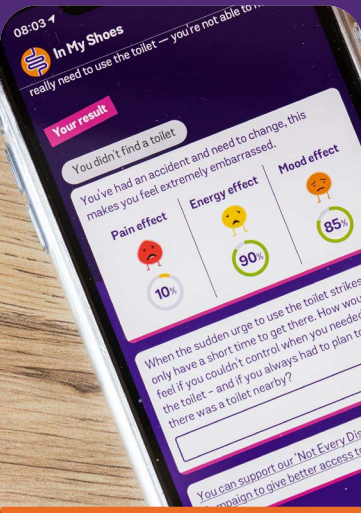




# A Guide to *In My Shoes: 24 Hours with Crohn's or Colitis*



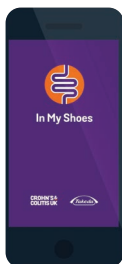
The app that helps your friends, family and colleagues understand what it's like to live with Crohn's or Colitis

Ever wished that, just for a day, your friends, family and colleagues could understand what it's like to live with Crohn's or Colitis?

You know what it's like, and how difficult it can be to juggle work, social commitments and medical appointments. Having to know where the nearest loo is at all times. But how much do those closest to you really understand what it's like?

***In My Shoes: 24 Hours with Crohn's and Colitis*** is a free, immersive app that allows anyone to step into the life of someone living with Crohn's or Colitis for a day, experiencing a series of tasks and choices which prompt the user to think about how the conditions can impact daily life.

In 2020 life changed for us all, but especially for people living with a lifelong condition. It has become more important than ever that you feel connected, understood, and empowered to have open conversations with the important people in your life. The ***In My Shoes*** app helps to start these conversations.



***In My Shoes: 24 Hours with Crohn's or Colitis*** has been developed through a partnership between Crohn's & Colitis UK and Takeda UK, one of Crohn's & Colitis UK's corporate partners.

# The difference the app makes

“

As part of my activism work to raise awareness of Crohn's and Colitis, I see so many horror stories online about people who have lost their jobs or who have been shown zero empathy and understanding by their employers. The fact that my company wanted to support me further, by living a day in my shoes thanks to the *In My Shoes* app, is overwhelming. ”

**Jacob Hodgson**, living with Crohn's Disease, whose company did the *In My Shoes* app experience

“

If only @CrohnsColitisUK could help me explain to my friends and family why I'm exhausted, why I'm scared to go to new places and a whole host of other emotions. Oh hang on, what's this? An app which will help my friends and family understand the complexities of my condition! ”

**Anon**, on Twitter

“

For so many, living with Crohn's and Colitis is a day to day battle. It's isolating. It's all consuming and at the heart of it, it can be truly heartbreaking. *In My Shoes* gives people the opportunity to partake in a day in the life of someone living with these conditions. The app is truly unique in its ability to promote empathy and understanding when once it seemed near impossible to do so. We simply ask that you consider walking with us – step in our shoes, even for a short while. ”

**Anna**, living with Ulcerative Colitis

“

Having watched Anna battle for years with her condition, the opportunity to use an app that would give me even the smallest insight into the depth of what she faces each day was completely invaluable. Anna is, and always has been, the most incredible and resilient person I know – this app just allowed me to as truly as I can “walk with her” in her condition, and I'm grateful for the opportunity to have done so. ”

**Beth**, Anna's twin sister

“

It's an amazing app. It really made me think about how much I have underestimated the impact of IBD on the patient's life and all aspects of it. Having had a day of using it, I started to think “I'm not sure I can do it tomorrow because I'm at work”, the irony being that patients never have a choice and can't turn of their disease like we can switch off the app! ”

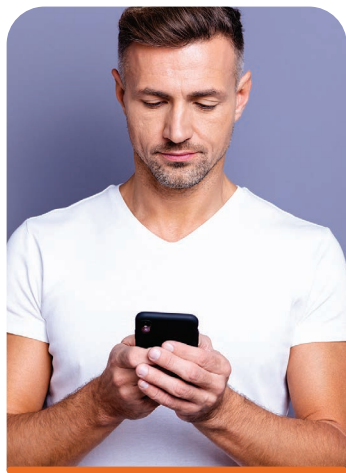
**Prof Matt Brookes**, Consultant Gastroenterologist, Royal Wolverhampton NHS Trust

# How to ask someone to do the app for you

## Top tips

We realise that you may feel concerned asking a friend, family member or colleague to do the app to understand more about what life is like for you. So we asked people who have already done this to share their top tips!

- Mention the app if someone asks how you're feeling – it's a great opportunity to understand (some of it) for themselves
- If your friend or family member doesn't know what to get you for your birthday, ask that they do the app experience for you
- Tell your IBD consultant, IBD nurse specialist, GP or dietitian about the app – they might not know about it and would appreciate having another resource that they can recommend to other people with Crohn's or Colitis



If it feels too daunting having a chat about it, why not send them a text or email? You could say:

Hi \_\_\_\_\_

It would mean a lot to me if you downloaded the ***In My Shoes: 24 Hours with Crohn's or Colitis*** app, which will let you virtually 'step into my shoes' for the day and see what it's like to live with \_\_\_\_\_.

Maybe we could chat about how you got on afterwards? It's available free on the Apple and Google Play app stores – just search for ***In My Shoes***. Thanks!

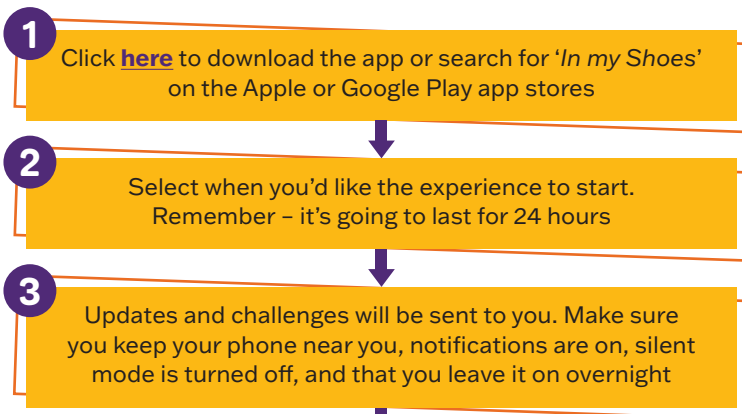
You can also get advice about how to talk to people about your Crohn's or Colitis and create your own Crohn's & Colitis UK 'Talking Toolkit'.

[CLICK HERE](#)

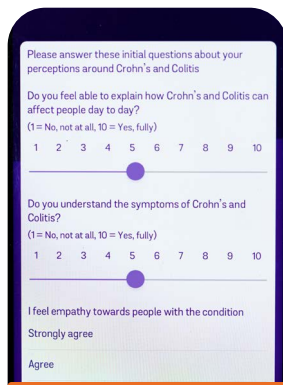
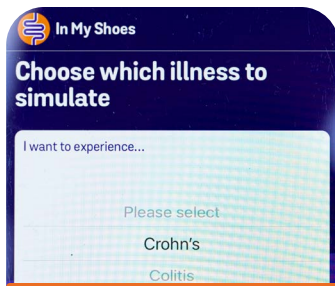
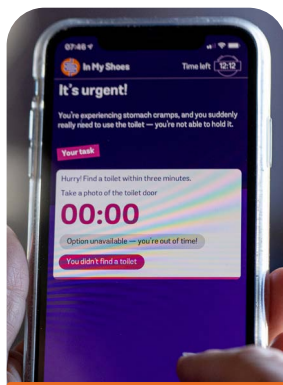
It's so important that you feel you have the support network that you need around you in your day to day life – so if you have someone in mind who you think would benefit from doing the app, let them know about ***In My Shoes*** today.

# How the app works

A foolproof guide for your friends, family and colleagues



4 Wait for your first task



## After you've completed the app

- Talk about the experience with your friend, family or colleague who recommended the app to you
- Share your experience! Post about it on social media (use the hashtags **#InMyShoes** and Tag Crohn's & Colitis UK) or tell a friend who you think might also benefit from completing the app.