International Society on Thrombosis and Haemostasis

World Thrombosis Day

Partner Briefing

Wednesday, 13 May, 2020

WorldThrombosisDay.org
Don’t wait until tomorrow, open your eyes to thrombosis today.

Let's Get Started...
Introductions
Today's Aim
Campaign Steering Committee

Prof. Beverley Hunt, O.B.E.
Chair, Steering Committee

Europe
- Beverley Hunt (UK)
- Fionnuala Ní Áinle (Ireland)
- Walter Ageno (Italy)
- Stefano Barco (Germany)

North America
- Lana Castellucci (CA)
- Alex C. Spyropoulos (US)
- Gabriela Cesaman-Maus (Mexico)

South America
- Maria Cecilia Guillermo Esposito (Uruguay)
- Erich Vinicius De Paula (Brazil)

Eastern Europe
- Kamila Jaszczor (Poland)
  *Patient Representative

Western Asia
- Mert Dumantepe (Turkey)

Asia
- Tetsumei Urano (Japan)

Africa
- Christine Ashimwe (Rwanda)
  *Patient Representative
- Henry Ddungu (Uganda)

Asia Pacific
- Claire McLintock (New Zealand)
Thank You to Our 2020 Supporters

GLOBAL PARTNERS

- **Bayer**
  - Founding Partner

- **BrystOL Myers Squibb**
- **Pfizer**

- **Daiichi-Sankyo**

GLOBAL SUPPORTERS

- **Cardinal Health**
- **Shire**

Global Benefactors:
- LEO Pharma
- Boehringer Ingelheim

Global Contributors:
- Aspen Pharma
- Stago
- Sysmex
Campaign Mission

World Thrombosis Day seeks to increase global awareness of thrombosis, including its causes, risk factors, signs/symptoms and evidence-based prevention and treatment. Ultimately, we strive to reduce death and disability caused by the condition.
Campaign Goals

Public Health Communications
To increase public awareness of thrombosis - specifically venous thromboembolism (VTE) - including risks and prevalence, and ultimately reduce unnecessary death and disability.

Healthcare Communications
To increase the implementation of evidence-based prevention strategies to ensure best practices for prevention, diagnosis and treatment of VTE.
WTD
Target Audiences

General Public
Healthcare Community
Policymakers
We believe that eyes are windows to the mind.

With a continued lack of awareness of thrombosis – by health care professionals, the general public and policy makers – the World Thrombosis Day 2020 campaign is capitalizing on the importance of building awareness by breaking through the chaos of life and touching the mind. **Eyes Open to Thrombosis is a wakeup call.**

Don't wait until tomorrow.
Open your eyes to thrombosis today.
Getting Started

Join the WTD Campaign

Organization

Individual

Follow WTD on Social Media

@WorldThrombosisDay

@ThrombosisDay

@WorldThrombosisDay

World Thrombosis Day

#WTDay20   |   #EyesOpenToThrombosis
What’s Next?

The World is Different Today.

Your WTD activities this year may need to change due to the COVID-19 pandemic and physical distancing best practices.

What does that mean?

Instead of an in-person event or activity, you may need to think creatively. What about an online happy hour informational chat? Plan to light up a local building. Talk with a reporter. Host a virtual meet-up! The ideas are endless.
What is Our Topic Focus in 2020?

- Hospital-Associated VTE
- Thrombosis and Cancer
- Thrombosis and COVID-19
How Will We Help You?

The WTD 2020 campaign offers:

1. Updated toolkits and new brand guidelines
2. Updated brand imagery for Eyes Open theme
3. New collateral for free, easy download and use
4. New social media graphics and messaging
5. New personal stories and testimonials
6. Campaign awards program – 2 awards this year!
7. New translated materials in Spanish and Portuguese
8. Information on cancer-associated thrombosis (CAT)
9. Information on thrombosis and COVID-19
10. Media resources
11. Opportunities for additional online engagement
12. Partner campaign support from ISTH headquarters
Updated Toolkits And Brand Guidelines

• Starter ideas for outreach
• How to work with corporations
• How to maximize media outreach
• Sample social media messages
• Social media best practices
• WTD colors and logo use

Available on the WTD Website under CAMPAIGN RESOURCES
Updated Imagery for Eyes Open Theme

• Download the newest images, brand symbols and advertisements used this year under the Eyes Open theme.
• You can customize these for your community and translate in your local language as needed!
New Collateral for Download and Use

- Educational flyers and infographics for patients and healthcare professionals
- WTD promotional flyers and digital advertisements
- WTD posters
New Social Media Graphics

- Eyes Open to Thrombosis graphics
- WTD key messages
- Cancer and thrombosis messages
- COVID-19 awareness messages

**PRO TIP:**
Try using design sites such as Canva.com to stay within WTD brand standards
#MyClotStory

• Submit your story to #MyClotStory campaign
• Encourage patients to submit stories
• Share stories via social media
• Translate stories and share

Survivor Selfies

• Share stories via social media
• Translate stories and share
WTD Award Programs

Consider nominating your organization or another for hosting an outstanding event in 2019

Nomination Deadline: JULY 24

WTD 2020 Ambassador of the Year

WTD Activity of the Year

#WTDay20 | #EyesOpenToThrombosis
New Translated Materials:
Portuguese Spanish

- Translated webinars, videos and digital content
- Educational flyers and infographics for patients and healthcare professionals
- Social media graphics
- #MyClotStory campaign

If you have translated materials, please share them with the WTD team.
Thrombosis and Cancer Resources

- WTD key messages for thrombosis patients, general public and clinicians
- Ask the Expert videos
- Cancer-associated thrombosis (CAT) webinar
- WTD CAT resource page
- Public affairs activities in the European Union
COVID-19 Resources

Healthcare Professionals
Thrombosis Patients

- WTD key messages for thrombosis patients, public and clinicians
- Ask the Expert video with Jeffrey Weitz, M.D.
- ISTH webinars
- WTD COVID-19 resource page
- ISTH Academy COVID-19 resource page
- Resources on hospital-associated thrombosis
WTD Media Program

WTD Campaign Media Outreach:
• Global media outreach in specific markets
• Diverse media channels
• Expanded media placements

New partner media resources including:
• Partner press release
• FAQ
• Quote sheets
• Virtual media room
Celebrating WTD Virtually

• Reach out to local celebrities and ask them to share a message of support for WTD.

• Host a Facebook or Instagram Live Video and share information using WTD resources.

• Feature WTD content on your social media profiles, website and blogs.

• Add a WTD profile badge and change your cover photo to recognize WTD 2020.

• Host an educational webinar on thrombosis education.

Pro Tip:
Reach out to the local affiliate of one of our WTD supporters to ask for support. Be sure to have a plan to propose! If you need help finding a contact, let the WTD HQ team know.
WTD Online Activities from Campaign HQ

WTD Educational Webinar
Save the Date: October 13

Topic: COVID-19 and Thrombosis
Speakers: Coming soon!
Co-hosted by the Centers for Disease Control and Prevention (CDC)

WTD Twitter Chat
Save the Date: October 13

Topic: COVID-19 and Thrombosis
Hosts: TBC
Key Dates to Remember

- **July 12-14:** ISTH 2020 Virtual Congress – non-profit opportunities to expand WTD messages!
- **July 24:** WTD award nominations close at end of the day
- **September 17:** World Patient Safety Day
- **September 29:** World Heart Day
- **October 8:** WTD award winner announcement
- **October 13:** World Thrombosis Day
  - Your activities!
  - WTD Webinar
  - WTD Twitter Chat
It’s Time to Get Started!

For questions, please contact the WTD team at wtd@isth.org

REMINDER:
Please don’t forget to complete the partner evaluation survey after 13 October.
Share your experience and any feedback with the campaign!