HOW SICKLE CELL 101 EDUCATES
THE SICKLE CELL COMMUNITY
THROUGH THE USE OF SOCIAL MEDIA

Cassandra Trimnell
**Background**

**11 Team members**
- Physician
- Certified sickle cell educators
- Social worker
- Patients & caregivers

**Platforms**
- Community outreach
- Social Media
- Website
- Newsletter

**Mission:** We are a non-profit organization educating all people affected by sickle cell through the use of social media.
EDUCATION TARGETS

sickle cell education within the sickle cell community

sickle cell awareness for the general public
Knowing Your Triggers

Triggers can cause sickle cell pain and/or complications. Some triggers are commonly found among individuals living with sickle cell disease. They include: swimming...
SOCIAL MEDIA CONTENT

Sickle Cell Facts
- General facts
- SCT vs. SCD
- Inheritance

Resources
- 504 Plans & IEPs
- Work-from-home
- Disability services

Health & Management
- Nutrition & Lifestyle
- Healthcare management
- Alternative treatments

Everything in between
- Clinical trials & medical advancements
- Patient engagement
Social Media Posts

**Sickle Cell 101**

Red Blood Cells Losing Oxygen

“Sickle” red blood cells (RBCs) are normal RBCs until they lose their oxygen.

When they lose their oxygen they become sickle shaped.

**Sickle Cell 101**

Superfoods

Green Superfoods: Spirulina

Green superfoods include healthy bacteria such as spirulina. Spirulina contains virtually every nutrient and all essential amino acids.

Studies have shown spirulina to help fight infections and protect against cancer. Spirulina also contains high amounts of chlorophyll, which has a similar molecular structure to hemoglobin.

**Sickle Cell 101**

Can sickle cell patients really get “in shape” like run regularly and lift weights?

It depends on what type of sickle cell disease (SCD) you have, if you’re receiving chronic transfusion or hydroxyurea therapy and if you have complications of SCD. When exercising it’s required that you drink lots of water. For running you should have pulmonary function testing and have results reviewed. For weight training, do not exercise if you are...

**Ask Dr. Q**

Sickle Cell & Thalassemia Expert Physician

For the full response to this and other questions, visit sicklec.org. Send in your questions to ask@sc101.org.

**Chronic Illness Post #13**

What NOT to say to a person with a chronic illness...

- You’re just being lazy.
- You can’t be in that much pain.
- But you’re so young.
- I know how you feel. It’s like the time L...
PROJECTS & PROGRAMS

- Patient-Powered (MD-Reviewed) Sickle Cell Literature Project
  (180+ participants from the sickle cell community)

- Sickle Cell Advocate of the Year Award
  (200+ nominations sent in from the sickle cell community)

- SC101 INTL
  (Content in Spanish & French, providing educational literature to organizations abroad)

- The Experts
  (Expert Opinion Pieces, Research/Clinical Trials articles, Ask Dr. Q)
THANK YOU

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