World Thrombosis Day (WTD) is a year-long global movement that takes place on 13 October and focuses attention on the often overlooked and misunderstood condition of thrombosis. A campaign of the International Society on Thrombosis and Haemostasis (ISTH), WTD seeks to educate patients, healthcare providers, and the general public about thrombosis, and ultimately, reduce death and disability caused by the condition.

2019 IMPACT REPORT

WORLD THROMBOSIS DAY

13 OCTOBER
2019 KEY HIGHLIGHTS

33% GROWTH IN PARTNERS FROM 2018

23% GROWTH IN GLOBAL EARNED MEDIA IMPRESSIONS

2 BILLION NUMBER OF #MyClotStory IMPRESSIONS

119% MORE PARTICIPATION IN TWITTER CHAT

WTD 2019 AMBASSADOR OF THE YEAR

Kamila Jaszczor

WTD 2019 brought together more than 2,000 partners across the world through thousands of educational and awareness-building activities. Commemorating its sixth year, the WTD campaign made a significant global impact as the leading global awareness campaign on blood clotting disorders.

CAMPAIGN OBJECTIVES

1. Highlight the burden of disease and need for action.

2. Increase public awareness of the risk factors, signs and symptoms of thrombosis.

3. Empower individuals to talk with their healthcare providers about their risk for thrombosis and appropriate prevention.

4. Galvanize organizations in countries across the globe.

5. Begin the process of advocating for “systems of care” to properly prevent, diagnose and treat VTE and AFib.
WORLD THROMBOSIS DAY

BY THE NUMBERS

- 2,000+ partners
- 108 countries
- 14 steering committee members
- 11,000+ activities held globally
- 3.2 billion global media impressions
  - 846 Twitter Chat participants – 119% increase from 2018
  - 395 million social media impressions
  - 17,300 Facebook followers – 10% increase from 2018
  - 7,457 Twitter followers – 11% increase from 2018
  - 1,547 Instagram followers – 51% increase from 2018
- 91% increase in website traffic compared to 2018
- 250 stories shared via #MyClotStory submissions – 2 million impressions
- 30 campaign partner resources created and/or refreshed
- 12 corporate supporters

GLOBAL CAMPAIGN REACH

3.7 BILLION*

*Global campaign reach is a combination of partner event attendance, media coverage, social media engagement, and website analytics.
ELEVATING AWARENESS THROUGH WORLDWIDE ACTIVITIES

Four Global Campaign Stops

Costa Rica • Paris • Brussels • USA

Policy Roundtable at the European Parliament

A roundtable discussion on the topic of Cancer-Associated Thrombosis (CAT) and the EU Cancer Agenda was held at the European Parliament in Brussels. The event was organized by the European Thrombosis and Haemostasis Alliance (ETHA) in partnership with WTD and hosted by MEP Juozas Olekas from Lithuania.

Visibility at Scientific Meetings

Presence at Five Global Meetings

- International Stroke Conference
- American College of Cardiology Congress
- ISTH Congress, WTD Educational Symposium
- XXVI International Haemostasis and Thrombosis Congress of the CLAHT Group, WTD Educational Symposium
- American Society of Hematology Annual Meeting
How Did We Do?

- 41% of partners recently joined the campaign within the past year.
- 14% of partners have participated in WTD since its inaugural year.
- Access to downloadable resources ranked as the most valuable offering for WTD partners.
- A quarter of all partners held an event at a hospital or with a local healthcare system.
- 99% of partners plan to participate in WTD 2020.

*According to a WTD 2019 evaluation survey

Webinar Collaboration

Moderator
Mary Cushman, MD, MSc

Presenter
Jeffrey Weitz, MD

• WTD 2019 Educational Webinar, “Top 3 Considerations for the Prevention of Hospital-Associated VTE,” co-hosted with the Centers for Disease Control and Prevention (CDC)

500+ views
(live and archived)
EMPOWERING PATIENTS AND SURVIVORS

NEW! New Digital Campaign: #MyClotStory

Say Hello to the WTD 2019 Ambassador of the Year

Kamila Jaszczor
Blood Clot Survivor and Founder of Trombofilia Polska, a thrombosis advocacy group in Poland

The ISTH launched the World Thrombosis Day Ambassador of the Year program in 2018 to recognize a knowledgeable, passionate individual who is dedicated to building awareness about thrombosis, in his/her community, region, country, and/or globally in an effort to save lives. Jaszczor was selected following a highly competitive nomination and review process for her commitment and demonstrated results.

Learn more about Kamila Jaszczor’s advocacy efforts at worldthrombosisday.org/action/ambassador/.

Congratulations to the 2019 Honorable Mention Awardees

Katie Bahn (USA)
of the American Heart Association

Tina Pohlman (USA)
of APS Foundation of America

Thrombosis patients and survivors were invited to share their experiences in an effort to increase diversity of patient voices around the world. #MyClotStory profiles were shared digitally across social channels, including Facebook, Twitter and Instagram.

250+ stories received in just 1 month!
2 million global impressions
ENGAGING A COMMUNITY OF CHANGEMAKERS

SOCIAL MEDIA GROWTH
Increase from 2018

Facebook: 17,300 Followers (10%)
Twitter: 7,457 Followers (11%)
Instagram: 1,547 Followers (51%)
LinkedIn: 143 Followers (88%)

395 MILLION TOTAL SOCIAL MEDIA IMPRESSIONS

48 million impressions from #WTDay19

Global Engagement on the Web: WorldThrombosisDay.org

<table>
<thead>
<tr>
<th>Metric</th>
<th>2019</th>
<th>2018</th>
<th>Increase</th>
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</thead>
<tbody>
<tr>
<td>Total number of page views</td>
<td>144,366</td>
<td>88,000</td>
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<tr>
<td>Total number of sessions</td>
<td>59,978</td>
<td>39,795</td>
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<td>Page views week of WTD 2019</td>
<td>31,886</td>
<td>29,886</td>
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</table>
The WTD 2019 Twitter Chat had the highest patient interaction and participation to date. In addition, WTD welcomed inaugural celebrity guests Ali Krieger, FIFA World Cup Champion and U.S. Women’s Soccer Star, and Andrew Gwynne, UK Member of Parliament.

NEW! Digital Advertising Campaign
WTD 2019 launched a social media advertising campaign to elevate awareness and drive traffic to the website.

- 5.86 million ad views
- 58,000 individual website visitors (up 91%)

Engaging a Community of Changemakers

#ClotChat

Andrew Gwynne
UK Member of Parliament

I began feeling extremely unwell and had a pulmonary embolism and collapsed down the stairs at London Euston railway station as I tried to get in for a UKParliament vote - I made it to the vote - and then to the hospital. I am very lucky. #ClotChat

#MyClotStory

I had a very low chest infection over the Christmas holiday in 2018. I spent most of Christmas in bed sick and had to go to hospital for a heart scan and collapse in Westminster tubes. After being in the hospital and being up and about, I had a pulmonary embolism. I was a young man in my 20s and didn’t expect something like that to happen to me.

62.2 million impressions
3,474 total tweets
846 chat participants
119% increase from 2018
What the Media is Saying

WTD Media Impressions Around the World
*Earned media, MAT release, press releases

North America 55%
Europe 22%
Asia 19%
South America 1%
Africa 2%
Oceania 1%

Total Number of Media Impressions
3.2 Billion

268 million MAT article impressions*
109 million press release impressions

*A MAT article is a feature article distributed to publications across the U.S.
WORLD THROMBOSIS DAY

BY THE NUMBERS

NORTH AMERICA
766 PARTNERS

EUROPE
561 PARTNERS

SOUTH AMERICA
158 PARTNERS

AFRICA
158 PARTNERS

ASIA
213 PARTNERS

OCEANIA
144 PARTNERS

PARTNER ACTIVITIES AROUND THE WORLD

Explore how campaign partners recognized WTD 2019
WORLD THROMBOSIS DAY
BY THE NUMBERS

THROMBOSIS CANADA
(CANADA)
The iconic landmark Niagara Falls was lit in colors red and blue on 13 October in commemoration of WTD 2019.

PARTNER ACTIVITIES AROUND THE WORLD
Explore how campaign partners recognized WTD 2019

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BRAZILIAN SOCIETY OF ANGIOLOGY AND VASCULAR SURGERY (BRAZIL)
Partners dressed up in blood clot costumes and visited a busy public transportation hub in São Paulo to raise awareness about thrombosis for WTD.

GRUPO COOPERATIVO LATINOAMERICANO DE HEMOSTASIA Y TROMBOSIS—CLAHT (COSTA RICA)
At the XXVI CLAHT Congress, hundreds of health experts from multiple countries gathered for a multi-day educational program on thrombosis. A WTD special symposium was held in addition to multiple interviews with national media outlets.

AFRICA 158 PARTNERS

UGANDA CANCER INSTITUTE (UGANDA)
Conducted an expert interview on a national television station and hosted a community education day in a public park to share resources.
THROMBOSIS IRELAND (IRELAND)
Hosted a multi-city national roadshow with the Ireland East Hospital Group called “Stop the Clot 2019,” including a branded red double-decker bus that visited each city with information and resources for the community.

NORTHERN STATE MEDICAL UNIVERSITY (RUSSIA)
Organized a WTD Sports Day for all ages, including school children and the elderly, to promote physical activity to #KeepLifeFlowing. They also hosted educational workshops at local schools to teach children about thrombosis.

ASPEN PHARMA (ROMANIA)
Partners invited over 20 healthcare professionals from local hospitals to participate in a professional debate on the effects of thrombosis on people and healthcare systems. The conclusion of the debate was: Romania needs national guidelines, protocols and standards for VTE risk evaluation. Additionally, a banner was displayed on a popular building in the city center to remind people about the dangers of thrombosis.

LORESTAN UNIVERSITY OF MEDICAL SCIENCES (IRAN)
Partners held a medical conference focusing on antiphospholipid syndrome. More than 200 healthcare professionals attended the conference.

MYANMAR SOCIETY OF HEMATOLOGY (MYANMAR)
At the conclusion of its educational symposium, this association organized a group walk in a local nature area to support WTD and promote a healthy lifestyle.

EUROPE 561 PARTNERS

ASIA 213 PARTNERS

OCÉANIA 144 PARTNERS
Thank you to our corporate supporters

Global Partners

Global Supporters

Global Patron

Global Benefactors

Global Contributors

How to support the WTD campaign

1. Become an official campaign partner and invite your network to get involved.
2. Plan an awareness event or activity any day of the year.
3. Share resources and tools to increase awareness about thrombosis.
4. Join the conversation online on the WTD social media channels.

Join the global movement to stop blood clots and save lives!

Visit WorldThrombosisDay.org/Join/ and sign up as a partner.

WorldThrombosisDay WorldThrombosisDay
@ThrombosisDay WorldThrombosisDay