

1F Day – Good Practice Document

Introduction

1F Day serves as a platform to raise awareness of Intestinal Failure (IF), advocate for equal access to care, and highlight challenges faced by people living with IF across Europe. This document has been developed to act as a reference point for centres to implement good practice for future 1F Day campaigns and associated activities, building on insights from the pilot launch in 2025.

What is 1F Day?



The Leading Intestinal Failure Equality (LIFE) initiative was created through the European Nutrition for Health Alliance (ENHA)'s pan-European Optimal Nutritional Care for All (ONCA) platform.

The LIFE Initiative is dedicated to:

- Raising awareness of IF and its impact on patients and carers.
- Addressing inequalities in IF care between and within European countries.
- Advocating for early diagnosis, comprehensive treatment and greater collaboration.

LIFE's ultimate vision: for all people living with IF in Europe to receive an equal standard of care by 2030.

The very first IF ("1F") Awareness Day took place on Saturday 1st February 2025, marking the beginning of an annual movement to improve recognition and support for people living with IF.

Objectives and messaging

Aligned with the LIFE Initiative's [Manifesto](#), the core messages that were emphasised on the pilot 1F Day were:

1. **Intestinal Failure burden:** IF is a life-threatening organ failure that remains under-recognised and underfunded.
2. **Call for equality:** Access to life-saving therapies like Home Parenteral Nutrition (HPN) varies significantly across Europe, and there is currently limited investment in research to drive improvements in services.
3. **Collaborative action:** Policymakers, healthcare professionals, and patient groups must work together to enable better awareness, robust protocols, more investment and research.
4. **Let's make IF visible:** Raising awareness is the first step in driving systemic change.

Tailoring messages for target audiences

1. **Policymakers:** Address inequalities in IF treatment and care, advocate for research funding and implementation of robust healthcare policies.
2. **Healthcare professionals:** Emphasise the importance of early diagnosis, multidisciplinary care and cross-border collaboration.
3. **Patients and caregivers:** Promote the importance of awareness and sharing experiences to drive change, while encouraging engagement with patient advocacy groups.

Planning and preparation

Key steps for future 1F Days

Looking ahead to 2026 and beyond, the development of the following materials and associated timelines should be taken under consideration:

1. **Early planning (June/July 2025)**
 - Align with LIFE Steering Committee on campaign objectives and theme(s).
 - Agree local activities proposal in alignment with the 1F Day theme.
 - Secure engagement with sponsors and relevant stakeholders (i.e., patients, patient groups and societies) who will be supporting the campaign.
2. **Material development (October/November 2025)**
 - Adapt toolkit materials from LIFE Steering Committee for local adaptation and use.
 - Use real experiences to drive awareness and engagement.

- Develop any additional materials (i.e., posters, social media posts) to amplify local activity. *Note: please use the LIFE Initiative branding for consistency and communicate plans for local events to the Steering Committee for reference.*
 - Invite attendee / speakers to any local events.
- 3. Communications pre-1F Day (December 2025/January 2026)**
- Coordinate outreach efforts and use channels / platforms to raise awareness of the day and its objectives.
 - Encourage participation from hospitals, advocacy groups and key opinion leaders.

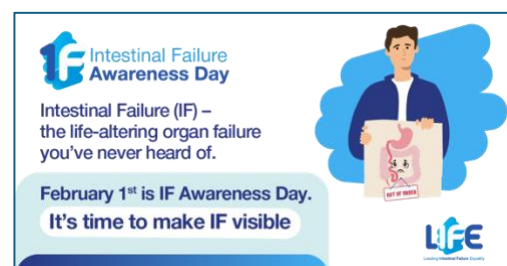
Campaign materials & execution



The pilot 1F Day campaign included the development of a bespoke toolkit of materials including social media posts (designed to raise awareness of IF), a template press release (designed to inform local media about the launch of the 1F Day campaign), and a 1F Day poster (designed to visually capture attention in hospitals, clinics, and community centres).

When designing the campaign materials, the same design cues were used throughout to ensure the look and feel of materials would become familiar to the target audience, and to help create a unique identity that can be developed upon in 1F Day campaigns to come.

- 1. Social media content:** Template social media posts and imagery will be shared with you approximately three months prior to 1F Day. You may adapt these as you wish, incorporating local patient stories and expert insights where relevant. Use relevant campaign hashtags to enhance reach.
- 2. Press release:** Adapt messaging from the European press release and engage relevant local health policy and rare disease publications and journalists.
- 3. Other materials:** Materials provided may vary year-on-year, including posters, flyers and infographics to illustrate the burden of IF and the objectives of the awareness day.



Events and activities to date

Pilot event success (1st February 2025, Salford Royal Hospital, Northern Care Alliance):

Over 200 individuals were in attendance, including patients, families, healthcare professionals, and other members of the public.



On the day

- **Engaging Speakers:** Talks by Professor Simon Lal and patient advocate, Carolyn Wheatley, offered insights into IF and the global disparities in care. A panel discussion with patients sharing personal stories prompted valuable audience engagement.
- **Interactive Exhibits:** Educational booths covered topics including primary care roles, IF research, catheter care, and international care delivery, while family-friendly activities (e.g., face painting, golf putting, LIFE-themed go-cart) made the event more interactive and informal.
- **Positive Feedback:** Attendees reported an increased understanding of IF, its complexities, and the LIFE initiative's mission to address international care inequalities.



Insights from the day

- **Community Building:** The event helped to create connections among patients, families, and healthcare professionals, which boosted morale and support.
- **Valuable Patient Insights:** Patient feedback highlighted the need for broader awareness, with many expressing a desire to support the initiative further, including international outreach.
- **Engagement Through Fun:** Combining education with enjoyable activities helped attract a diverse audience and kept energy levels high throughout the day.

Opportunities for future events

- **Expand Reach:** Increase promotion to attract a broader audience, including healthcare professionals from other regions and international participants.
- **Leverage Patient Ambassadors:** Engage motivated patients as ambassadors to share their stories and advocate for IF awareness throughout the year.
- **Enhance Activities:** Build on the success of interactive booths by adding more hands-on educational opportunities and exploring virtual participation for global access (live events such as webinars, for example).
- **Maximise Impact:** Consider recording sessions and sharing them online to reach those unable to attend in person and create materials that reinforce key messages.

Measuring success

By measuring the success of your local initiatives, it allows us to see the impact of 1F Day and the fantastic work our partners are doing across Europe.

Key metrics:

- Social media engagement: reach, shares, likes and comments
- Event participation: attendee numbers and stakeholder involvement
- Media coverage: mentions in local press and any interviews undertaken
- Manifesto downloads
- Feedback from stakeholders

Contact information

For questions or further guidance, please contact: info@intestinalfailure.org. To read the manifesto, visit: www.intestinalfailure.org.