

CHRONIC DISEASE DAY CAMPAIGN OVERVIEW

EXECUTIVE SUMMARY

Chronic Disease Day, recognized annually on July 10 since 2014, is spearheaded by Good Days. It unites over two dozen patient advocacy organizations in a dedicated partnership network, garners official recognitions from state and city governments, and hosts live events with influential changemakers. The day also boasts a vibrant social media presence, generating hundreds of thousands of impressions each year.

ABOUT CHRONIC DISEASE DAY

Chronic illness is behind seven of the top 10 causes of death in the U.S., consuming over 90% of the nation's \$4.1 trillion yearly healthcare spending. With rising chronic illness rates, American life expectancy lags behind peer nations. Chronic Disease Day aims to reduce preventable illnesses, enhance care access for inevitable conditions, and foster healthier communities.

OUR IMPACT

Chronic Disease Day helps to improve access to care and reduces preventable illnesses by:

- Engaging the public via live, virtual events and social media campaigns
- lobbying for Congressional funding for disease prevention and health promotion
- educating Congress about legislative opportunities to enhance care access, reduce preventable diseases, and achieve broader healthcare equity.

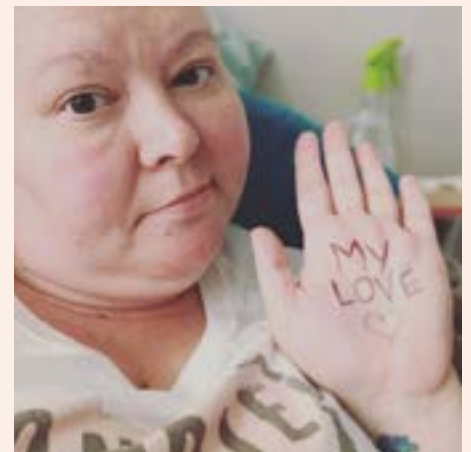
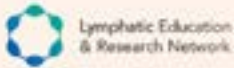
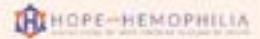
2024 OFFICIAL CAMPAIGN CALENDAR

Date	Event	Location
April 25, 2024	Addressing Minority Health Disparities	Virtual
June 13, 2024	Nutrition and Chronic Disease Prevention	Virtual
July 8, 2024	Chronic Disease Day Leadership Summit	North Texas-TBD
July 10, 2024	Chronic Disease Day Policy Forum	Washington, DC



CHRONIC DISEASE ALLIANCE

We are proud to work alongside more than two dozen national patient advocacy organizations who participate in Chronic Disease Day.



2024 OFFICIAL CAMPAIGN EVENTS



Eliminating Health Disparities - Virtual

Thursday, April 25, 2024

Each April during National Minority Health Month, we host a virtual public discussion on eliminating health disparities. Past speakers include Secretary Dr. Louis Wade Sullivan, U.S. Department of Health and Human Services; Dr. Loretta Christensen, chief medical officer of the Indian Health Service, members of Congress, and patient advocacy nonprofit leaders.



Nutrition, Obesity & Chronic Disease Prevention - Virtual

Thursday, June 13, 2024

Obesity is the leading driver of the deadliest and costliest chronic diseases. This educational event will discuss solutions for households and healthcare providers to address the impact of obesity on preventable health conditions and the nation's healthcare systems.



Chronic Disease Day Leadership Summit - Frisco, TX

July 8, 2024

Good Days will host a symposium and luncheon in North Texas, a region with growing prominence in life sciences thanks in part to being named one of three U.S. hubs for a \$2.5 billion federal biotech research agency. Our leadership summit brings together patient and provider perspectives.



Chronic Disease Day Policy Forum & Capitol Hill Luncheon - Washington, DC

July 10, 2024

Each year we hold a luncheon briefing on Capitol Hill with national legislators, congressional staff, patient advocates and Chronic Disease Alliance partners. We honor two representatives annually that have proven to be outstanding champions for the chronic and rare disease community.



DIGITAL MEDIA

Chronic Disease Day generates significant online engagement, drawing support from grassroots advocates, nonprofit partners, and stakeholders in both public and private healthcare sectors. The campaign's social media presence garners hundreds of thousands of impressions and thousands of visits to our campaign website.

In 2023, the campaign hashtag #IStayStrong was widely used in thousands of organic social media posts to build momentum for Chronic Disease Day. Posts from coalition partners and influencers, along with customized social media assets, boosted message visibility and engagement. Prominent promoters included official accounts from Nutrition.gov, the International Space Station, the CDC, and various state health agencies.

AUDIENCES

Chronic Disease Day offers an unparalleled opportunity to connect with a dynamic and engaged audience at the forefront of healthcare advocacy and policy. Primary participants include a wide spectrum of influential figures, passionate patient advocates, the nation's leading nonprofit patient advocacy organizations, national and state policymakers, and individuals personally touched by chronic and rare diseases.

Additionally, our secondary audience encompasses key professionals from the healthcare, medical, and pharmaceutical industries, spanning both public and private sectors. This diverse attendee list presents a unique chance for sponsors to showcase their commitment to healthcare innovation and community action.

SPONSOR BENEFITS

Event sponsors have the opportunity to co-brand events and promotional materials, nominate speakers, and help inform the program agenda.

Title sponsors gain prominent visibility on all 2024 official campaign materials including the Chronic Disease Day website, on virtual and in-person event signage, through customized social media collaborations, and opportunities to engage with our network of chronic disease advocates and grassroots supporters.

2024 SPONSOR PACKAGES	
Event	Location
Virtual Event	\$10,000 per event
In-Person Event	\$20,000 per event
Campaign Title Sponsor	\$50,000