



Saldus
♥

Riga
♥

Jekabpils
♥

CHARITY CAMPAIGN

DZĪVO VESELS! (Live Healthy!)



LLPU

INTERNATIONAL THEORETICAL
AND PRACTICAL MEDICAL
CONFERENCE

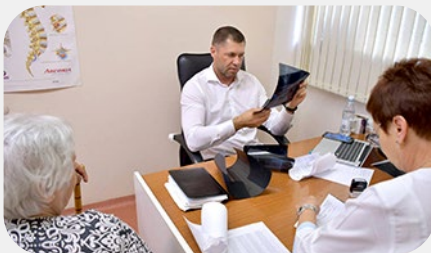
**SHOULDER
ARTHROSCOPY**

OFFER FOR COOPERATION

9 November,
2024



A little about history



Charity campaign **DŽĪVO VESELS!** (**Live Healthy!**) was initiated by trauma and orthopaedic **Dr. Kaspars Udris**.

This year the campaign will take place **for the ninth time**.

The aim of the campaign is to provide **free consultations** and necessary minimally invasive surgical manipulations to socially vulnerable groups of people (pensioners, disabled, politically repressed persons) in Jekabpils and Saldus districts.

For example, in 2024, **89 free consultations** (traumatologists and optometrists) and **7 surgeries** were carried out on 7 and 8 December in Jekabpils alone, while in 2018, as many as **17 surgeries** were carried out.



A little about history



During the campaign, it is possible to book free consultations with doctors for **degenerative changes of the shoulder, knee and hip joints, injuries or muscle tendonitis, ligament tears, abdominal hernia, gallstone disease**, as well as to check **visual acuity and function, measure intraocular pressure and obtain a retinal image** for people over middle age who, for both physical and material reasons, have more limited access to specialists.

The volume of consultations and medical examinations and manipulations carried out has increased year on year. Last year, **6 doctors**, as well as physicians' assistants, nurses and staff, took part in the campaign.

The campaign is financially supported by **the municipalities of Jekabpils and Saldus, the Embassy of the United Arab Emirates in Latvia, and the charity organisation Sharjah International.**





Mission



Dr. Kaspars Udris,
The initiator of the charity campaign
DŽĪVO VESELS! (Live Healthy!):

"I believe that for each of us, life is not just about personal growth, career and taking advantage of life's opportunities. Each of us also has a duty and a responsibility to lend a helping hand to those who have difficulties in life, those who are less fortunate than us. In any field and in any profession. That is why, together with my colleagues, we have launched this project – a charity campaign to provide medical assistance to those who need it but, for various reasons, do not really get it. And I am grateful that the campaign has now gained momentum and is now in its ninth year. And this year, we plan to "go bigger" by bringing in leading experts in our field and doctors from Europe. They will provide advice and expert opinion in a purely medical-theoretical way alongside the charity campaign itself, which is and will remain a key part of this project, so we invite both medical colleagues and those who want to support the cause to get involved. The greatest satisfaction is to be able to bring our experience and knowledge to our patients and to the people of the regions of Latvia. And we, the medical professionals involved in the campaign, appreciate everyone who will get involved and support us."



Vision



To continue the tradition started in Jekabpils and Saldus districts by providing an opportunity for vulnerable groups of society to receive highly qualified help in the field of traumatology and orthopaedics in the form of a charity campaign.


To the extent possible, with the involvement of new colleagues who support the campaign, **expand the scope and type of free consultations.**

Extend the campaign with a theoretical and practical conference in Riga:

- **Involve European level traumatology and orthopaedics specialists as speakers, experts and mentors;**
- **Provide a theoretical seminar with online and face-to-face participation opportunities;**
- **Provide a practical video seminar on specific surgeries performed during the campaign online;**
- **Provide the conference participants with the widest possible new knowledge and experience on the latest techniques and opportunities in the field of traumatology and orthopaedics at European level.**



The 2024 Charity Campaign and the Theoretical and Practical Conference will also **raise donations for hospitals in Ukraine** to help keep the country's war-torn hospitals functioning.



International Theoretical and Practical Medical Conference "Shoulder Arthroscopy"

On 9 November, 2024, the International Theoretical and Practical Medical Conference "Shoulder Arthroscopy" will bring together speakers from six countries: **Latvia, Lithuania, Poland, Ukraine, Uzbekistan and Kazakhstan.**

The conference will include:

**More than
20
lectures;**

**Four shoulder arthroscopy
surgeries live from
the operating rooms;**

**Discussions
and exchange
of experience.**



NB!

Part of the conference fees will be donated to support Ukrainian hospitals.

Main Topics:



- "Latissimus dorsi" transposition;
- Latarjet arthroscopic procedure;
- LHB augmentation for rotator cuff tear (RTC);
- arthroplasty with implant without pedicle - anatomic and reverse arthroplasty;
- how to facilitate shoulder diagnosis - a quick algorithm;
- shoulder ultrasonography;
- Comparative analysis of the long-term results of Latarjet surgery in arthrotomy procedure and arthroscopic control;
- Subacromial lesions - pathogenesis, consequences and treatment strategies;
- tailored shoulder arthroplasty for glenoid lesions;
- Clinical experience in the arthroscopic treatment of post-traumatic shoulder instability;
- Latarjet stabilisation.



Insight into the charity campaign DZĪVO VESELS! (Live Healthy!) in Jekabpils and Saldus in previous years



Participants and venue



Number of Direct Participants:

- **Free consultations** – up to 150 patients over two days;
- **Up to 15 participating doctors;**
- **Up to 10 professors** from Latvia, Lithuania, Estonia, Poland, Germany, Ukraine;
- **Up to 500 medical professionals** (online and face-to-face).



Event Time:

Charity campaign: November 8 and 9;
Conference time: November 9.



Event Locations:

Location of the charity campaign for consultations and surgeries:

Jekabpils Regional Hospital and Saldus Hospital;

Conference venue:

Hotel "Park Inn by Radisson Valdemara",
Krogus street 1, Riga.



Communication activities



Support Activities on Social Networks and Media:

- Within **DZĪVO VESELS! (Live Healthy!)** resources;
- Accounts of medical professionals and medical groups;
- Accounts of medical organisations;

Media Activities:

- Press releases;
- "Inventory" of participants (both doctors involved in the campaign and conference participants) – adding new potential participants, thus maintaining an active communication with the news;
- Offering interviews with doctors to the media in connection with the campaign and the conference.



Other communication activities

(to be developed as work progresses).



Offer for partners



Partner activities:

- Regular mentions in the promotional events (see above);
- Display of logos, names, etc. on the campaign's publicity materials;
- Other activities as mutually agreed.



Collaboration



We invite everyone

who shares the goals and vision of both the charity campaign and the conference to join us in supporting the charity campaign and the conference on theoretical and practical medicine.



You can support the campaign by contacting the organisers:

Dr. Kaspars Udris,

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+371-26434333,

e-mail: **edu@med4u.lv,**
web: **lpu.lv**



For more information about the conference and registration: lpu.lv

