth is not normal and worry, Don’t lose hope yet. Consult your Doctor or Endocrinologist. Know more about how growth can impact your child’s Health and well being. Visit www.magicfoundation-india.org

GROWTH AWARENESS WEEK!

Diagnosis of undergrowth is the key to open your child’s vault of happiness and the Bait to your worries of their health in future!

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The MAGIC Foundation-India (India) Continued

“When you have under growth, there are multiple health challenges which are hidden! You may not notice it. Which is why you need a doctor or endocrinologists to diagnose it at the right time in order not to lose precious time and years of your child.”

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SOD Italia (Italy)

Our commitment to the ICOSEP mission in 2019 was conducted throughout the year throughout the association’s activities.

Participation in ENDO ERN activities: during conferences and meetings have personally committed myself in providing information to other patient representatives, to doctors, to patients concerning ICOSEP and GAD.

“As SOD ITALIA RUNNING TEAM we participate in various racing events and we have our communication material showing the ICOSEP logo, and I have had many opportunities to inform people and raise awareness about it.”

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In Italy Ms. Vitali is a member of the board of a national ePag alliance, representing patients. “I encouraged all members to be informed and informed about ICOSEP and GAD.”

Ms Vitali networks with other participating organizations and members. “During the campaign period we used all our communication and social channels to share the message. Mrs Sachiko Kishimoto and I organized a meeting in Japan to join the ICOSEP message while at the same time trying to implement contacts with experienced SOD endocrinological doctors...I believe that through personal relationships and direct contact more results can be obtained in terms of effectiveness (as for example thanks to my interest we have involved AFADOC which has proved to be a very valid partner).”

“I believe that through personal relationships and direct contact more results can be obtained in terms of effectiveness.”

At the moment we are renovating the website and updating the social media, in order to have a structure easier to use in the future. The site will also host a section dedicated to 'SOD / CH international network', an international network of patients and doctors interested in SOD and CH.

Pharmaceutical company develops inhaled endocrine therapies

“[It] plans to advance new pipeline programs in hypoparathyroidism and human growth hormone (HGH) deficiency...”

https://www.healio.com/endocrinology/diabetes/news/online/%7Bb590ca02-f755-4062-ba8a-fb6321ad849a%7D/pharmaceutical-company-develops-inhaled-endocrine-therapies
ICOSEP would like to thank everyone for participating in the 2019 #ChildGrowthAwareness Day campaign. It is because of you that we are able to reach the global communities and teach parents and family members

**Good Growth = Good Health.**

Your efforts have changed the future health of children around the world!

For those people celebrating holidays soon, we wish you all a safe and joyous season!

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Welcome MAGIC Greece

Welcome Nina Jones Stamatara and Christiana Kefala to ICOSEP! We are so excited you have joined us and cannot wait to see the impact you are placing on the world.

https://www.facebook.com/groups/485475348327106/

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[Image: Baby and Greek flag with text in Greek]

To παιδί σας αναπτύσσεται κανονικά; Δέντε το. Η ανάπτυξη ενός παιδιού είναι ένα σημαντικό σημάδι της υγείας τους.

www.magicfoundation.org