

**MOVE**  
*AGAINST* **THROMBOSIS**

  
**WORLD THROMBOSIS DAY**  
13 OCTOBER

# Awareness to action toolkit

**2023-2025**

World Thrombosis Day is a campaign of the International Society of Thrombosis and Haemostasis (ISTH).

**WorldThrombosisDay.org**





# 1 in 4 people globally die of conditions related to blood clots.

Welcome to the World Thrombosis Day Awareness to Action Toolkit—a resource designed to ignite passion and drive action among our partner organizations.

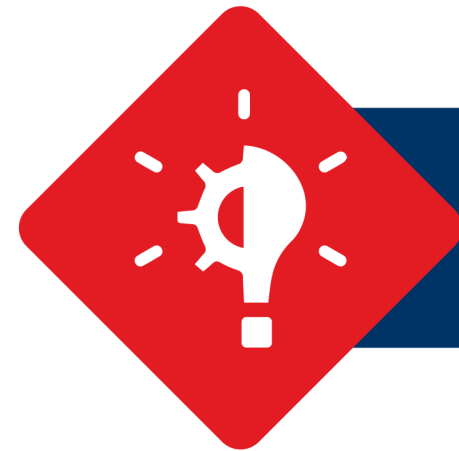
As we stand on the forefront of a global movement to combat thrombosis and its consequences, your involvement is not just appreciated—it's essential. Together, we have the power to transform awareness into tangible change, saving lives worldwide.

Join us as we harness the collective strength of our global network to turn awareness into action and make every day a safer day for all.

# JOIN US!



# About us



## Our Vision

The vision of the World Thrombosis Day campaign is to create a world where thrombosis is understood, prevented, and treated effectively. We envision a future where every individual is aware of the risk factors, signs, and symptoms of thrombosis, and where healthcare systems worldwide prioritize prevention and treatment measures. Through advocacy, education, and collaboration, we aspire to eliminate preventable deaths and disabilities caused by thrombosis, ensuring that all individuals have the opportunity to live healthy, thrombosis-free lives.



## Our Mission

**To raise awareness about thrombosis, including its causes, risk factors, signs, and symptoms, and to empower individuals to take action to prevent thrombosis-related events.**

# Benefits of being an official WTD partner



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## Increased visibility

Participating in WTD boosts your cause and your organization's visibility on a global scale, reaching a diverse audience interested in thrombosis awareness.



## Educational opportunities

Access educational webinars, workshops, and seminars organized by WTD to stay updated on the latest advancements in thrombosis research, prevention, and treatment.



## Networking

Connect with other like-minded organizations and individuals passionate about thrombosis prevention and treatment, fostering valuable networking opportunities.



## Customized support

Receive tailored support and guidance from the WTD team to maximize the effectiveness of your awareness initiatives and campaigns.



## Access to resources

Gain access to exclusive resources, materials, and information developed by WTD to support your initiatives and campaigns.



2023-2025

# Campaign theme

**MOVE**  
*AGAINST*  
.....→ **THROMBOSIS**



The theme "Move Against Thrombosis" for World Thrombosis Day 2023-2025 emphasizes action beyond physical activity. It urges individuals to learn about thrombosis, encourages healthcare professionals to address it effectively, and promotes proactive measures for prevention and treatment. By mobilizing education, advocacy, and collaboration, the campaign aims to unite global efforts in raising awareness, preventing thrombosis, and improving outcomes for those affected.



# Did You Know?

## The facts

Thrombosis imposes a profound burden on healthcare systems and individuals worldwide, leading to significant morbidity and mortality. The impact extends beyond statistics, affecting patients' quality of life and placing strain on healthcare resources. Heightened awareness, preventive measures, and improved management are crucial to mitigate this burden and enhance patient outcomes.



Each year, an estimated 10 million people worldwide are affected by venous thromboembolism (VTE), which includes deep vein thrombosis (DVT) and pulmonary embolism (PE).



Venous thromboembolism (VTE) contributes to over 544,000 deaths annually in Europe and the United States combined.



Pulmonary embolism (PE) is responsible for an estimated 300,000 to 600,000 deaths each year globally, making it the third most common cause of cardiovascular death after heart attack and stroke.



Deep vein thrombosis (DVT) is estimated to affect approximately 1 in 1,000 individuals annually, with up to 600,000 cases occurring in the United States alone.



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# Key issues

Addressing these key issues requires comprehensive awareness campaigns, targeted education initiatives, improved healthcare provider training, and policy measures to ensure equitable access to thrombosis prevention and care for all individuals.



## Lack of public knowledge

Thrombosis is often underestimated or misunderstood by the general public, leading to delayed recognition of symptoms and inadequate preventive measures.



## Underdiagnosis and misdiagnosis

Thrombosis can present with nonspecific symptoms, leading to underdiagnosis or misdiagnosis, especially in conditions like deep vein thrombosis (DVT) and pulmonary embolism (PE).



## Risk factors and prevention

Many individuals are unaware of the risk factors for thrombosis, such as prolonged immobility, surgery, pregnancy, and certain medical conditions. Education about preventive measures, including lifestyle changes and prophylactic treatments, is crucial.



## Thrombosis across the lifespan

Thrombosis can affect individuals of all ages, from newborns to the elderly, yet awareness campaigns often focus on specific age groups or demographics, leaving others at risk overlooked.



## Disparities in access to care

Socioeconomic factors, geographical location, and healthcare disparities can affect access to thrombosis prevention, diagnosis, and treatment, leading to inequalities in outcomes.



# Your invitation to take action



## Let's get started

We're embarking on a mission to combat thrombosis worldwide, and your participation is key. Many individuals face barriers to accessing essential thrombosis care due to various factors, but together, we can make a difference.

Join our Call to Action for World Thrombosis Day and help us spread awareness to every corner of the globe.

## Partner benefits

### INCREASED VISIBILITY

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### NETWORKING OPPORTUNITIES

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### EDUCATIONAL OPPORTUNITIES

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### ACCESS TO RESOURCES

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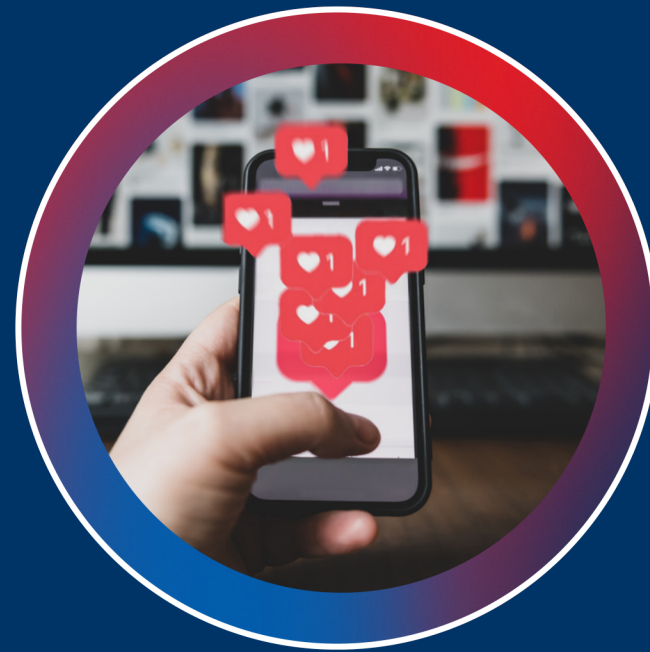
# Four steps to get started

To kickstart your involvement in the WTD campaign, we have outlined four simple, yet impactful steps to get you started. By following these steps, you will not only contribute to spreading awareness but also play a crucial role in saving lives.



## Join the campaign

Joining the campaign as an official partner is quick and easy and showcases your commitment to raise awareness of thrombosis. Simply [click this link to join](#).



## Engage with WTD social media

WTD is present on major social media platforms, including Facebook, X, LinkedIn, TikTok, and Instagram. Stay updated by following the campaign and engaging with us through likes, follows, and shares.



## Utilize WTD campaign materials

The WTD campaign offers materials in more than 14 languages, including social media posts and printable information sheets to assist you in planning and executing awareness events.



## Plan a local event

Whether it's fundraising or illuminating buildings, utilize our how to guides to lead you through the planning process, aiding in raising awareness effectively.

# Appeal to your policy leaders



## Acknowledge the issue

Recognize the existing disparity in access to thrombosis care despite advancements in prevention, diagnosis, and treatment.



## Highlight the equity gap

Emphasize the cost in lives due to the inequity in thrombosis care, underscoring the urgency of addressing the issue.



## Call to action

Encourage citizens to join the World Thrombosis Day campaign in urging political leaders to take action.



## Advocate for policy change

Demand policies that promote health equity, ensure affordable and accessible thrombosis services, and reduce disparities in incidence and mortality.

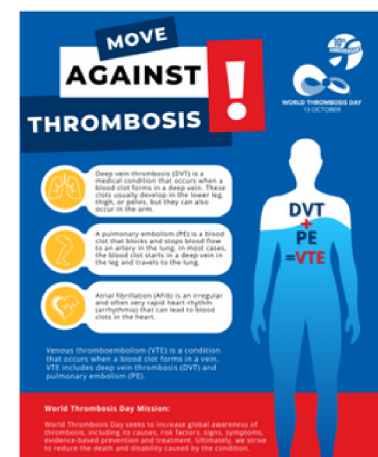


## Spread the word

Share the Call to Action widely and encourage others to sign it, amplifying the message and mobilizing collective action for change.

# Campaign materials

Our World Thrombosis Day campaign materials feature a diverse array of resources tailored to support our partners in their efforts to raise awareness and drive action on thrombosis. These materials encompass educational brochures, infographics, social media graphics, and advocacy toolkits, providing partners with the necessary tools to effectively communicate the importance of thrombosis prevention, diagnosis, and treatment. Explore our comprehensive collection and join us in making a difference in the fight against thrombosis.

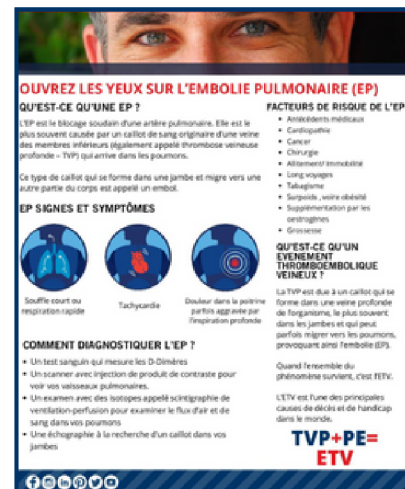


**POSTERS**



Available in 14 languages

**LOGOS**

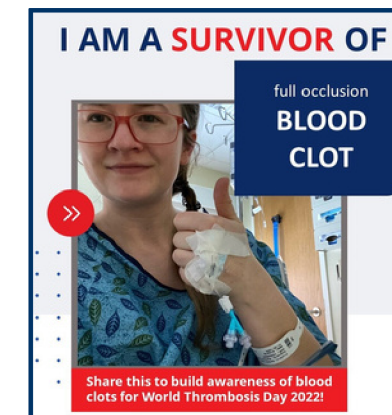


**FACT SHEETS**



Available in 14 languages

**SOCIAL IMAGES**



**SURVIVOR TEMPLATES**



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# Campaign roadmaps

World Thrombosis Day (WTD) offers comprehensive How To guides to assist you in planning and executing awareness events. Dive into various aspects of the campaign, such as engaging on social media, illuminating buildings, planning an information booth, collaborating with the media, and much more!



## Social Media Roadmap

This comprehensive how-to guide equips you with the strategies and tools needed to effectively engage audiences, spread awareness, and drive action on social media.



## Media Roadmap

This invaluable resource provides step-by-step strategies for cultivating media relationships, crafting impactful press releases, conducting compelling interviews, and maximizing coverage.



## Fundraising Roadmap

This comprehensive roadmap outlines proven strategies for planning, promoting, and executing fundraising events, whether it's a charity run, a gala dinner, or an online crowdfunding campaign.



## Illuminations Roadmap

Whether you're lighting up a skyscraper or a local landmark, this guide will ensure your efforts shine bright and raise awareness for thrombosis prevention.



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**THANK YOU FOR SUPPORTING  
WORLD THROMBOSIS DAY**

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