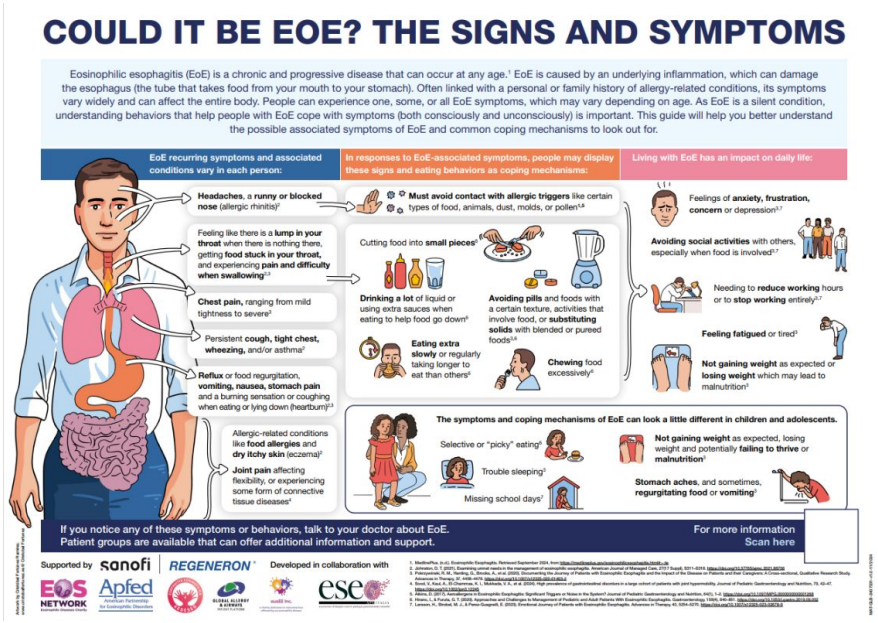
COULD IT BE EOE? THE SIGNS AND SYMPTOMS

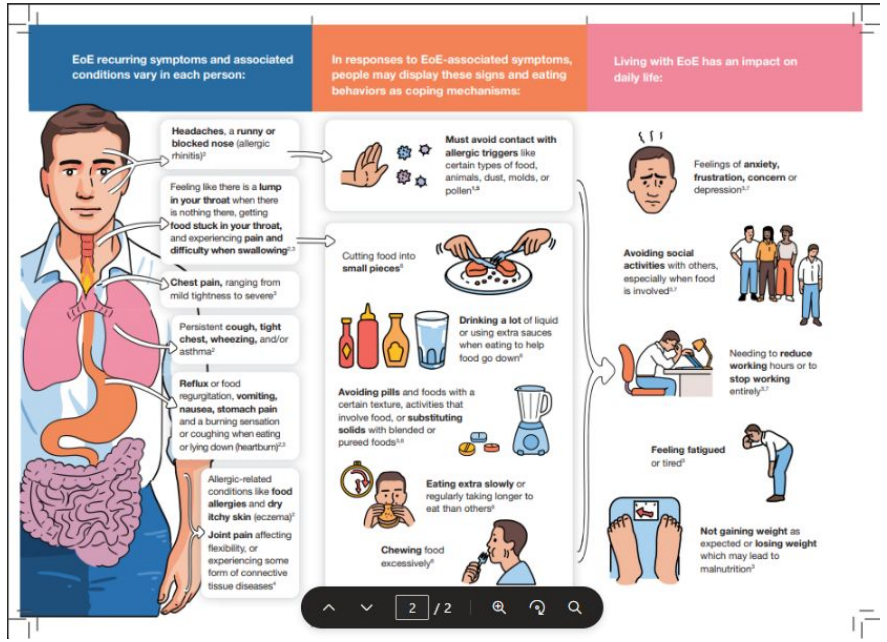
An amplification guide

The Asset

In 2024, the EoE community came together to co-create an asset focused on EoE signs and symptoms as well as adaptive behaviors that could evolve in response to these symptoms. The asset was produced in **two** different formats:

- 1 pager – for digital upload on websites, social media, easy-to-print, etc.
- 3-fold leaflet – for printing and in-person distribution (this has been created for A4 printing and US letterhead format)





To download the assets and the editable design files, please click here.

Adapting to Local Use (Part 1)

To maximize outreach, the EoE asset can be adapted for local use. If you have any questions or need support, please feel free to reach out to your Sanofi & Regeneron country contact.

1

Translation

Please feel free to translate the asset into your local language. You have received the open files, which will allow you to make changes to the designed asset directly.

2

Linking to Local Medical Guidelines

The asset has a space for you to add a QR code linking to your website and/or local medical guidelines. Should you not want to add a QR code, simply delete the box.

3

Inclusion of local PAG logos

Of course, you are more than welcome to add logos from other important local PAGs, medical societies, or other to maximize outreach.

Adapting to Local Use (Part 2)

4

Adding Local Facts & Figures

The introduction text of the asset provides the opportunity to add national prevalence facts and figures linked to EoE. Please ensure to add appropriate references.

5

Design Tweaks

The illustrations are non-editable however, font color and colored text boxes can be adapted to fit your local branding.

The Launch Plan

The team agreed that to maximize the impact of the asset, a global launch at the same time would be most appropriate.

The launch date is: January 25th at 09:00 (UTC)
[10:00 CET | 04:00 EST | 20:00 AEDT]

Please **do not launch** the asset ahead of this date.

We recommend the following steps to be taken ahead of launch:

1. Adapt the asset to local use (see previous slides)
2. Prepare website and social media channels
3. Post and tag the EoE Community upon launch

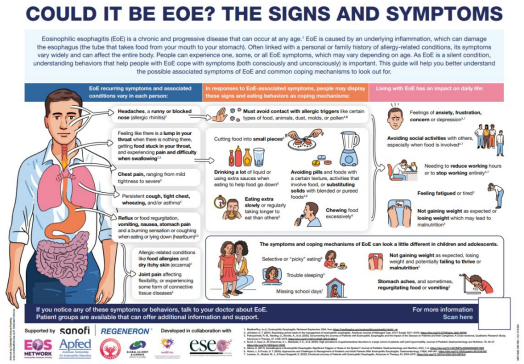
Key Messages

To ensure that everyone launches with the same key messages, we have highlighted the top three:

- Eosinophilic esophagitis (EoE) is a chronic and progressive disease that can occur at any age.
- EoE is caused by an underlying inflammation, which can damage the esophagus.
- Understanding behaviors that help people with EoE cope with symptoms (both consciously and unconsciously) is important.

Social Media Suggested Posts – Instagram & X

Below are social media posts that we suggest posting on launch day. Please feel free to adapt these to fit the style and tone of your channel(s).



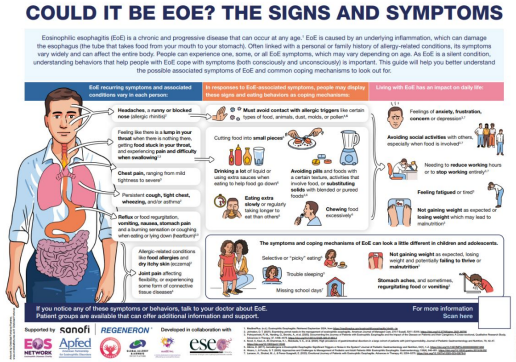
🚨 New Resource Alert - Could It Be EoE? The Signs and Symptoms

Discover this guide to help identify key signs of Eosinophilic Esophagitis (EoE) and sparks conversations with healthcare providers. Because early awareness = Better outcomes! 💡

📲 Download, share, and spread the word today and let's empower patients and families together.

#CouldItBeEoE #EoEAwareness #PatientAdvocacy

[Add link to asset – an automated preview of the asset should show up]

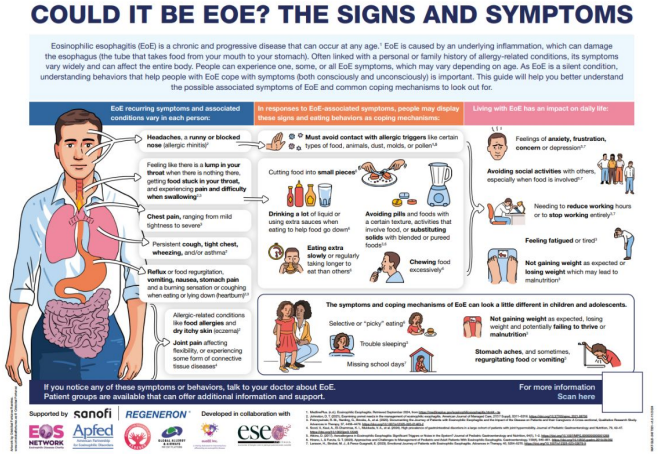


🚨 New Resource: Could It Be EoE? The Signs and Symptoms?
Early awareness = better outcomes so download, share and spread the word today! 💙

#CouldItBeEoE #EoEAwareness

[Add link to asset – an automated preview of the asset should show up]

Social Media Suggested Posts - Facebook



🚨 Could It Be EoE? The Signs and Symptoms 🚨
Together, with key advocacy groups in the EoE space, we have co-created this guide to help identify and understand Eosinophilic Esophagitis (EoE)—a chronic condition that often goes undiagnosed.

Download the guide to help better understand:
📌 Key symptoms of EoE
📌 Common coping mechanisms
📌 Its impact on daily life

🤝 Created with patients, for patients to reflect their real experiences and meet the needs of our community. We hope this tool will spark meaningful conversations with healthcare providers and ensure the right access to treatment at the right time for better outcomes.

📲 Download and share today and tag your fellow advocates!
Together, we can make a difference. 💪

#CouldItBeEoE #EoEAwareness #PatientAdvocacy #KnowTheSigns

[Add link to asset – an automated preview of the asset should show up]

Long-Term Usage

This educational asset has been used to engage people living with EoE, their caregivers and patient advocates as a whole. Besides the launch day, we want to ensure that the asset is used throughout the year.

Below are some suggested ways to use the asset:

- Patient Group meet-ups
- Conferences and Congresses
- HCP x Patient Group meetings
- Policy engagement
- Relevant awareness days

In addition, we suggest that the asset can be used in snippets on social media. Crop out a section of the asset and dive into that specific topic, for example: mental health topics during World Mental Health Day.

The EoE Community

Organization (website hyperlinked)	**Facebook**	**Instagram**	**LinkedIn**	**X** *(former Twitter)*
American Partnership for Eosinophilic Disorders (APFED)	http://www.facebook.com/APFED	https://www.instagram.com/apfedorg/	https://www.linkedin.com/company/american-partnership-for-eosinophilic-disorders/	http://www.twitter.com/APFEDorg
EOS Network	https://www.facebook.com/charityeos	https://www.instagram.com/charityeos/	https://www.linkedin.com/company/charityeos/	https://x.com/CharityEos
Italian Association of Families Against Eosinophilic Esophagitis (ESEO)	https://www.facebook.com/eseoitalia	https://www.instagram.com/eseoitalia/	https://www.linkedin.com/company/eseo-italia/	N/A
Spanish Eosinophilic Esophagitis Association (AEDESEO)	https://www.facebook.com/aedeseo/	https://www.instagram.com/aedeseo/	N/A	https://x.com/aedeseo
Global Allergies & Airways Patient Platform (GAAPP)	https://www.facebook.com/gaapporg	https://www.instagram.com/gaapporg/?hl=fi	https://www.linkedin.com/company/global-allergy-asthma-patient-platform/	https://x.com/gaapporg
AusEE, Inc.	https://www.facebook.com/ausEEInc/	https://www.instagram.com/ausee_inc/	https://www.linkedin.com/company/ausee-inc/	https://x.com/auseeorg
Food Allergy Canada*	https://www.facebook.com/FoodAllergyCanada/	https://www.instagram.com/food_allergy_canada/	https://www.linkedin.com/company/food-allergy-canada/	https://x.com/foodallergycan
European Federation of Allergy and Airways Diseases Patients Associations (EFA)*	https://www.facebook.com/EFAPatients	https://www.instagram.com/efapatients/	https://www.linkedin.com/company/efanet/	https://x.com/EFA_Patients

** For internal reasoning, Food Allergy Canada and EFA could not add their logo to the asset, however, have supported the EoE Community throughout the process*

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Thank You

Please reach out to Sanofi & Regeneron if you have any questions