

ALR National Multi-cultural Outreach Lupus Outreach Ambassador Overview

Background

Lupus is a disease that disproportionately affects women more than men. 90% of people with lupus are women and people of African American and Hispanic/ Latino descent are affected more than others and have more severe symptoms than other racial groups. With 1 in 250 African American women affected by lupus, the disease is an epidemic in the community. People of Asian and Native American descent are also disproportionately affected by lupus.

The NEED

The Alliance for Lupus Research (ALR) seeks to improve its efforts to reach out to people in these major cultural heritage groups with messages of hope about lupus research, give the tools to understand more about the signs of lupus, and engage individuals in fundraising efforts to make a difference. The ALR also hopes to increase appropriate and accurate diagnosis of people with lupus, by helping to inform a broader representation of people of color and various cultural heritage about lupus and its signs and symptoms. There are many people out there right now who are undiagnosed and confused about why they have symptoms and don't know what's wrong with them.

The Role of a Lupus Outreach Ambassador

- To help the ALR implement a strategy of the ALR's Multi-cultural Outreach Task Force that will utilize the best possible methods of outreach within limited resources of the ALR and help us identify possible sources that could engage people the Ambassador may know to activate "network of networks."
- To provide and/or initiate contacts and personal outreach to appropriate leaders in business, companies and products who currently target these specific ethnicities and cultures, community organizations, faith based organizations and/or media as may be appropriate to help implement an ALR multi-cultural outreach strategy.
- To serve as an Ambassador in the member's local community.

Five Action Areas for the ALR Multi-Cultural Outreach (MCO) Effort

Faith Based Assignment

Goal: To increase participation by faith-based institutions within the ALR signature grassroots fundraising program, *Walk with Us to Cure Lupus*, and increase awareness of lupus in general.

Corporation and Products Assignments

Goal: To have ALR actively participate in Diversity Programs of companies they are already in contact with and to increase outreach to other companies for the purpose of spreading lupus awareness.

Social Networking Action Group

Goal: Increase awareness of lupus and have active participation via Facebook, Twitter and other Social Media outlets in sharing the ALR's messaging. Increase Facebook Likes and Twitter followers.

College/Universities Fraternal and Service Orgs and Alumni/Alumnae Action Group

Goal: To increase awareness of lupus by these groups and for such groups to 'adopt' the ALR as their cause. Increase attendance at Walks in local communities.

Community Organizations and Expos Action Group

Goal: Increase volunteer attendance by researching and attending local fairs and events for ALR and lupus awareness as well as Walk recruitment.

To volunteer as an ALR Lupus Outreach Ambassador please contact: ambassadors@alr.org