



lepra

Fighting disease,  
poverty and prejudice



**POLYGEIA**  
STUDENTS SHAPING GLOBAL HEALTH POLICY

# Lepra Tertiary Education Communications Proposal

## COMMISSIONING STATEMENT

Lepra first approached Polygeia with a communications commission in early 2015, shortly after the think-tank officially opened to receiving such projects.

Following a series of face-to-face meetings and email correspondence between editors at Polygeia and Anne Kiely & the Communications team at Lepra, the project commission was finalised as follows:

Polygeia's newly formed Lepra Communications team will research Lepra's current communications strategies targeting the University and higher education demographic, and will formulate a proposed strategy based on these findings and shaped by the current approaches of Lepra's peers. This strategy will be implemented for a trial period, and reviewed upon its end date.

## COMMISSION DATES

February 2015 – February 2016 (renewal subject to both parties' agreement)

## PARTICIPANTS

Editor	Anastasia Bow-Bertrand (abowbertrand@hotmail.com)
Researchers	Abigail Wood, Elizabeth Nemes, Preya Amin
Lepra, Colchester	Anne Kiely and Communications team (AnneK@lepra.org.uk)

## ABSTRACT

In February 2015, Polygeia was commissioned by the Communications department of Lepra, Colchester, to compile a tertiary education demographic targeted strategy. This proposal maps the team's research and analysis of Lepra's current communication channels (social media, written and physical attendance or events) and subsequent recommendations. This proposal further delineates a proposed strategy, along with an implementation timeline, aiming to elevate Lepra's profile among the target populace as well as offering a best-practice document for communications use across equivalent health groups.

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## BACKGROUND

Lepra is a UK registered international charity focusing on people who find themselves trapped by disease, poverty and prejudice. Lepra helps them to improve their health, lives and livelihoods. Working with individuals and communities affected by some of the world's oldest and neglected diseases, they offer support regardless of caste, religion or race.

Polygeia is a global health think-tank giving students the opportunity to engage in research and policymaking. In fulfilling this ambition, Polygeia gave Lepra the opportunity to commission evidence-based global health policy, which will be presented at the annual conference in November, and will offer future impact and insight.

Together Lepra and Polygeia can collaborate to produce communications strategy enhanced by a working awareness of the University sector, and both will propose and implement communication actions deriving from the commissioned research. Lepra specified the University demographic as the audience to be considered in this commission. Polygeia will therefore monitor Lepra's communications with this demographic, and will also host content on behalf of the charity. The strategy will be implemented for four months, as recommended by this proposal.

Lepra's choice targeting of tertiary education members was motivated by a self-identified lack of documented communications directed at this demographic, coupled with the recognition that this population represents an engaged, progressive and sustainable pool of potential promoters and supporters.

## AUDIENCE

Throughout the course of this proposal, the phrase 'university demographic' will be used interchangeably with 'tertiary education members'. These terms are defined as participants in education beyond high school level, engaged in any of: diplomas, undergraduate and graduate certificates, and associate's, bachelor's, master's and doctoral degrees.

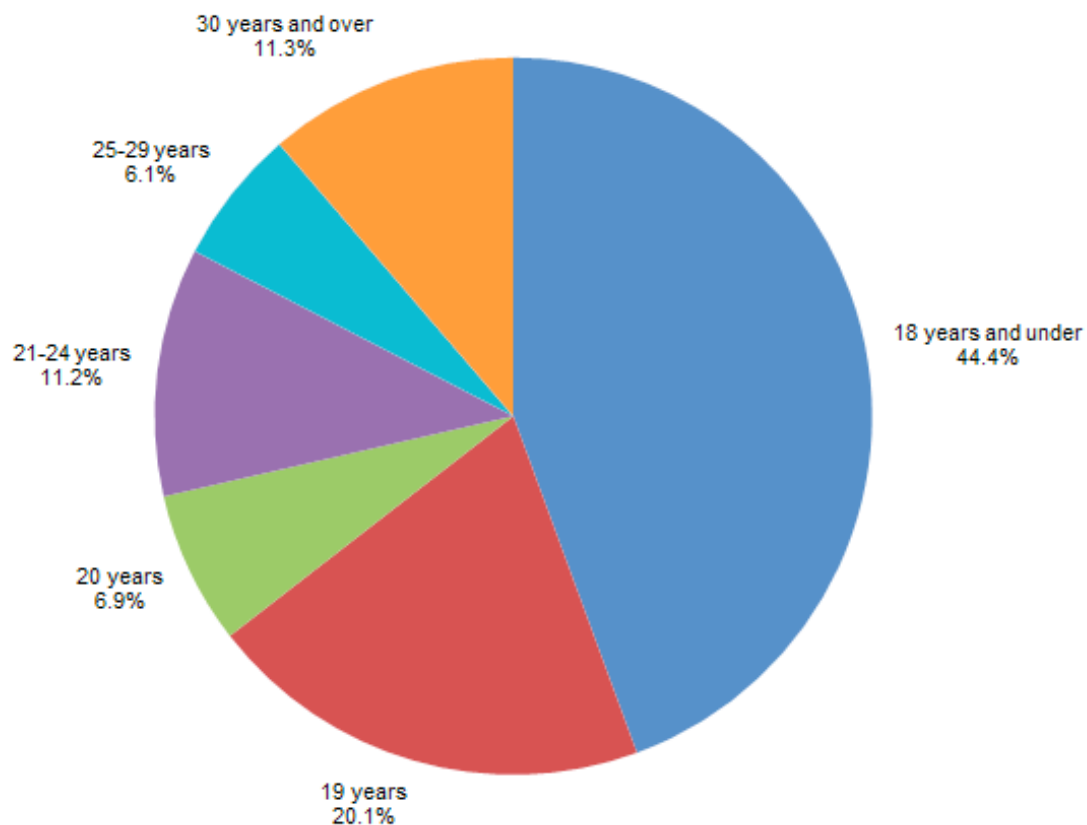
According to the National Union of Students (NUS), there are 7 million students currently enrolled in tertiary education in the United Kingdom ranging from 18 – 30+ years.

Students in 2013/14 by mode <sup>*</sup> , level <sup>*</sup> and gender			
	Undergraduate	Postgraduate	Total
Full-time Female	762065	162470	924530
Full-time Male	629410	141925	771340
<b>Full-time Total</b>	<b>1391585</b>	<b>304445</b>	<b>1696030</b>
Part-time Female	225830	138730	364560
Part-time Male	142480	96220	238695
<b>Part-time Total</b>	<b>368335</b>	<b>234995</b>	<b>603325</b>
Total Female	987895	301195	1289090
Total Male	771890	238145	1010035
<b>Total</b>	<b>1759915</b>	<b>539440</b>	<b>2299355</b>

Reproduced with kind permission from NUS



The common denominator between them all is their ability, through personal and their institution's communications channels, to be engaged and participatory in global health information, news and philanthropy.



Age distribution of first year UK domiciled first degree students 2013/14

(Figures include only those students whose age is known).

Reproduced with kind permission of the Higher Education Statistics Agency Limited 2015.

In terms of social media use, young people in the UK are amongst the most active in the EU. In 2014 the Office for National Statistics reported that 91% of 16-24 year olds in the UK used social networks, therefore highlighting the value of such platforms in interacting with the university student demographic: [http://www.ons.gov.uk/ons/dcp171778\\_373584.pdf](http://www.ons.gov.uk/ons/dcp171778_373584.pdf)

## RESEARCH

### Method

Our methodology maps all University and education targeted communications and engagement by Lepra across their blog, Facebook and Twitter channels. The target date range is the six-month period running 1 January 2015 – 31 July 2015. This period was chosen to capture the most current activity in response to Lepra's communications.

Our aim was to obtain figures and content from which to produce a quantifiable baseline for Lepra communications. We selected only articles or blogs, Facebook and Twitter messages

that mentioned children, young people or students; we also included general fundraising events that were specifically relevant to the specified demographic. Our reasoning for also including data regarding primary and secondary school students was to offer an overview of Lepra's current engagement with a younger demographic. We hypothesised that some of the successes with this population could be replicated at a tertiary education level.

After identifying relevant posts on Facebook and Twitter, we categorised each item as one of the following:

- Outreach (a post directly inviting engagement from schools. These posts do not specifically identify a target school but are open-ended. These can also include messages that invite engagement - financial or intellectual - with the aims of Lepra and the international leprosy goals). Abbreviation code: OU.
- National Spotlight (showcase of work that schools, Universities and youth organisations are currently carrying out on behalf, or in support, of Lepra. Participants are identified, will be located in UK i.e. non-endemic country. Participants can be either individual or collective – they are distinguished by type - see below). Abbreviation code: NS.
- International Showcase (case study of a child/youth with leprosy with whom Lepra has engaged. Once again, the group is identified, but this is a case history and showcase of a leprosy sufferer/recovered patient. Invariably focuses on situation in endemic country. This category should also include any on-the-ground, i.e. international fundraising that former leprosy sufferers, or young people in endemic countries, have engaged in). Abbreviation code: IS.
- Fact File (a post that broadly informs without employing specific case stories or examples. This also includes comments on the findings of a report or study carried out by external organisations and general information.) Abbreviation Code: FF.

Following categorisation, each post was then further defined according to the following subcategories:

- Profile (a specific description of an individual child or young person: either one from the UK who has been involved with Lepra, or a leprosy sufferer on Lepra's radar). Abbreviation code PF.
- Story (for example, a report on a school that have fundraised for Lepra. Distinct from 'Profile' type in that the subject is a collective group such as a youth club. This type includes both national and international groups). Abbreviation code: ST.
- Promotional (an advertisement that might be of interest to our target demographic. Sometimes can be merely an invitation to be aware, or engage in communications and literature about leprosy - both external and internal to Lepra). Abbreviation code: PM.

Messaging from Facebook and Twitter was organised into tables (see Tables 2 and 3 respectively in Appendix B) according to date, category, type, wording, image and additional remarks. In the case of our Twitter screening, we further detailed the number of retweets and favourites. Finally, we differentiated between external or internal communications – where external refers to any Tweets or Facebook shares that derived from external organisations/handles, and internal refers to all material tweeted by Lepra directly.

Relevant blogs and articles were also quantified in a similar manner. This research aimed to collect a database of material written by Lepra and published on University websites or

relevant student sites such as UCAS, in addition to posts by external organisations about the charity's work.

Our final analysis was then designed to explain what the results show in terms of engagement. This analysis anticipates how Lepra are likely to analyse their communications following the end-date of their commission with Polygeia, to ensure compatibility between data sets over time.

## Results

The raw data presented by the following communications channels is published in Appendix B according to the following labels:

- Blogs and Articles (Table 1)
- Facebook (Table 2)
- Twitter (Table 3)

The data is listed in reverse chronological order for ease of analysis.

## Analysis

### **Blogs and Articles**

A blog is defined as a discussion or informational site published on the Internet, typically consisting of discrete posts and often displayed in reverse chronological order. This overview of Lepra's current blogging activity will examine publications ranging from January 2014 – August 2015, aimed at school and university students. This analysis will also cover articles, which are similar pieces of writing but are typically published in newspapers or publications.

At present, Lepra has several pages on its website that can reasonably be described as blogs – this predominantly includes their 'News' and 'Lives Changed' pages, along with an underused /Blogs/ subdomain. While these are not specifically directed at our demographic of interest, the information is relevant and would be of interest to university students and young people.

Lepra uses to good effect their 'Lives Changed' blog series, and this is an example of the best practice in generating blogs. The articles have a consistent style, compelling images and visually highlighted quotes for ease of further sharing – along with highly individual and emotionally engaging content. It is interesting that the majority of the 29 total stories begin by describing life events that are in parallel with the ages of our target demographic.

This is a promising angle through which to engage an audience and allow them to identify more closely with the lives of the people featured. The 'News' page provides another source of discrete blog-style entries, which are commonly cross-posted to the Lepra Twitter, Facebook and Google+ accounts. Both these sections are organised chronologically, but are not labeled with a specific post date. Similarly, there is no section for reader comments. Posts can be easily shared throughout the Lepra website using the Facebook, Email and Twitter icons.

External to the organisation, there are several sources of coverage. These include primary and secondary schools visited by Lepra's outreach programmes; private individuals and small businesses supporting Lepra through group organised donations, a handful of which include university students and local newspaper articles.



There is a clear trend in the external coverage for primary and early years secondary schools (years 7-9), which publish short write-ups of outreach activities conducted by Lepra in their local area. The links to the local press appear to be good, with several accompanying articles appearing in online newspapers describing the impacts and fundraising of visits. Outside of school websites, blogs and articles either by or for a younger audience appear to be sporadic. Small private interest groups have taken an interest in fundraising for Lepra, but these are not exclusively from younger people. There is some history of medical electives being arranged with assistance from Lepra, but there are no obvious postings from returning medical students about the work of the charity. In canvassing specific university websites such as UCAS and society directories, there appears to be little coverage of Lepra's core messages.

While limited in the range of time covered, the analysis provides a snapshot of recent blogging activity conducted by or on behalf of Lepra. It concludes that the existing published material is of a high quality and acts as an example of good practice, but that there is little specifically targeted to our demographic of interest – and almost nothing directly related to university students. British students who complete electives or research projects in endemic countries with Lepra could write blog posts describing their experiences. This would not only shed light on Lepra's work but also engage other students who may be interested in such opportunities. Furthermore, Lepra could commission posts on several student run university societies and publishers such as Polygeia (which runs a blog).

### **Facebook**

The Lepra Facebook page, started in 2009, currently has 1644 'likes'. The page regularly posts a variety of material – here we review the period between January 1<sup>st</sup> 2015 and August 1<sup>st</sup> 2015.

In order to identify the most effective posts featured, a separate list of posts with 20 or more likes was made (an excerpt from the overall results spreadsheet is listed as Table 2 under Appendix B). The most apparent trend is that profiles of leprosy patients are successful in garnering attention, particularly those regarding children with leprosy. Of the 8 such posts identified, 3 had 20+ likes. Furthermore, informative or promotional posts that include photos of children are often more effective. For example, the #InspirationalQuote from 13/02/15 proved more popular than others (listed as Figure 1 in Appendix A). Profiles featuring adults are generally effective too and usually generate 10-15 likes.

Posting about Lepra, or about leprosy related news in endemic countries is also relatively popular. Followers are keen to learn about developments in the fight against NTDs and what their support is helping to achieve. This is evident in the large number of likes received by posts surrounding the annual 'Walk to #beatleprosy' in India (an example snapshot is listed as Figure 2 in Appendix A) and the announcement of Lepra commencing work in Mozambique.

The page also posted six 'mythbusters' over a period of 4 days in April, which received between 3 and 11 likes. While it is a good idea to post facts and statements to directly tackle common misconceptions (such as 'Leprosy only affects older people') the posts were not consistently popular presumably because of how they were released – the first 3 were all posted on the same day and got progressively fewer likes. On the contrary another similar series of posts – '#didyouknow' – which includes a range of promotional and informative

posts appears to have received more consistent engagement. This may be due to the lower frequency of such posts over a short period of time.

Another major category of posts is that of outreach and promotional posts. While there was a surprising lack of outreach posts (only one post in the target period advertised Lepra's fundraising packs for schools), there were several promotional posts for events including the London Marathon, London to Paris Bike challenge and Crete challenge. It is difficult to assess the efficacy of these posts in recruiting participants (simply through access to the Facebook page), as the number of likes received is unlikely to correlate to target demographic participation. However, it can be noted that these posts were largely phrased to appeal to all groups of people and there seems to be scope to create events and programmes (or advertise existing ones) specifically for the younger audience.

From the information gathered on Lepra's Facebook posts over the 6 month period it can be concluded that leprosy patient/survivor profiles and news from the endemic countries are two of the most effective existent post types in engaging its audience, while other types (such as 'mythbusters'/'didyouknow') present opportunities for improved delivery.

A limitation of these data is that the time of the posts is not assessed, a factor that can have a considerable impact on the number of people who will see the post in their Newsfeed. There is therefore the possibility of market research into the times at which the target demographic most often check Facebook and are most likely to follow external links (discussed further under 'Recommendations').

## **Twitter**

The same timescale and selection criteria were adopted as for Blogs and Articles and Facebook. Currently, Lepra's Twitter channel has 2,217 followers, follows 2,129 users and has published just over 9,000 messages since joining in July 2009.

Results are published in raw form in Table 3 of Appendix B. Notwithstanding the limitations with respect to unknown publication time, target demographic uptake or actual uptake and follow-through of promotional activity, the results show similar trends to those witnessed across Lepra's blog and Facebook platforms.

Overwhelmingly, most engagement was evident on posts that retweeted other organisations (external communications). For example, Figure 3 of Appendix A supports a broad-spectrum engagement with likes, comments and retweets. So too, this is seen In Figure 5, which also features an image, universally identifiable with increased engagement from communications sourced both externally and internally.

Across the board, international spotlights with a profile, proved the most popular in terms of reader interaction. As evidenced by Figure 4, the combination of an image, a hyperlink to a continued story and the personal focus seem to offer compelling and participation-inducing messaging. By comparison, the story type of Figure 6, coupled with the informative text of a fact file enjoyed the most prolific engagement of its type.

Promotional type messaging featured the least engagement, perhaps as there was scope for more targeted inclusion of handles (at present they are rarely included), and the average reader may not directly engage with these tweets unless they have committed to be a part of them, or know of members who have.

Lepra's Twitter platform currently has a higher frequency of published communications than either its blog or Facebook outlets. We assumed that this is based on a higher level of assumed audience engagement and ease of implementation when using this channel. For this reason, a relative frequency will be continued in our proposed strategy targeting the higher education student demographic.

## PEER ACTIVITY

In this section of the Lepra-Polygeia communications proposal, we review the communications of a comparable organisation and the work that they are currently doing to both target, and receive engagement from, the University sector. Our chosen group is: NHS Blood Donation (click through to their [website](#), [Facebook](#), [Twitter](#) and [YouTube](#) channels).

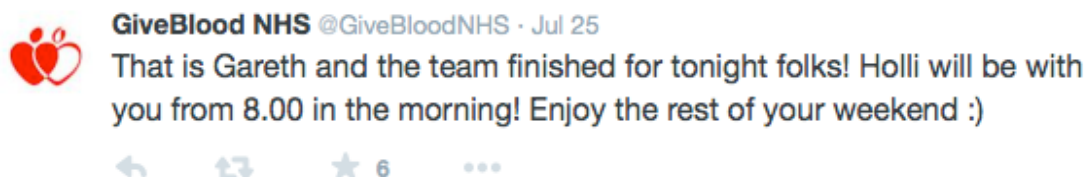
Whilst it is difficult to link engagement with uptake of messaging due to the limited publication of data by NHS Blood Donation, we can assess their communication channels from the point of view of a consumer.

Their platforms evidence best-practice and multi-sectoral syndication, with one employee writing on their [personal blog](#):

*We were all keen to ensure that all communication activity is seen by donors to be joined up. I am particularly keen to see more join up between blood and organ donation communication to maximize our reach.*

NHS Blood Donation's Facebook platform has almost half a million likes as of August 2015, with 52,000 Twitter followers. Their immediate audience reach offers a valuable touchstone for Lepra communications. NHS Blood Donation's social media outlets combine interaction with external organisations (only measured by that visible on 'front-page' of these channels) with internal publications in a ratio of approximately 20:80.

Across platforms, their most successful messages are either rhetorical questions posing as leading information communications, or story snippets. A unique point of their channels is the interactive, real-time quality of a team, warranted by the quantifiable and philanthropic nature of giving blood:



The hubristic interaction of Lepra fundraisers (not least primary school accounts) is comparable to the external postings across NHS blood donation's channels from users who have given blood. These posts frequently garner relatively high levels of engagement (measured in terms of likes, re-tweets, shares, favourites, comments and loves) and could be encouraged by Lepra across an increasingly digital sharing generation. Invariably, these messages feature an image or a selfie. Fundamentally these types of messages show a personal experience or story, and encourage an emotive reaction and sense of empowerment among the audience, that they can also become part of this larger narrative.



## RECOMMENDATIONS

Based on our analysis, this proposal recommends the continued prioritisation of Facebook and Twitter social media outlets, in line with Lepra's current time and energy commitment.

In general, communications should aim to increase their use of **pictures** that tell a story, in particular those that prominently feature children. Where possible all messaging should also aim to engage the audience aurally as well as visually, by increasing active embedding of existing Lepra YouTube videos. **All messages should feature a combination of visual stimulus and supporting text.**

Qualitative suggestions based on measurements of comment, unique views and click suggest that a **targeted message per media outlet, twice a week**, is optimal frequency for engagement. During Polygeia's implementation phase, messages will be **published at 1 pm** to align with lunch breaks in the UK and thus the typical peak usage of our chosen social media outlets.

Our analysis indicated that Lepra's re-tweets of other organisations often garnered the most activity and engagement, so using Polygeia's network is in itself a fundamental recommendation, as it provides both a framework and an existing targeted audience. This could be extended to other Universities by targeting daily online interactions to selected tertiary education institutions, societies and individuals.

### Written Communications

#### **Blogs and Articles**

Seek opportunities for the Lepra communications team to write guest blogs for established University specific society websites. Targets could include Medical Societies, Science Societies, International Development Societies and other university-specific groups.

Create an outreach network involving student newspapers and budding journalists in writing profiles of Lepra's work and its relevance to the university demographic.

(For both of the above suggestions, creating a database of university-specific organisations and key contact addresses would be useful in identifying good targets.)

Ensure that elective students associated with Lepra write a promotional diary for dissemination on personal, their institution's and Lepra's digital channels.

### Social Media

#### **Facebook**

Build contacts with existing organisations. Polygeia can be used as a pilot scheme, by acting as a platform to highlight Lepra's work and then to recruit specific college-based representatives. This model could be easily replicated at collegiate Universities and can be modified to work in other universities. A recent peer example occurred in Breast Cancer Awareness Month 2015, during which University of Cambridge colleges sold 'pink' themed drinks and focused their student fundraising activities on cancer charities for that term.

#### **Twitter**

Establish a standard communications frequency. This proposal recommends at least two Tweets per week, featuring at least two University institution handles and one individual handle. Popular hashtags currently employed by Lepra, such as #BeatLeprosy and

#NTDChallenge should continue to be used, to capitalize on existing communications and to raise their ongoing profile.

Where possible, Twitter messaging will feature an image and a story. Additionally, all videos currently available on [Lepra's YouTube](#) channel will be refreshed through a University targeted awareness messaging schedule.

### **Instagram**

Use of instagram is growing, with some early studies claiming it has audience engagement rates comparable to those of Facebook and Twitter. This strategy therefore encourages Lepra's to use the platform to share images, which can then link to written communications.

For example, medical students going on electives in association with Lepra in the future could keep a photo diary of their experience on the platform.

Students affiliated with Polygeia could also photograph their activities with Lepra offline (see Other Communications below). The "profiles" and "stories" could be presented from the patient/survivor perspective on Instagram, and cross-posted on Facebook and Twitter.

Hashtags that are currently used by Lepra on Twitter can be used on Instagram to further a brand image.

Several other non-profit organisations, large and small alike have already been using Instagram to build their brand images and bring their supporters closer to their work. WaterAid, Doctorswithoutborders and Young Scot are just a few examples. NHS Blood Donation also uses the network to regularly post promotional material and repost photos posted on Instagram by donors/supporters. They are therefore able to engage with the donors in almost real time by sharing the photos of their experience of donating blood with more than 4800 followers of the handle.

### Other Communications

Our proposed strategy (see below) cannot measure the success of Lepra's face-to-face and non-digital communications with the University demographic, but we can assess the presence or absence of Lepra at high-profile events such as Freshers' Fairs.

At present, Lepra does not carry out any profile-raising events or talks across any tertiary education institutions. It is recommended that we increase the number of talks, with a Lepra representative in attendance at Cambridge's Freshers' Fair 2015 and a preliminary university level survey carried out by the end of 2015 to record how students encountered and perceived the charity's work. The presence of Lepra at these high-profile events provides the opportunity to raise awareness offline – for example, by using leaflets and posters with Lepra's social media and website details.

## **STRATEGY**

The following proposal for a Lepra-Polygeia communications strategy explains how Lepra's University presence could be channeled through Polygeia for a pilot period of 4 months running 1 October 2015 – 31 January 2016.

The action plan below identifies the participants and outlines how data will be captured to assess our effectiveness. As the Polygeia team will not have equivalent access to the material the Lepra communications team have, the focus of this messaging will be to raise awareness of World Leprosy Day 2016 and its purpose.

This strategy will then be reviewed to assess the impact and reach of the recommended changes and actions. This process is detailed under the 'Review' section.

Outlet (type)	Frequency	Start Date	Content	Text	Image/Media	Who	Engagement Measure
<b>WRITTEN COMMUNICATIONS</b> Blogs (Polygeia host)	1/mth	Oct 2015	Leprosy awareness, general global health communications strategies for target demographic	Approx 750 w/blog	Images, hyperlinks	A.Wood	Comments and syndication across social media
<b>WRITTEN COMMUNICATIONS</b> Blogs (other)	1/mth	Oct 2015	Recyclable feature, published across different University web outlets, highlighting our commission and ongoing findings	Approx 750 w/blog	Images, hyperlinks	A.Wood	Comments and syndication across social media
<b>SOCIAL MEDIA</b> Facebook messaging	2/wk (pub. Mon and Weds at 1pm) via Polygeia F/book page	Oct 1 2015	Story profiles, sourced in part from Lepra, Colchester's communications bank. Also featuring demographic specific outreach, and a series of messaging capitalizing on current Lepra YouTube videos	Approx 150 w/post	Images, hyperlinks, embedded videos	P.Amin	Comments, shares, likes
<b>SOCIAL MEDIA</b> Facebook interaction	Daily	Oct 1 2015	Share, like and comment on relevant material, linking them to Lepra comms channels	As necessary	As necessary	P. Amin	Follow-up comments, shares, likes
<b>SOCIAL MEDIA</b> Twitter	2/wk (pub. Tue and Thurs at 1pm) via Polygeia Twitter page	Oct 1 2015	Story headlines sourced in part from Lepra, Colchester's communications bank. Also featuring demographic specific outreach, punchy engagement phrases, and a series of messaging capitalizing on current Lepra YouTube videos. Similar to Facebook, but focus on interactivity and linkages with other parties.	140 characters/Tweet	Images, hyperlinks, embedded videos, handles (minimum of two, targeting University users) and hashtags	E. Nelmes	Comments, re-tweets, favourites
<b>SOCIAL MEDIA</b> Twitter	Daily	Oct 1 2015	Re-tweet, favourite and comment on relevant material, linking them to Lepra comms channels	As necessary	As necessary	E.Nelmes	Follow-up comments, re-tweets, favourites
<b>SOCIAL MEDIA</b> Instagram	1/wk (pub. Fri daytime)	Oct 1 2015	Similar to Facebook, featuring stories and international profiles rather	Approx 150 w/post	Compelling images sourced	A.Bow-Bertrand	Follow up 'loves', comments and



	via Polygeia to-be-established Instagram account		than promotional outreach. Material sourced from Lepra, Colchester		from Lepra, Colchester, Flickr and WikiCommons (with approved permissions) and submissions by Polygeia team		follows
<b>OTHER COMMUNICATIONS</b> <u>Freshers' Fair</u>	One-off event at Cambridge University	Oct 6-7 2015	Require a Lepra-Polygeia team representative alongside the Polygeia team stall distributing information flyers with links to social media channels	As per flyer requirements	As per flyer requirements	All Lepra-Polygeia team. Preya and Elizabeth to man stall, all to produce material (cleared by Comms team in Colchester)	Subsequent channel follows, subscriptions and likes over the fortnight following the Freshers' Fair
<b>OTHER COMMUNICATIONS</b> <u>Workshop</u>	One-off event at Polygeia Conference, Cambridge	Nov 15 2015	Interactive 1 hour workshop presenting the details of our commission, Lepra's work, and how this could be applicable to peer organisations	As per workshop brief and speech requirements	As per workshop brief and speech requirements	Entire Polygeia team AND one rep from Lepra, Colchester. May coincide with opportunity for Cam wide talk via another outlet such as the <u>Cambridge Union Society</u> .	Qualitative – based on peer group uptake of recommendations in our proposal and subsequent channel follows, subscriptions and likes of the fortnight following Polygeia's conference

## REVIEW

After the pilot period (on 31 January 2015) our results will be gathered, to include the number of likes, re-tweets, shares, favourites, comments and loves. This is the final stage of the commission. We will also consider the impact of our 'other communications' initiatives, which are more difficult to quantify. We will obtain a rough measure of their effectiveness by identifying the increased number of outlet follows or likes in the fortnight following these interventions – currently projected to be the Cambridge Freshers' Fair representation, and workshop at the annual Polygeia conference.

A review document will be prepared for distribution to Lepra, Colchester by mid-February, 2015, and will offer a further opportunity to provide recommendations both within and beyond the Polygeia host platform.

## TIMELINE

What?	When/Where?	Who?
Meet the Team Lepra event invite	Tue 8 Sept 2015, London	All Lepra-Polygeia team (if available)
Final Lepra Communications proposal document submitted to Anne Kiely and Communications team at Lepra, Colchester	Sun 20 Sept 2015	All Lepra-Polygeia team and Lepra, Colchester reps
Lepra Communications Proposal document review meeting with Lepra team	End of Sept 2015	All Lepra-Polygeia team (if available) and Lepra, Colchester reps
Initiate messaging material and communication actions as per strategy	Thurs 1 Oct 2015 onwards	All Lepra-Polygeia team
Cambridge University Freshers' Fair	Tue 6 - Wed 7 Oct 2015	P.Amin, E.Nelmes and Lepra, Colchester rep
Polygeia Conference	Sat 14 Nov 2015	All Lepra-Polygeia team and Lepra, Colchester rep
World Leprosy Day	Sun 31 Jan 2016	All Lepra-Polygeia team (if available) and Lepra, Colchester reps
Post strategy implementation review	February 2016	All Lepra-Polygeia team



Figure 2

Like Comment

Nina Kumar, Perike Varaprasadarao, And 20 others

21 shares

Figure 1





Lepra retweeted

 **UNESCO** @UNESCO · Mar 8

We **MUST** support women's empowerment as a transformational force for human rights, economic growth & sustainability [ow.ly/JUxrR](http://ow.ly/JUxrR)

RETWEETS 193 FAVORITES 87

7:00 AM - 8 Mar 2015 · Details

Reply to @UNESCO @Lepra\_HinA

 **Fabrizio Lobasso** @FabrizioLobasso · Mar 8


@UNESCO: We **MUST** support women's empowerment as a transformational force for human rights, economic growth & sustainability [ow.ly/JUxrR](http://ow.ly/JUxrR)

 **Associated Media Ltd** @AssocMediaLtd · Mar 8

@UNESCO how would this look 'on the ground'? @roxanne\_walters @davidbexhill

 **Nili Majumder** @NiliMajumder · Mar 8

"@UNESCO: We **MUST** support women's empowerment as a transformational force for human rights, economic growth & sustainability [ow.ly/JUxrR](http://ow.ly/JUxrR)"

 **Júnia do Vale** @junia\_vale · Mar 8

Não. Tem que apoiar porque é JUSTO E PARA QUE SEJAM LIVRES. SOMENTE. . Somente por isto. Não adianta enfiar o navão! . @UNESCO

 **Júnia do Vale** @junia\_vale · Mar 8

PARA LIBERTA-LAS DA OPRESSÃO. @UNESCO

[View more in conversation →](#)

Figure 4

Figure 3

 **Lepra** @Lepra\_HinA · Mar 12

Kalpana's husband beat her then left her because she was diagnosed with **#leprosy**. You can help [bit.ly/1Em7149](http://bit.ly/1Em7149)

**He closed the door, tied her up, and attacked her with a stick**



RETWEETS 5

11:20 PM - 12 Mar 2015 · Details

Reply to @Lepra\_HinA



Figure 5



Figure 6

Table 1

Article Date	URL/link	Word Count	Title	Number of Comments	Images	Shares
21/01/15	<a href="http://bigblog.org.uk/2015/01/21/it-is-world-leprosy-day-on-25-january/">http://bigblog.org.uk/2015/01/21/it-is-world-leprosy-day-on-25-january/</a>	893	It is World Leprosy Day on January 25th	0 comments	2 images	Twitter (42), Facebook (12), 1 like
Undated	<a href="http://brackenfieldschool.co.uk/news/articles/459">http://brackenfieldschool.co.uk/news/articles/459</a>	42	Raising money for Lepra	n/a	2 Images	unknown
25/02/14	<a href="http://www.bedes.org/prep-school/news-and-blogs/prep-news/2014/02/charity-fundraising-bede's-prep-pupils-raise-£3,500-for-lepra.aspx">http://www.bedes.org/prep-school/news-and-blogs/prep-news/2014/02/charity-fundraising-bede's-prep-pupils-raise-£3,500-for-lepra.aspx</a>	253	charity-fundraising-bede's-prep-pupils-raise-£3,500-for-lepra	n/a	4 images	unknown
28/02/14	<a href="http://www.westgate.hants.sch.uk/Westgate-pupils-raise-over-1500-for-Lepra-Charity-to-cure-over-60-children">http://www.westgate.hants.sch.uk/Westgate-pupils-raise-over-1500-for-Lepra-Charity-to-cure-over-60-children</a>	63	WESTGATE PUPILS RAISE OVER £1500 FOR LEPRA CHARITY TO CURE OVER 60 CHILDREN	n/a	0 images	unknown
10/10/14	<a href="http://teacherluke.co.uk/2014/10/10/please-consider-donating-to-lepra-org-uk/">http://teacherluke.co.uk/2014/10/10/please-consider-donating-to-lepra-org-uk/</a>	461	Please consider donating to lepra.org.uk	5 comments	1 images	unknown
04/06/14	<a href="https://kiltearnprimaryschool.wordpress.com/2015/06/04/dress-down-day-for-lepra/">https://kiltearnprimaryschool.wordpress.com/2015/06/04/dress-down-day-for-lepra/</a>	35	Dress Down Day for Lepra	n/a	0 images	unknown
Undated	<a href="http://wsnl.co.uk/prep/workout-with-lepra/">http://wsnl.co.uk/prep/workout-with-lepra/</a>	101	Workout with Lepra	n/a	2 images	unknown
18/12/14	<a href="http://www.kingedwardvi.bham.sch.uk/y7-lepra/">http://www.kingedwardvi.bham.sch.uk/y7-lepra/</a>	245	Y7 LEPRA	n/a	3 images	unknown
Undated	<a href="http://www.sarchs.com/websites/123reg/LinuxPackage26/sa/rc/hs/sarchs.com/public_html/index.php/latest-news/87-sarchsnews/136-lepra-workout.html">http://www.sarchs.com/websites/123reg/LinuxPackage26/sa/rc/hs/sarchs.com/public_html/index.php/latest-news/87-sarchsnews/136-lepra-workout.html</a>	35	n/a	n/a	1 image	unknown
09/06/14	<a href="https://www.gwc.org.uk/news/bollywood-meets-scotland-for-lepra/">https://www.gwc.org.uk/news/bollywood-meets-scotland-for-lepra/</a>	150	Bollywood meets Scotland for LEPRA	n/a	1 image	unknown
02/12/14	<a href="http://goodnewsshared.com/2014/12/02/lepra-receive-givingtuesday-support-fight-leprosy/">http://goodnewsshared.com/2014/12/02/lepra-receive-givingtuesday-support-fight-leprosy/</a>	282	Lepra Receive #GivingTuesday Support To Fight Leprosy	n/a	1 image + 1 video	unknown
19/01/14	<a href="http://stkillianscollege.org.uk/2015/01/19/lepra-receives-cheque-from-st-killians/">http://stkillianscollege.org.uk/2015/01/19/lepra-receives-cheque-from-st-killians/</a>	126	Rosalind Kerry from Lepra visited St Killian's College on Monday to accept a cheque for £2,358 for her charity.	n/a	1 image	unknown
30/03/15	<a href="http://www.harrogateadvertiser.co.uk/news/education/harrogate-students-raise-more-than-1-200-for-global-health-charity-1-7177377">http://www.harrogateadvertiser.co.uk/news/education/harrogate-students-raise-more-than-1-200-for-global-health-charity-1-7177377</a>	360	Harrogate students raise more than £1,200 for global health charity	0 comments	0 images	unknown
28/04/14	<a href="http://www.cornishguardian.co.uk/Students-Penrice-Academy-St-Austell-raise/story-21151880-detail/story.html">http://www.cornishguardian.co.uk/Students-Penrice-Academy-St-Austell-raise/story-21151880-detail/story.html</a>	257	Students at Penrice Academy in St Austell raise thousands for Lepra charity	0 comments	4 image	unknown
14/04/14	<a href="http://www.angmeringschool.co.uk/lepra-workout-y7-raises-incredible-sum/">http://www.angmeringschool.co.uk/lepra-workout-y7-raises-incredible-sum/</a>	65	LEPRA Workout with Y7 Raises an Incredible Sum	n/a	0 images	unknown
01/10/14	<a href="http://allhallowsschool.co.uk/media/news/article/80/-1500-raised-for-Lepra">http://allhallowsschool.co.uk/media/news/article/80/-1500-raised-for-Lepra</a>	288	£1500 raised for Lepra	n/a	1 image	unknown
06/08/14	<a href="http://www.exeterexpressandecho.co.uk/Lepra-stunned-fundraising-efforts-St-Michael-s/story-22122144-detail/story.html">http://www.exeterexpressandecho.co.uk/Lepra-stunned-fundraising-efforts-St-Michael-s/story-22122144-detail/story.html</a>	413	Lepra 'stunned' by fundraising efforts of St Michael's Primary in Exeter	0 comments	1 image	unknown
Internal Publications		29 individual stories - with images, quotes and pictures	Lives changed			
	<a href="http://www.lepra.org.uk/Pages/Category/lives-changed?Take=30">http://www.lepra.org.uk/Pages/Category/lives-changed?Take=30</a>					
	<a href="http://www.lepra.org.uk/Blogs">http://www.lepra.org.uk/Blogs</a>					
	<a href="http://www.lepra.org.uk/Pages/News/Category/news">http://www.lepra.org.uk/Pages/News/Category/news</a>	News articles/blogs				
	<a href="https://www.lepra.org.uk/Blogs/a-journey-to-india">https://www.lepra.org.uk/Blogs/a-journey-to-india</a>	Unlinked page but still shows on google				



Table 2 (Excerpt)

Type	Blurb	Image (Y/N) + details	No. of shares	No. of likes	Total Comments	Comment 1	Comment 2	Comment 3	Additional Remarks
PM	Did you know as little as £3 buys a self-care kit so someone can care for their disability? <a href="https://www.lepra.org.uk/where-your-money-goes">https://www.lepra.org.uk/where-your-money-goes</a>	Y - Image of a woman in south-east asian attire, presumably a shopkeeper; smiling. Along with the article title and subtitle: Where your money goes; Last year we changed the lives of almost 1.2 million people affected by disease poverty and prejudice.	0	12	0				
IF	Did you know that tuberculosis is the second biggest infectious killer after AIDS? <a href="https://www.lepra.org.uk/tuberculosis">https://www.lepra.org.uk/tuberculosis</a>	Y - portrait of two men; dark/gloomy	0	10	0				
PM	Thinking of taking part in our Trek Crete challenge? We've moved the event to next year. It will now take place from Friday 6th May 2016 - Saturday 14th May 2016 - giving you plenty of time to break in those walking boots! <a href="https://www.lepra.org.uk/Event/trek-crete-2016-visit-spinalonga">https://www.lepra.org.uk/Event/trek-crete-2016-visit-spinalonga</a>	Y - Landscape photo of Spinalonga, Crete	1	4	0				
PM	Don't forget, you haven't got much longer to sign up for the Berlin Marathon... <a href="https://www.lepra.org.uk/Event/bmw-berlin-marathon">https://www.lepra.org.uk/Event/bmw-berlin-marathon</a>	Y - Marathon and blurb from linked article: "The BMW Berlin Marathon is one of the largest and most popular road races in the world with more than 40,000 participants. It is a flat course so if you're looking for a personal best then this is for you!"	0	2	0				
PM	Have you signed our pledge to #BeatLeprosy? <a href="http://goo.gl/jko8s9">http://goo.gl/jko8s9</a>	Y - A young girl's portrait and #beatleprosy superimposed	0	2	0				
IF	Did you know that every two minutes one more person is diagnosed with Leprosy?	N - Link to youtube video <a href="https://www.youtube.com/watch?v=qFUAKwc3kwo">https://www.youtube.com/watch?v=qFUAKwc3kwo</a> cover photo of the video shows the face of an elderly man	0	6	2	How can we identify leprosy?	Reply to previous comment from Lepra: Usually the first signs of leprosy are different coloured patches on the skin, and numbness in the hands and feet. A doctor would then test sensation on the arms using a feather or pen to confirm		

## KEY

## Categories

Outreach	OU
National spotlight	NS
International showcase	IS
Fact file	FF
General	GR

## Types

Profile	PF
Promotion	PM
Story	ST
Information	IF

## Highlighting

Non leprosy	
General promotions (marathons etc.)	
Facts/Donation pleas	
Children's photos/profiles	
Children related fact files	
National Showcase	
Adults' profiles	
Outreach	

## REMARKS:

Note very few outreach posts, repetition of profiles and lack promotional events for a specific group of people – e.g. An event for students/mothers/the elderly. Also repetition of photos and profiles. Also not included in the spreadsheet: several repetitions of posts to sign up for London Marathon/Edinburgh cycle/Crete Hike/Go the extra mile

TABLE 3

Date (D/M/Y)	Category	Type	External or Internal E/I	Blurb	Image? Y, N	Weblink? Y, N	No. retew	No. of fav	Additional Remarks								
31/7/2015	IS	PF	I	Rachna was diagnosed with leprosy and received treatment, health care and counselling from Lepra.... <a href="https://instagram.com/p/5zbkb5jZ2M/">https://instagram.com/p/5zbkb5jZ2M/</a>	N	Y	0	0									
31/7/2015	FF	ST	I	#DidYouKnow Neglected tropical diseases affect one sixth of the world's population, half a billion of which are children. #NTDs	N	N	1	0									
28/7/2015	IS	PF	I	"I used to study, but because of leprosy I couldn't hold a pen properly. I was ashamed of my hands.... <a href="https://instagram.com/p/5rvvg_jZxg/">https://instagram.com/p/5rvvg_jZxg/</a>	N	Y	1	0	Link to instagram								
23/7/2015	IS	ST	I	We're helping to improve long term health care by training community health workers <a href="https://www.lepra.org.uk/health-worker-training...">https://www.lepra.org.uk/health-worker-training ...</a>	Y	Y	1	0	Link to MS								
16/7/2015	NS	ST	E (@Kat_Crocker)	@BrimshamGS amazing effort from Yr7 who raised more than £900 for LEpra. Transforming the lives of people with leprosy. @Lepra_HinA	N	N	2	1									
1/7/2015	FF	ST	I	@MishalHusainBBC @BBCFergusWalsh #MDGs need more progress, women with leprosy at disadvantage from early marriage and abuse too.	N	N	0	1	Commentary style fact								
1/7/2015	IS	PF	E (@SarahatLepra)	In honour of Doctors' Day in India, three amazing students at Ramnagar #leprosy colony all hoping to be doctors <a href="http://fb.me/5h3e6GdK2">http://fb.me/5h3e6GdK2</a>	N	Y	2	1									
27/6/2015	OU	PM	I	Junior runners looking for a #challenge? Thinking of taking part in the #EMF2016? Why not run for @Lepra_HinA? <a href="http://bit.ly/1KkntDK">http://bit.ly/1KkntDK</a>	N	Y	0	0	Link to MS								
25/6/2015	FF	ST	I	#NTDs keep kids out of school. parents out of work. locking societies into endless cycles of #poverty #NTDProgress	Y	N	1	1									
22/6/2015	OU	PM	I	Shop online? You could raise a FREE donation for us at over 4,000 stores via @giveasyoulive <a href="https://www.giveasyoulive.com/join/lepra">https://www.giveasyoulive.com/join/lepra</a>	N	Y	2	0									
19/6/2015	NS	ST	E (@MrJenkinsRLS)	Great effort Y7 @RLSMrWest @TheRoyalLatin @Lepra_HinA	Y	N	4	2									
19/6/2015	OU	PM	E (@GFNColchester)	@essexstandard @TheGazette @EADT24 Could you help spread the word? We'll be supporting Colch. Women's Refuge and @Lepra_HinA 2/2	N	N	4	1									
16/6/2015	IS	PF	I	Gulabsha is worried about the #prejudice she may experience from her village <a href="http://bit.ly/1FWK8AM">http://bit.ly/1FWK8AM</a>	Y	Y	1	1	Link to MS								
30/5/2015	IS	ST	E (@GPforEducation)	Exciting news: Our board just approved \$235 million in new grants to #FundEducation in 4 developing countries: <a href="http://bit.ly/1FwPDJA">http://bit.ly/1FwPDJA</a>	N	Y	7	3									
29/5/2015	OU	PM	I	Lepa News is ready for you! Read about #Mozambique #women and more <a href="http://bit.ly/1LNqX0k">http://bit.ly/1LNqX0k</a>	Y	Y	4	3	Link to MS. Not so much outreach as information bulletin about Lep								
28/5/2015	OU	PM	I	Did you hear about international #charity Lepa when you were at #school ?Tell us about it! <a href="http://bit.ly/1bdyatU">http://bit.ly/1bdyatU</a>	Y	Y	2	1	Link to MS								
26/5/2015	OU	ST	E (@bondngo)	Join live debate with UN Secretary General on #post2015 and role of youth tomorrow at 3pm > <a href="http://www.bond.org.uk/news.php/461/askbankimoon-join-live-debate-with-un-secretary-general-on-post-2015-agenda...">http://www.bond.org.uk/news.php/461/askbankimoon-join-live-debate-with-un-secretary-general-on-post-2015-agenda ...</a> #EYD2015 #AskBankimoon	N	Y	1	0									
18/5/2015	IS	ST	E (@WomenDeliver)	Kicking off the #WHA68 by celebrating the Global Strategy for Women's Children's + adolescent health! #EWECisME	Y	N	13	23									
18/5/2015	FF	ST	E (@uaem)	"#NTDs are diseases that anchor women, children and men to poverty. We must pay attention" Margaret Chan #WHA68	N	N	16	6									
2/5/2015	IS	PF	I	Find out about Bhola's life after #leprosy <a href="http://bit.ly/1Eojgy0">http://bit.ly/1Eojgy0</a>	Y	Y	1	3	Link to MS								
29/4/2015	NS	ST	E (@DeLaSalleJersey)	We're hoping the rain holds off for our #primaryschool walk this Friday! We are raising money for @Lepra_HinA #jerseyci #education #charity	N	N	4	0									
22/4/2015	FF	ST	I	Every day, thousands of women, girls affected by #leprosy face appalling domestic abuse <a href="http://bit.ly/1GnMNEN">http://bit.ly/1GnMNEN</a>	Y	Y	2	6	Link to MS								
20/4/2015	OU	PM	I	Are you a #teacher planning activities for next term? <a href="http://bit.ly/1bdyatU">http://bit.ly/1bdyatU</a> We have solutions!	Y	Y	0	1	Link to MS.								
17/4/2015	NS	ST	E (@miss_ksimmons)	Year 7 at Brecon High School racking up the miles for @Lepra_HinA #WalkforLepa	Y	N	1	0									
13/4/2015	OU	PM	I	We need YOU! We have places for #RideLondon #Ride100 Help children like Aadil. <a href="http://bit.ly/1CrDCUo">http://bit.ly/1CrDCUo</a>	Y	Y	4	1	Link to MS								
10/4/2015	FF	ST	I	Survey on child #leprosy patients in #China <a href="http://bit.ly/1HawWvM">http://bit.ly/1HawWvM</a>	N	Y	1	1	Link to MS								
10/4/2015	OU	PM	I	Help us to train a female health volunteer on #feelgoodfriday <a href="http://bit.ly/1HYmGFb">http://bit.ly/1HYmGFb</a>	Y	Y	0	0	Link to MS								
7/4/2015	OU	PM	I	Shop @JohnLewisRetail @marksandspencer @Argos_Online ? Raise donations via @giveasyoulive ! <a href="https://www.giveasyoulive.com/join/lepra">https://www.giveasyoulive.com/join/lepra</a>	Y	Y	0	0									

7/4/2015	FF	ST	E (@UN_Women)	It's #WorldHealthDay! We focus on women's health as part of #Beijing20 campaign. Learn more: <a href="http://owl.li/Lgw3v">http://owl.li/Lgw3v</a>	Y	Y	150	86											
4/4/2015	FF	ST	I	Think of #Leprosy Do you imagine a child? If not think again. <a href="http://bit.ly/1xs98Al">http://bit.ly/1xs98Al</a>	Y	Y	2	1	Link to MS. Not so much outreach as information bulletin about Lep										
30/3/2015	NS	ST	E (@thebrooksbank)	We've been Leaping for Lepra today! @Lepra_HinA #BeatLeprosy @TheBeaconHx @CalderdaleHour	Y	N	6	1											
30/3/2015	OU	PM	I	Shop the @Debenhams sale using @giveasyoulive to raise a free donation for us! <a href="https://www.giveasyoulive.com/join/lepra">https://www.giveasyoulive.com/join/lepra</a>	N	Y	2	0											
30/3/2015	NS	ST	I	@rothleyschool A big #thankyou from @Lepra_HinA You are changing lives!	N	N	0	0											
30/3/2015	OU	PM	I	Chocolate + free donation to us is a match made in heaven! Shop for easter treats @HotelChocolat via @giveasyoulive <a href="https://www.giveasyoulive.com/join/lepra">https://www.giveasyoulive.com/join/lepra</a>	N	Y	1	0											
30/3/2014	NS	ST	E (@ThornwoodPri)	ur LEPRO fundraiser last week went very well! Thanks to all who participated. Money to be returned ASAP @Lepra_HinA	N	N	1	0											
29/3/2015	FF	ST	E (@GirlSummit)	We need to #investingirls & women - here's why. via @WomenDeliver #girlsandwomen #globaldev	Y	N	153	72											
26/3/2015	IS	ST	E (@JenHerricks)	How can you teach kids about #NTDs? Let us know for a chance to win \$500 & trip to the @BakerInstitute #NTDchallenge	Y	N	10	3	Competition style tweet.										
18/3/2015	FF	ST	I	The fear & stigma of #leprosy mean many women are subjected to terrible violence & isolation. <a href="http://bit.ly/1GnMNEN">http://bit.ly/1GnMNEN</a>	Y	Y	3	0	Link to MS										
17/3/2015	NS	ST	E (@WaldegraveSch)	It may be cold outside but Y7 are keeping warm with a mass Zumba session for @Lepra_HinA @twickerati	Y	N	1	0											
12/3/2015	IS	PF	I	Kalpana's husband beat her then left her because she was diagnosed with #leprosy. You can help <a href="http://bit.ly/1Em7149">http://bit.ly/1Em7149</a>	Y	Y	5	0	Link to MS										
12/3/2015	IS	ST	I	Imagine being abandoned because you caught a cold? It happens to women with #leprosy #IWD2015 <a href="http://bit.ly/1H6YbFI">http://bit.ly/1H6YbFI</a>	Y	Y	1	0	Link to MS										
10/3/2015	FF	ST	I	Gender-based violence is an awful reality for many women with disabilities caused by #leprosy <a href="http://bit.ly/1BOAimi">http://bit.ly/1BOAimi</a>	Y	Y	1	0	Link to MS										
10/3/2015	NS	ST	E (@WaldegraveSch)	Y7 had crazy hair day for @Lepra_HinA today - here are 7ENG @twickerati @Teddington_Town @richmondtimes	Y	N	2	0											
10/3/2015	IS	PF	I	Bhumisuta hasn't told her future husband's family about her #leprosy. <a href="http://youtu.be/csk_yJo412A">http://youtu.be/csk_yJo412A</a> #BeatLeprosy #IWD2015	Y	Y	1	0	Link to YouTube										
9/3/2015	FF	ST	I	Millions of women affected by #leprosy are discriminated against based on gender & disability <a href="http://bit.ly/1FRBoMU">http://bit.ly/1FRBoMU</a>	Y	Y	3	0	Link to MS										
8/3/2015	FF	ST	I	Every day girls and women across the world are faced by this triple jeopardy <a href="http://bit.ly/1aJSbbq">http://bit.ly/1aJSbbq</a> #IWD2015	Y	Y	3	2	Link to MS										
8/3/2015	IS	PF	I	Happy #WomensDay! Women like Bhumisuta should have the right to lead independent lives <a href="http://youtu.be/csk_yJo412A">http://youtu.be/csk_yJo412A</a>	Y	Y	3	1	Link to YouTube										
8/3/2015	FF	PM	I	Today is Int #WomensDay. Help us raise awareness of gender inequality <a href="http://bit.ly/1DP59hL">http://bit.ly/1DP59hL</a> #IWD2015	Y	Y	1	1	Link to MS										
8/3/2015	OU	PM	E (@UNESCO)	<a href="http://ow.ly/JUxrR">We MUST support women's empowerment as a transformational force for human rights, economic growth &amp; sustainability http://ow.ly/JUxrR</a>	N	Y	193	87	Not direct call to donate, but general invitation to be aware										
8/3/2015	IS	ST	E (@ILEPAntiLeprosy)	For the amazing girls & women facing #discrimination on #IWD2015 - leprosy is still an issue #poverty & #disability	Y	N	7	2											
8/3/2015	FF	PM	I	Today is International #WomensDay. Let's #MakeItHappen for women around the world!	Y	N	4	2											
7/3/2015	FF	ST	E (@ILEPAntiLeprosy)	For us it's only 1 day to go for #IWD2015 - for women with leprosy the challenges are every day <a href="http://www.ilep.org.uk/leprosywomenstigmareport/">http://www.ilep.org.uk/leprosywomenstigmareport/</a> ...	N	Y	5	0											
7/3/2015	IS	ST	E (@UN_Women)	Tackling discrimination facing girls and women with leprosy. Report by @ILEPAntiLeprosy: <a href="http://ow.ly/JJ7FQ">http://ow.ly/JJ7FQ</a>	Y	Y	121	68											
7/3/2015	IS	ST	I	On #WomensDay, we're tackling Triple Jeopardy: discrimination faced by women with #leprosy <a href="http://bit.ly/1EJoLWd">http://bit.ly/1EJoLWd</a>	Y	Y	2	0	Link to MS										
6/3/2015	IS	PM	E (@womensday)	Are you participating in the #IWD2015 @EmWatson livestream? #HeForShe Very exciting indeed!	N	N	19	16	Not promotional in terms of fundraising, but in terms of engagemer										
6/3/2015	NS	ST	E (@colstonsschool)	Y7 are having an amazing time doing a sponsored #Zumba in aid of #Lepra in the sports hall! #charity #fundraising	Y	N	4	2											
6/3/2015	FF	ST	I	Girls and women with #leprosy face triple #discrimination <a href="http://bit.ly/1Elz2Je">http://bit.ly/1Elz2Je</a>	N	Y	1	0	Link to MS										
6/3/2015	FF	ST	E (@LancetGH)	Triple jeopardy: girls and #women with #leprosy are discriminated against because of gender, stigma, and disabilities <a href="http://ow.ly/JV6Yd">http://ow.ly/JV6Yd</a>	N	Y	33	7											



5/3/2015	FF	ST	I	Women & girls face discrimination due to gender, potential disabilities & stigma - a triple jeopardy. <a href="http://huff.to/1wXsKaV">http://huff.to/1wXsKaV</a> #IWD2015	N	Y	1	1							
4/3/2015	NS	ST	E (@Mike_Sweetman)	@Rossett Yr7 ZUMBA for Lepra. A brilliant effort. Raised over £1000 already! <a href="http://youtu.be/NXM0q-Y42xA">http://youtu.be/NXM0q-Y42xA</a>	N	Y	5	1	Link to YouTube						
1/3/2015	IS	PF	I	Prejudice affects millions of people, young & old. Hear Laxmipriya's story <a href="http://bit.ly/1pzKOnS">http://bit.ly/1pzKOnS</a> #ZeroDiscrimination	N	Y	1	1	Link to MS						
27/2/2015	NS	ST	E (@georgeglover8)	Well done to all the @George_Spencer Year 7's who took part in today's LEPR A Zumba charity dance during lesson 4 today #DanceOff	N	N	2	0							
26/2/2015	NS	ST	E (@iainrandall7)	The @GSA_Sports Year 7's doing some Zumba to raise money for LEPR A #charity	Y	N	1	1							
24/2/2015	FF	PM	I	#DidYouKnow 1 in 6 children are at risk of #NTDs? @UK_NTD report highlights need for action. <a href="http://bit.ly/17uyLVZ">http://bit.ly/17uyLVZ</a>	Y	Y	4	2	Link to MS. Not promotion in fundraising sense but rather in genera						
24/2/2015	NS	ST	E (@Ttc_pe_Thorpe)	<a href="http://bit.ly/17uyLVZ">Year 7 aerobic work out raising money #LEPR A</a>	Y	N	1	2							
18/2/2015	NS	ST	I	Inspirational school pupil nominated for #mertoncivicawards after fundraising for Lepra <a href="http://bit.ly/1G19IWz">http://bit.ly/1G19IWz</a>	Y	Y	0	1							
17/2/2015	IS	ST	I	#Healthcare in #India: "Poorly educated rural health providers wreaking havoc on child health" <a href="http://bit.ly/1FX8EmE">http://bit.ly/1FX8EmE</a>	N	Y	0	0							
6/2/2015	NS	ST	E (@MosssparkPS)	We raised over £1000 to help 46 children with Leprosy. Today we got our certificate from @Lepra_HinA #MosssparkCares	Y	N	2	2							
31/1/2015	IS	PF	I	Jayashree has such an inspiring story to tell. Take 2 minutes to hear how #leprosy changed her life <a href="http://bit.ly/1Bz5D7S">http://bit.ly/1Bz5D7S</a> #WorldLeprosyDay	N	Y	0	1	Link to YouTube						
31/1/2015	IS	PF	I	After being diagnosed with #leprosy, I was living in fear and anxiety. Hear Jayashree's story <a href="http://bit.ly/1Bz5D7S">http://bit.ly/1Bz5D7S</a> #WorldLeprosyDay	N	N	1	0	Link to video						
30/1/2015	IS	PF	I	<a href="http://bit.ly/1yT6ldv">Fatema's son was sent away to ensure he didn't get leprosy. "I couldn't even touch my own son" http://bit.ly/1yT6ldv</a>	Y	Y	1	1	Link to MS						
30/1/2015	IS	PM	I	In #Mozambique we'll be helping to support self-help groups & provide education to people affected by #leprosy & LF <a href="http://bit.ly/1DjLOUC">http://bit.ly/1DjLOUC</a>	Y	Y	2	1	Link to MS						
27/1/2015	NS	PM	E (@DHSGnews)	<a href="http://bit.ly/1DjLOUC">Weds 21 Jan Yr 7 listen to Barbara from @Lepra_HinA discuss what the charity do and why raising money is so important</a>	Y	N	1	1							



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