



WORLD THROMBOSIS DAY EYES OPEN TO THROMBOSIS

IMPACT REPORT 2021



World Thrombosis Day is a year-long campaign that takes place officially on 13 October each year. With more than 3,000 partners in 123 countries, the campaign continues to shine a spotlight on the condition of thrombosis, also known as blood clots, to build awareness and save lives.

CAMPAIGN OBJECTIVES

- Highlight the burden of disease (thrombosis in general) and the need for action, specifically underscoring the unrecognized threat and serious consequences (morbidity and mortality) related to venous thromboembolism (VTE) and atrial fibrillation (AFib).
- Increase public awareness of the significance, risks, signs and symptoms of thrombosis, specifically VTE and AFib, as an important cause of thromboembolic stroke.
- Empower individuals to talk with their healthcare providers about their risk for thrombosis and appropriate prevention. Empower individuals to seek immediate medical attention if they have signs and symptoms.
- Galvanize organizations in countries across the globe to conduct appropriate and aligned campaigns in their countries and regions.
- Advocate for "systems of care" to properly prevent, diagnose and treat VTE and AFib.

World Thrombosis Day Mission Statement

We seek 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.



WORLD THROMBOSIS DAY
13 OCTOBER

WORLDTHROMBOSISDAY.ORG

TOTAL CAMPAIGN REACH

6.1+ billion

17% increase from 2020

MEDIA OUTREACH

5+ billion total impressions

Earned Media Reach
Organic Reach
Paid Reach

3.8 billion
1 billion
233.9 million

EARNED MEDIA GEOGRAPHIC COVERAGE

U.S.: 30.2%
U.K. / Ireland: 25.1%
India: 23.2%
Argentina / Uruguay: 14.8%
Thailand: 4%
Brazil: 1.9%
Kenya / Uganda: 1%

SOCIAL MEDIA

320+ million total impressions

Channels and Followers:

Facebook: 20,163	Twitter: 9,856	TikTok: 89
Instagram: 3,150	LinkedIn: 254	YouTube: 352

Paid Social Media: 1.2 million
Top Campaign Hashtag: 94 million
Other Campaign-Related Hashtags: 96.5 million

STEERING COMMITTEE

Prof. Beverley Hunt, M.D., O.B.E., Chair
Prof. Claire McLintock, M.D., Vice Chair

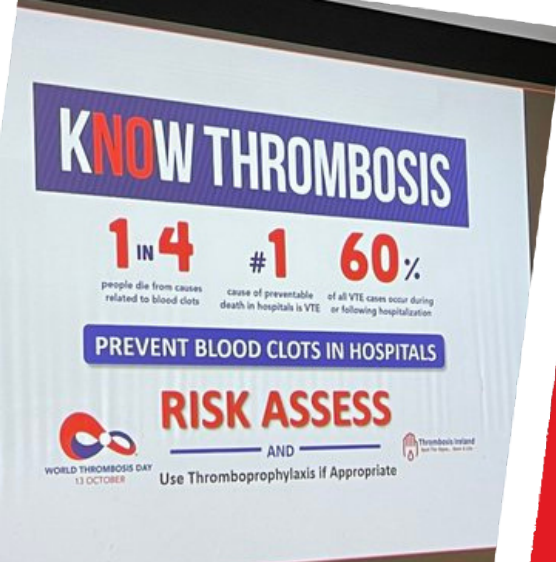
Committee Members: 15
Countries Represented: 15



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PARTNER / HEALTHCARE PROFESSIONAL OUTREACH

Campaign Email Open Rate:	21%
Website Pageviews:	216,306
Website Users:	115,960
New Resources for Download:	50

Online Resources Translated Into the Following Languages: Spanish, Portuguese, Thai, Japanese



SPECIAL CAMPAIGN ACTIVITIES

Reddit Ask Me Anything (AMA) Reach:	115.4 million (5 posts)
Facebook LIVE Views:	11,964 (4 videos)
Official WTD Webinar Views:	1,500
Ask the Expert Video Series:	1,350 total views
Twitter Chat Impressions:	65.6 million
Twitter Chat Participants:	542

WTD Awards Program: 2 awards given

- Activity of the Year: Thrombosis U.K.
- Ambassador of the Year: Todd Robertson, U.S.



GLOBAL MONUMENT AND BUILDING ILLUMINATIONS

Organized by Global Campaign:	54 illuminations
Organized by Partners:	75 illuminations
Number of Countries:	21+



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PATIENT ENGAGEMENT

Survivor Selfie Submissions: 1,200
#MyClotStory Submissions: 650
#MyWTDWhy Video Submissions: 125
T-Shirt Design Contest Submissions: 100 submitted

T-Shirt Design Contest Winner:
Laura Sus, Argentina
(Design Below)



THANK YOU TO OUR SUPPORTERS

TRAILBLAZERS

CHAMPIONS



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