

WORLD CLUBFOOT DAY 2021 CONCEPT

Clubfoot disability

Imagine if there was a disability you could help cure!

Clubfoot is a birth deformity in which one or both feet are turned inwards and downwards making it impossible to stand on the soles of the feet. Children with disabilities are one of the most marginalized and excluded groups in society. Globally around 174,000 children are born with clubfoot each year. In Kenya clubfoot is one of the most common birth deformities. Close to 2000 children are born with clubfoot per year. These children often face the risk of a lifetime of disability, pain, stigma, exclusion, rejection, limited life opportunities and loss of hope.



The Solution



Although there is no cure, there is a solution. A child's clubfoot can be corrected before he or she takes their first step by using the Ponseti method of treatment, the accepted standard for clubfoot treatment globally. Using gentle manipulation and weekly cast changes followed by a minimally invasive out-patient procedure to lengthen the Achilles tendon (tenotomy), clubfoot can be corrected within 6-8 weeks. Correction is then maintained with bracing, primarily at night and nap time until the age of five.

Clubfoot Care for Kenya (CCK) is an affiliate of Hope Walks International and has existed since 2005. CCK works in partnership with the Ministry of Health, Association of the Physically Disabled of Kenya (APDK), Kenya Medical Training College (KMTTC), Moi Teaching and Referral hospital (MTRH) among others to reach its overall goal of reducing disabilities caused by clubfoot. Currently there are 23



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FREEDOM FROM CLUBFOOT

partner clinics in 16 counties running weekly clubfoot clinics. So far approx. 13,600 children have been treated through the partner clinics. Patients are treated at minimum cost to the families due to the generous contributions of Hope Walks and other donors.

World Clubfoot Day (WCD)

June 3rd is officially World Clubfoot Day. It is in commemoration of the birthday of Ignacio Ponseti, the pioneer of the Ponseti technique of clubfoot treatment. Due to the restrictions caused by the current Covid-19 pandemic CCK would like to celebrate this day through mass and social media campaigns. The overall goal of the campaigns would be to raise awareness on clubfoot and its treatment.

Details of activities

- Mass media – National Media stations have been approached to show features and interviews. 10 Clubfoot Clinics are also actively involved in negotiating for airtime in local media stations. In the mass media, mostly the clinicians, Parent Advisors and Parents of children with clubfoot will be involved. People living with clubfoot disability will also be involved. The target is to air features/interviews in different national and local mass media during the week of June 3rd. The target population is specifically women between 18 – 35 years of age. Others include community leaders, health workers and people who have previously shown interest in health matters.
- Social media – In this current age, social media has a great influence on people. Through the help of a digital marketer, CCK would like to do a campaign on social media leading towards WCD. Influential social media users have also been contacted to help raise awareness for WCD. Facebook will be the major social media platform but influencers can use other platforms as well.