



2021
World Thrombosis Day
Campaign Plan



WorldThrombosisDay.org
#WTDay21

Welcome to the campaign

This presentation is an overview of the World Thrombosis Day (WTD) 2021 campaign to provide insight into the many activities being led by the global initiative. We hope this inspires your own activities and starts an important conversation about WTD awareness building plans for 2021!

We're glad to have
you on board!

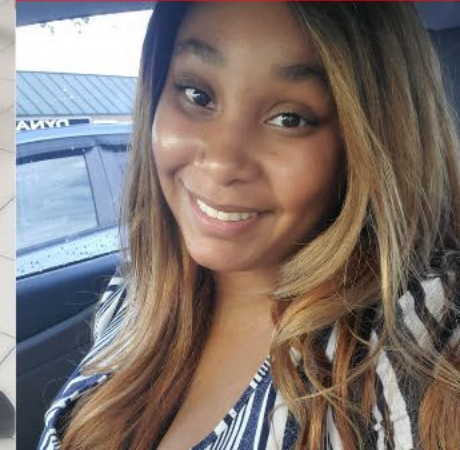


WORLD THROMBOSIS DAY
13 OCTOBER

Our Mission

WTD 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.

WTD is a campaign of the International Society on Thrombosis and Haemostasis (ISTH), a global membership organization working to advance the understanding, prevention, diagnosis and treatment of conditions related to thrombosis and hemostasis.





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Meet Our Campaign Steering Committee

Founded in science,
supported by
dedicated global
experts



Prof. Beverley Hunt, O.B.E.
Chair
United Kingdom



Claire McLintock, M.D.
New Zealand



Walter Ageno, M.D.
Italy



Stefano Barco, M.D., Ph.D.
Germany



Lana Castellucci, M.D., FRCPC, MSc
Canada



**Gabriela Cesarman-Maus,
M.D., Ph.D.**
Mexico



Henry Ddungu, MB.Ch.B., MMed
Uganda



Erich Vinicius De Paula, M.D., Ph.D.
Brazil



Mert Dumantepe, M.D.
Turkey



Maria Cecilia Guillermo Esposito, M.D.
Uruguay



Fionnuala Ní Áinle, M.D., Ph.D.
Ireland



**Alex C. Spyropoulos, M.D., FACP,
FCCP, FRCPC**
United States



Tetsumei Urano, M.D., Ph.D.
Japan



Federica Fedele*
Italy



Kamila Jaszczor*
Poland

*Patient Representative



Campaign Audiences

- General Public and Patient Community
- Healthcare Professionals
- Global Policy Makers

Campaign Goal

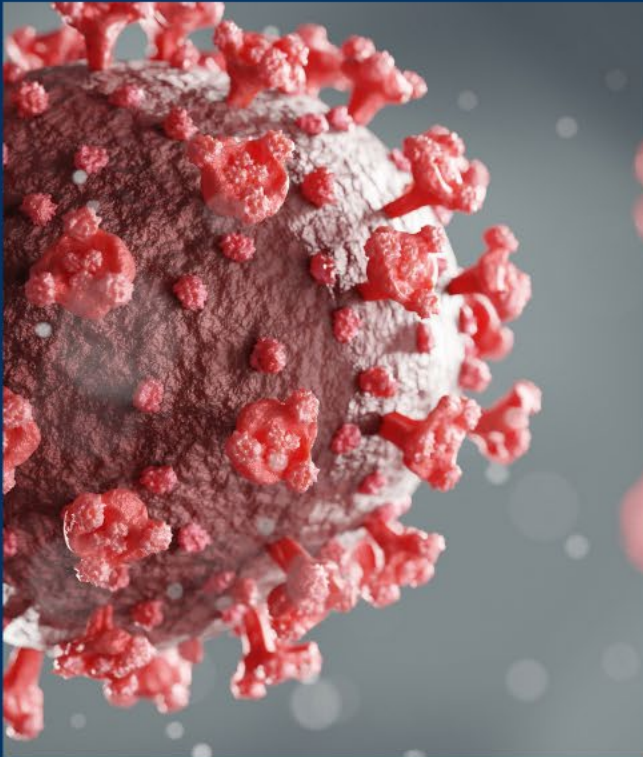
To increase public awareness of thrombosis – specifically venous thromboembolism (VTE) - including its risks and prevalence, and ultimately reduce unnecessary death and disability.



Objectives

- Highlight the burden of disease 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.
- Encourage 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.

2021 Creative



Content Focus

- Covid-19 Related Thrombosis
- Cancer and Thrombosis
- Gender Specific Thrombosis



Eyes Open to Thrombosis

The Eyes Open to Thrombosis creative is the primary brand of the campaign in 2021 and taps into the need to know thrombosis and shine a spotlight on the risk factors and signs and symptoms by focusing on eyes - the window to the mind!

2021 Campaign Plan Components



2021 Goal: Reach 6 billion campaign impressions

Goal Oriented

- Clear mission and focus

Engagement

- Patient voice, testimonials, published science, social participation online and media coverage

Education

- Journalist outreach, patient community knowledge sharing, academic work and research and HCP resources and tools

Call to Action

- Know Thrombosis, join the campaign and participate in 2021

Measurement

- Showcase results in a comprehensive impact report in December

Campaign Tactics

Primary

- Advertising
- Ambassadors
- Awards
- Awareness Days
- Charity run (ISTH 2021)
- Collateral
- Contests
- E-newsletter (Monthly)
- FAQs / key messages
- Giveaways
- Media relations
- Media toolkits
- Partner communication



- Public affairs
- Publications
- Reddit
- Search Engine Optimization (SEO)
- Speaking opportunities and engagement
- Social media (Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok)
- Sponsor communications
- Stories / testimonials
- Surveys
- Thought leadership
- Translations
- Videos / live streaming
- Webinars
- Website



Media Outreach

- Activate global markets
- Diversify media channels
- Rapid response and reporter education
- Media training

Goal: Secure 5 billion media impressions

Collateral

- Posters / Flyers
- Updated toolkits for audience segments
- New translations
- Social media resources
- Media resources

Goal: Develop 10 new downloadable items

EYES **OPEN** TO THROMBOSIS



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Tactic Highlights

#WTDDay21

Social Media Expansion

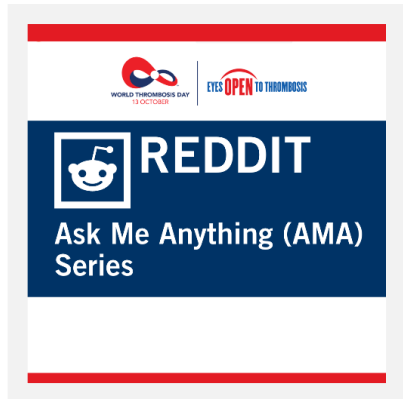
Continue to grow social media followers and engagement on:

Facebook
Twitter
Instagram
YouTube
LinkedIn
NEW: TikTok

Goal: Secure 500 million social media impressions

Social Media

Activations Throughout 2021



Reddit 'Ask Me Anything' (AMA) Series

The WTD campaign hosts a series of "Ask Me Anything" (AMA) Q&A live events on Reddit with WTD experts discussing thrombosis with the online community.

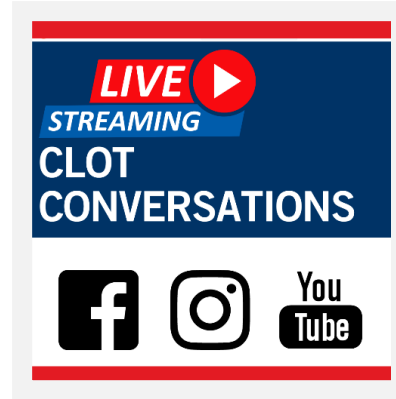
Goal: Hold 4 in 2021



Ask the Expert Video Series

The campaign creates Ask the Expert videos featuring WTD experts discussing important topics related to thrombosis in an easy and digestible format. This year the campaign will include a video in Spanish.

Goal: Distribute 4 in 2021



Live Streaming Events

WTD utilizes the power of live streaming across Facebook, YouTube and Instagram to create interactive for patient communities and healthcare professionals.

Goal: Launch at least 5 in 2021



Social Media Rebranding & Advertising

The campaign utilizes paid social media placements and Google AdWords to extend the reach of the campaign.

Goal: Increase website views by 5%



Official Countdown to WTD

The countdown to WTD starts on World Heart Day (September 29) and continues through WTD to World Stroke Day (October 29)
NOTE: 13 October takes place on a Wednesday.

Goal: Invite partners to participate



Healthcare Stakeholder Engagement

- Twitter Chat
- Charity Run for ISTH 2021
- Global awareness day collaboration
- Scientific publications
- Global Webinar

Awards and Recognition

Activity of the Year Award

This award showcases a WTD partner group or organization that has shown outstanding efforts in raising awareness of thrombosis.

Award opens in April and closes in July.

Ambassador of the Year Award

This award recognizes an individual of the thrombosis advocacy community who has gone above and beyond and is dedicated to building awareness about thrombosis.

Award opens in April and closes in July.

Public Affairs

- Work with the Patient Safety Group within the WHO
- Support the Chair / Co-Chair with Covid-19 Taskforce work
- Activate partner organizations to participate in PA opportunities

EYES **OPEN** TO THROMBOSIS



I **SUPPORT**
WORLD THROMBOSIS DAY

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Support and share updates in research and clinical trial results regarding COVID-19 and thrombosis



Research and Academics

Support publication of systematic review of VTE risk stages in hospitalized patients

Publication of conceptual editorial review on patient care

Campaign Enhancements



New Campaign Website

In 2021, the WTD campaign will rebrand the website with a comprehensive refresh to create a more interactive and modern interface.



Patient Engagement

- #MyClotStory
- In-depth testimonials
- WTD 2021 video contest (youth)
- Artwork contest for mask designs (youth)
- Ask the Expert videos for patients

Campaign Dates to Note



February 4

- Support of World Cancer Day with new Reddit AMA session on cancer-associated thrombosis

March 1

- Launch call for #MyClotStory submissions

March 3

- **Partner briefing**

April 15

- Nominations open for WTD 2021 Ambassador of the Year Award and Activity of the Year Award.

July 17 – 21

- ISTH 2021 Congress in Philadelphia, Pennsylvania, USA
- WTD Charity Run

July

- Award nominations close

August 16

- Video contact launch

September 17

- World Patient Safety Day

September 29

- World Heart Day

October 13

- World Thrombosis Day
- WTD Twitter Chat
- WTD Webinar

October 29

- World Stroke Day



WORLD THROMBOSIS DAY
13 OCTOBER



KNOW THROMBOSIS
#KeepLifeFlowing
WORLD THROMBOSIS DAY
13 OCTOBER

WE SUPPORT
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KNOW THROMBOSIS
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10 OUT OF EVERY 4
DEATHS
IS RELATED TO THROMBOSIS
KNOW THROMBOSIS
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VTE CHAMPION
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We look forward
to learning about
your plans!

Thank You.

#WTDay21

