

# “Kite flying” - A unique idea for public awareness and fund raising. Experience from a rural hemophilia centre in India.

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## INTRODUCTION

- World Hemophilia Day celebrations and summer camps are the times during the year that hemophilia centers focus on public awareness activities.
- World Federation of Hemophilia, national and regional organizations adopt various methods for creating awareness about hemophilia.
- Fund raising is also a key issue in hemophilia organizations for which various modes are used.
- In an attempt to capture the interest and create a long lasting impact about hemophilia, a unique method of ‘kite flying’ was used by the Manipal chapter of Hemophilia Society in South India.

## SETTING

- In 2002 the first festival was organised as part of World Hemophilia Day celebrations.
- The success of the event was attributed to
  - The uniqueness of the kites
  - The concept of a kite flying festival
  - Event in the university town which attracted students from different parts of the country in addition to the local public.
- Kite flying festival became synonymous with hemophilia.
- Flying kites is associated with a local religious festival.
- In 2008 kite flying was done as a fun activity during the summer camp.
- The next major festival was held in 2010 on a larger scale for awareness and fund raising.
- Evaluation of this hobby as an awareness and fund raising tool was done.

### Kite flying festival - 2002



Kites with the hemophilia logo were sold



Wide publicity to the festival given through the media, announcements and pamphlets



Competitions on kite making and kite flying were held



### Kite flying festival - 2010



Launch of the sale of multicoloured kites with media coverage



People from all walks of life came for the event.



Lucky draw coupons with attractive prizes were sold with the kites



Refreshment sale



Pwh and families participated in the kite festival



### Kite flying with summer camp -2008



Source of enjoyment to children, youth with hemophilia and families



Attracted general public and students

## Benefits from kite flying festival

### Awareness about hemophilia to



Public



School children



National and international students

### Through

- Pamphlets
- Announcements
- Interaction with pwh and their needs
- Media coverage

### Fund Raising

#### Direct

- Sale of kites
- Lucky draw coupons along with kites
- Sale of refreshments

#### Indirect

- Sponsors and donor motivation for future fund raising
- Donations

### Others



Enjoyment for children, adults, pwh and families



Volunteers at event become ambassadors for pwh



## CONCLUSION

- Unique idea of kite flying organised as a festival to promote the cause of hemophilia
- Succeeded to create awareness about hemophilia
- Assisted in fund raising
- The success of the idea was the unique nature of the event
- Created a lasting impact about hemophilia to the public

“fly a kite for hemophilia”

