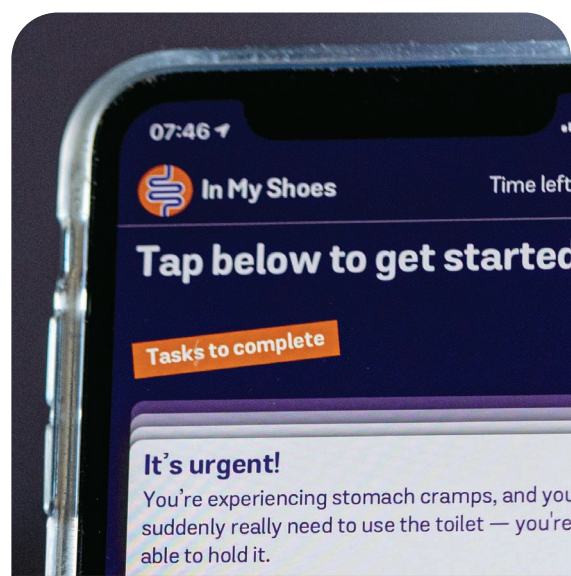
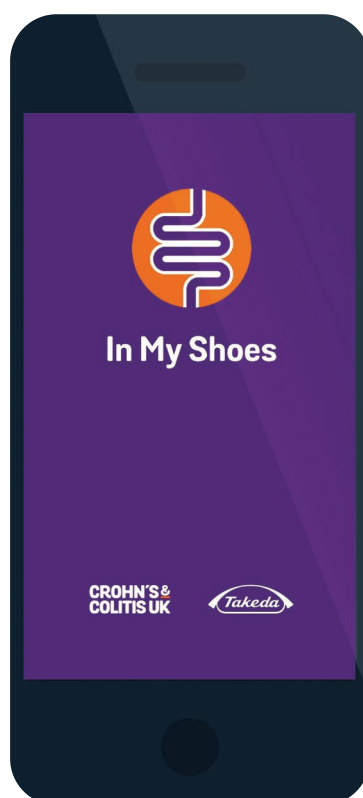
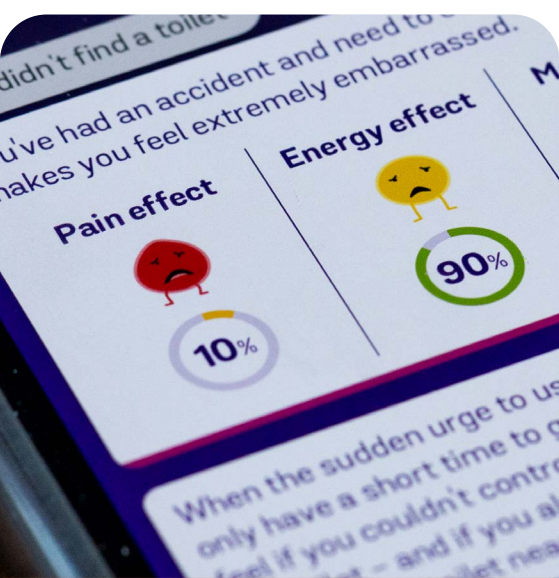


A Guide for NHS Communications Teams



In My Shoes: 24 Hours with Crohn's or Colitis



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.

Thank you for your interest in *In My Shoes: 24 Hours with Crohn's or Colitis*

This free, immersive app enables people to 'step into the shoes' of someone living with Crohn's or Colitis. It was created to help people living with these conditions build up a support network of friends, family and colleagues who are understanding, empathetic and keen to have conversations about what it is like to live with Crohn's or Colitis. You can find out more about the app [here](#). The app provides an opportunity to talk about the valuable work your Inflammatory Bowel Disease (IBD) Service is doing to support the emotional needs of people living with Crohn's or Colitis.

Potential ideas might include:

- A story in a local newspaper about how your Service is championing an app that has been proven to improve empathy and understanding for people with Crohn's and Colitis – a local patient shares their Crohn's story and how their friend/relative doing the app experience has improved things for them
- A story on your local evening news show about how colleagues working within the IBD Service took the 24-hour app experience to put themselves in the shoes of the patients they care for every day – and in doing so raised money for your hospital/Crohns' & Colitis UK
- An article on your hospital website/intranet about your Service's commitment to recommend the app to their patients
- Social media posts about IMS and the work your IBD Service is doing to share it. You can also follow and share IMS posts from Crohn's & Colitis UK.

 @crohnsandcolitisuk  @CrohnsColitisUK  @crohnsandcolitisuk

On the next few pages, you will find a template press release and template copy for your website that you may find helpful. If you would like more information, please contact laura@mearnsandpike.com

Template press release

[INSERT NAME OF IBD SERVICE/HOSPITAL] champions app shown to build empathy and understanding of what it's like to live with Crohn's or Colitis

[Include locally relevant angle e.g. 50 people with Crohn's or Colitis have now benefitted from the app/all IBD colleagues have used the app themselves/local person living with Crohn's or Colitis explains how the app has improved their emotional wellbeing]

- *In My Shoes* app created to help improve people's understanding and empathy for what it is like to live with Crohn's Disease or Ulcerative Colitis – the two main forms of Inflammatory Bowel Disease (IBD) that affects an estimated 500,000 people across the UK¹
- Survey data shows people with these conditions have been adversely affected during UK coronavirus lockdowns, with nearly half (46%) reporting feelings of isolation and a similar number (48%) saying that their mental health has been negatively affected²
- The *In My Shoes* app helps to address this by enabling people with Crohn's or Colitis to build up a support network of friends, family and colleagues who are understanding, empathetic and keen to have conversations about what it is like to live with Crohn's or Colitis

[INSERT DATE]: Include upfront para that reiterates your locally relevant angle.

The last year has been particularly difficult for people with Crohn's and Colitis. In the 'Life in Lockdown' survey of 7,666 of their supporters, leading national charity Crohn's & Colitis UK found that nearly half (46%) of people living with Crohn's or Colitis felt isolated, with more (48%) reporting that their mental health had been negatively affected.² The *In My Shoes: 24 Hours with Crohn's or Colitis* app, developed in collaboration between Crohn's & Colitis UK and Takeda UK, enables people to 'step into the shoes' of someone living with these conditions, start conversations and help people affected to feel less alone.

The app 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. From depleting energy levels to managing pain, from rushing to the toilet to juggling work and a social life, the app helps the user to experience first-hand how these conditions can affect every part of the body, and every aspect of life.

[Insert from your local IBD Service Nurse/ Consultant/ dietician etc.]. Here is an example quote:



Dr JP Seenan, Consultant Gastroenterologist, NHS Greater Glasgow & Clyde has used the app and recommended it to his patients. He comments "As clinicians I think we're often very focussed on our patients' symptoms – on pain, diarrhoea, bleeding – but this app reminds us that actually, having IBD really affects every facet of our patients' lives."

More than 30,000 people have already downloaded the app since launch, with survey data clearly showing that the app increases understanding of and empathy for people with Crohn's and Colitis.³

ENDS



Template copy for hospital website

This has been developed to help you share news about the app with your IBD patients

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

We’re proud to support *In My Shoes: 24 Hours with Crohn’s or Colitis*, a free, immersive app which enables people to ‘step into the shoes’ of someone living with Crohn’s or Colitis.

We know that it can be difficult living with a condition that is so poorly understood. *In My Shoes* is designed for friends, family and colleagues of people living with Crohn’s or Colitis and will help them experience what 24 hours in the life of one of our patients can be like.

The app allows that the user to experience a series of tasks and choices which prompt the user to think about how the conditions can impact daily life. From depleting energy levels to managing pain, from rushing to the toilet to juggling work and a social life, the app helps the user to experience first-hand how these conditions can affect every part of the body, and every aspect of life.

In My Shoes has been shown to build empathy and understanding for people living with these conditions and help people affected build support networks who are understanding, empathetic and keen to have conversations about what living with Crohn’s or Colitis is like.

To find out more, [click here](#), or to download the app, search for *In My Shoes* on the Apple or Google Play app stores

About the *In My Shoes* app



The app is available to download for iOS or Android. Search for *In My Shoes* on the Apple or Google Play app stores. *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.

About Crohn's and Colitis



Crohn's Disease and Ulcerative Colitis – the two main forms of Inflammatory Bowel Disease – are lifelong diseases of the gut. They are painful, debilitating and widely misunderstood. And there is no known cure. When you have Crohn's or Colitis, your immune system doesn't work properly. Your body starts attacking itself, causing ulcers and inflammation in the gut.

These lifelong diseases don't just affect the gut. They can affect many parts of the body – from eyes, joints and the liver to mental health. And they can affect many parts of life – from education and work to relationships. People living with the conditions face a lifetime of medication and, in many cases, major surgery. It Takes Guts to live with Crohn's and Colitis.

About Crohn's & Colitis UK



Crohn's & Colitis UK is the UK's leading charity for Crohn's and Colitis. We're here for everyone affected by Crohn's and Colitis. Right now, an estimated 500,000 people in the UK are living with a lifelong disease that many people have never heard of.

Because of the stigma and misunderstanding surrounding these diseases, thousands of people are suffering in silence. But they're not alone. We're here for them. We're working to improve diagnosis and treatment, and to fund research into a cure; to raise awareness and to give people hope, comfort and confidence to live freer, fuller lives.

About Takeda



Takeda Pharmaceutical Company Limited is headquartered in Japan and is a global, values-based, R&D-driven biopharmaceutical leader committed to translating science into highly-innovative medicines. Takeda focuses its R&D efforts on four therapeutic areas: Oncology, Gastroenterology (GI), Neuroscience and Rare Diseases. We also make targeted R&D investments in Plasma-Derived Therapies and Vaccines. We are focusing on developing highly innovative medicines that contribute to making a difference in people's lives by advancing the frontier of new treatment options and leveraging our enhanced collaborative R&D engine and capabilities to create a robust pipeline. Our employees are committed to improving quality of life for patients and to working with our partners in health care in approximately 80 countries and regions.

www.takeda.com/en-gb

REFERENCES

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2. Crohn's & Colitis UK – Life in Lockdown survey, published September 2020. Isolation statistic (46%) – data on file, Crohn's & Colitis UK. Remaining data accessed at: <https://www.crohnsandcolitis.org.uk/news/how-coronavirus-has-affected-people-with-crohns-and-colitis-you-told-us>. Last accessed April 2021
3. Takeda Data on File EXA/UK/GI/0014