

FROM HEAD TO TOE,
TAKE CONTROL:
PREVENT THROMBOSIS,
PROTECT YOUR HEALTH

WORLD THROMBOSIS DAY 13 OCTOBER



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World Thrombosis Day

2025-2027

Campaign Toolkit

The World Thrombosis Day Campaign Toolkit provides ready-to-use resources to help you educate healthcare providers and the public, raise awareness and drive action to reduce the global burden of thrombosis.



About this toolkit

Welcome to the World Thrombosis Day Campaign Toolkit—a practical resource created to empower healthcare professionals, patient advocates and the general public to take meaningful steps in the fight against thrombosis.

Whether you're raising awareness in your clinic, community or online, this toolkit provides ready-to-use materials to support your efforts. Here's how you can use it:

- Host awareness events in clinics, schools or communities
- Share educational materials on social media or in public spaces
- Incorporate key messages into patient conversations or presentations
- Engage media and networks using press tools and customizable content

Every action—big or small—helps move us closer to a world where thrombosis is better understood, prevented and treated. Together, we can turn awareness into life-saving action.

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Our vision

A world where thrombosis is understood, prevented and treated effectively. We strive for global awareness of its risks and symptoms, and for health systems to prioritize prevention and care—so preventable deaths and disabilities from thrombosis become a thing of the past.

The WTD ‘why’

World Thrombosis Day exists to shine a global spotlight on thrombosis—a condition responsible for 1 in 4 deaths worldwide.

The campaign’s mission is to raise awareness about thrombosis, including its causes, risk factors, signs and symptoms, and to empower individuals to take action to prevent life-threatening blood clots. Through education and outreach, World Thrombosis Day aims to reduce the number of people affected by deep vein thrombosis (DVT), pulmonary embolism (PE), together venous thromboembolism (VTE), and other clot-related conditions.

For those who have experienced a blood clot or diagnose and care for patients at risk, this campaign is deeply personal. Many thrombosis-related deaths and complications are preventable with early recognition and timely treatment—yet public understanding remains low.

By mobilizing a global network of advocates, healthcare professionals, and survivors, World Thrombosis Day works to educate and inspire action.



New campaign theme

FROM HEAD TO TOE, TAKE CONTROL: PREVENT THROMBOSIS, PROTECT YOUR HEALTH

Blood clots can form anywhere in your body—from the arteries in your brain to the veins in your lower extremities. DVT and PE are two serious types of venous blood clots that together are known as venous thromboembolism (VTE). These conditions can lead to life-threatening complications, which is why our new campaign highlights the full journey of thrombosis, focusing on the signs, symptoms, and risk factors everyone should recognize.

Thrombosis is also closely connected to other major health conditions, known as non-communicable diseases (NCDs), such as cancer, cardiovascular disease, childbirth-related complications and gynecological conditions. This campaign empowers you to understand these links so you can take control of your health. Together with healthcare professionals, we can prevent blood clots, reduce the risks associated with NCDs and promote healthier lives from head to toe.

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CAMPAIGN RESOURCES

- [Head-to-toe campaign page](#)
- [Head-to-toe campaign materials](#)
- [Resources for healthcare professionals of all specialties](#)



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The facts

This World Thrombosis Day, unlock the power to protect your health by understanding the critical link between thrombosis and other major health conditions like heart disease, cancer and gynecological conditions.

Knowing these facts empowers World Thrombosis Day partners to speak with credibility and urgency when engaging healthcare professionals and the public. By highlighting the proven links between thrombosis and major health conditions like heart disease, cancer and gynecological disorders, we can drive awareness, spark preventive action and save lives. This World Thrombosis Day, unlock the power to protect your health by understanding these critical connections.

Cancer and thrombosis

- Cancer patients have a significantly increased risk of venous thromboembolism (VTE), with estimates showing that up to 20% of all VTE cases occur in patients with cancer.
- Cancer-associated thrombosis is the second leading cause of death in cancer patients after the cancer itself.

Sources: Journal of Thrombosis and Haemostasis, Khorana et al., 2016; The Lancet Haematology, 2018

Cardiovascular disease and thrombosis

- Arterial thrombosis is a major cause of heart attacks and strokes, which are leading causes of death worldwide.
- About one in four deaths globally is related to thrombosis (both arterial and venous).

Sources: The Lancet, 2014; Journal of Thrombosis and Haemostasis, Cohen et al., 2017

Pregnancy and thrombosis

- Pregnancy increases the risk of VTE by approximately 5-6x compared to non-pregnant women, due to physiological changes in coagulation and venous stasis.
- VTE remains a leading cause of maternal morbidity and mortality in developed countries.

Source: Research and Practice in Thrombosis and Haemostasis, James et al., 2019

Gynecological conditions and thrombosis

- Use of hormonal contraceptives or hormone replacement therapy is associated with a 3-6x increased risk of VTE.
- Women with inherited thrombophilia combined with these therapies have an even higher risk.

Source: Journal of Thrombosis and Haemostasis, Bates et al., 2012

Diabetes and thrombosis

- People with diabetes have a 2-4x increased risk of arterial thrombosis (heart attacks and strokes).

Source: The Lancet Diabetes & Endocrinology, 2018

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The facts

SEVEN MEDICALLY-BACKED WAYS TO HELP PREVENT BOTH ARTERIAL AND VENOUS THROMBOSIS, FROM **HEAD TO TOE**

- 1 Stay active** – Regular movement, especially during long travel or sedentary periods, helps prevent venous stasis and reduces DVT risk. Simple actions like walking, stretching or flexing your legs make a big difference.
- 2 Maintain a healthy weight** – Obesity is a major risk factor for both arterial and venous clots. Healthy weight management supports better circulation and reduces inflammation.
- 3 Don't smoke** – Smoking damages blood vessels and increases clotting risk. Quitting smoking significantly lowers the risk of arterial events like heart attacks and strokes.
- 4 Control blood pressure and cholesterol** – High blood pressure and cholesterol damage arteries, contributing to arterial thrombosis. Managing them reduces stroke and heart attack risk.
- 5 Manage chronic conditions** – Conditions like cancer, diabetes and autoimmune diseases increase clotting risk. Working with healthcare providers to manage these diseases is key to thrombosis prevention.
- 6 Understand hormonal risks** – Hormonal birth control, pregnancy and hormone therapy can raise clot risk, especially for those with inherited thrombophilia. Discuss alternatives and monitoring with a provider.
- 7 Know the warning signs and act quickly** – Awareness of symptoms like sudden leg pain or swelling (DVT), chest pain or shortness of breath (PE), or facial drooping and speech issues (stroke) allows faster response and treatment.

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Why participate in the campaign?

Someone should take an active part in World Thrombosis Day because blood clots are often preventable, yet they cause 1 in 4 deaths worldwide.

By joining the campaign, you help raise awareness of the signs, symptoms and risk factors of thrombosis—information that can save lives. Whether you're a healthcare professional, a patient, a caregiver or simply someone who wants to make a difference, your voice can help educate others, spark meaningful conversations and drive action that leads to better prevention, earlier diagnosis and improved outcomes.



INCREASED VISIBILITY

Participating 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 the ISTH to stay updated on the latest advancements in research, prevention and treatment.



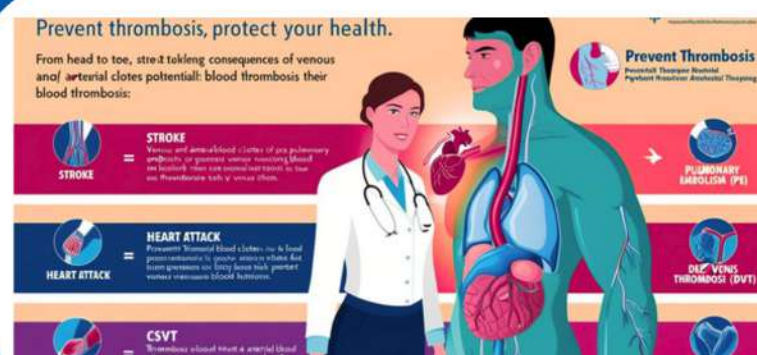
NETWORKING

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 to maximize the effectiveness of your awareness initiatives and campaigns.



ACCESS TO RESOURCES

Gain access to exclusive medically reviewed resources, materials and information to support your initiatives and campaigns.

Quick start guide



JOIN THE CAMPAIGN

Joining the campaign shows that you plan to take part in building awareness.

Simply [click this link to join](https://www.worldthrombosisday.org), or visit: [WorldThrombosisDay.org](https://www.worldthrombosisday.org).



ENGAGE ON SOCIAL MEDIA

The ISTH and its World Thrombosis Day campaign are present on all major social media platforms. Follow the campaign, use relevant hashtags when posting and engage through likes, follows and sharing our posts.



UTILIZE CAMPAIGN MATERIALS

The campaign offers medically reviewed materials in up to 14 languages, including social media posts and printable information sheets to assist you in planning and executing awareness events, activities or to use when communicating with your patients.



PLAN A LOCAL ACTIVITY

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

Appeal to your policy makers

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.

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Resources to support working with policymakers:

- **Guide:** [How to create a proclamation](#)
- **Article:** [Engaging policymakers to advocate for thrombosis care and prevention: Tips for World Thrombosis Day partners](#)

Fundraising for WTD

Raising funds to support awareness efforts is essential to the success and long-term impact of World Thrombosis Day.

Partner-driven fundraising directly supports medically reviewed educational resources, awareness campaigns and critical research that deepens our understanding of thrombosis and improves patient outcomes.

By organizing creative fundraising activities, volunteers and partners not only engage their communities, but also fuel the science, advocacy and global collaboration needed to save lives.

Resources to support fundraising

- **Guide:** [How to fundraise for World Thrombosis Day](#)
- **Article:** [Boost your impact: Creative fundraising ideas](#)

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Get social with WTD

In today's digital landscape, social media serves as a powerful tool to raise awareness about thrombosis on a global scale. By sharing consistent, evidence-based information across platforms, we can reach millions of people who may be unaware of the risks, signs and prevention strategies for blood clots.

Your voice matters in this mission! Follow the World Thrombosis Day campaign across all its platforms, use the official hashtag in your posts and help amplify our message by liking, commenting and sharing our content.

Will you help create a ripple effect that saves lives through education and awareness?

Remember: Every share, every comment and every like helps spread vital information about thrombosis prevention to someone who might urgently need it.



@WorldThrombosisDay



@ThrombosisDay



Social media resources

- **Guide:** [Social media toolkit](#)
- **Resources:** [Social media graphics](#)
- **Article:** [Social media messages](#)

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Event planning resources

- **Guide:** [How to plan a WTD event](#)
- **Submit your event**
- **Article:** [100 ways to recognize WTD](#)
- **Resources:** [Head-to-toe campaign materials](#)



For healthcare professionals

As a trusted voice in your community, you play a critical role in translating awareness into action. Hosting local events can help patients understand their risk, recognize symptoms early and seek timely care. Consider these impactful activities:

- Lead a “Know Your Risk” screening event
- Deliver a public talk at a local health fair and include information about a VTE Risk Assessment
- Partner with community groups or pharmacies to distribute educational materials
- Encourage your clinic or hospital to recognize World Thrombosis Day on October 13

By engaging with your community, you help close the gap between global health messages and local impact!



Create an impactful event

For the Community: Patients, Caregivers and Families

Making a difference begins at home. Organizing local awareness events is a powerful way to educate your friends, family and neighbors about thrombosis—potentially saving lives through early recognition and prevention. Here are some ideas to get started:

- Set up an information booth at a community center or farmers' market
- Host a speaker event with a survivor or local doctor
- Plan a walk or run with awareness checkpoints
- Organize a World Thrombosis Day activity at your place of work or local school.

Every conversation helps spread awareness and brings us closer to a future with fewer preventable blood clots.

Campaign resources

The World Thrombosis Day toolkit features a diverse collection of ready-to-use resources designed to strengthen your awareness initiatives. These carefully crafted materials—including educational brochures, compelling infographics, social media assets and comprehensive advocacy guides—equip you with everything needed to effectively communicate about thrombosis prevention, recognition and treatment.

Each resource has been developed to engage diverse audiences while delivering consistent, evidence-based information that can save lives. Download these materials today to enhance your World Thrombosis Day activities, share them widely across your networks and join thousands of advocates worldwide in our united mission to reduce the burden of thrombosis.

Remember: These tools aren't just resources—they're the building blocks of a movement that, with your help, can reach those who need this vital information most.

WorldThrombosisDay.org

Translated logos

The campaign has WTD and Head-to-toe official logos professionally translated into 14 different languages, including French, Spanish, Thai, Hindi, Arabic and more. These localized logos allow partners worldwide to maintain consistent branding.



Social media graphics

The campaign has eye-catching social media graphics available in more than 14 languages and optimized for all major social media platforms.

Remember to tag World Thrombosis Day in all of your posts.



Fact sheets and posters

Our resources include essential fact sheets covering a range of conditions including DVT, PE, CVST, cancer-associated thrombosis and general thrombosis awareness.

Campaign roadmaps

World Thrombosis Day offers comprehensive how-to guides to assist in planning and executing awareness events. Explore 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 resource provides step-by-step strategies for cultivating media relationships, crafting impactful press releases, conducting compelling interviews and maximizing coverage.



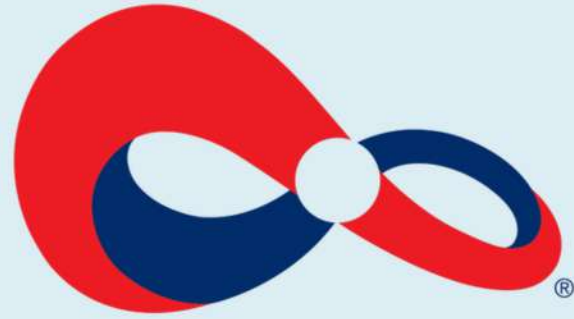
FUNDRAISING ROADMAP

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 illuminating 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

Questions?

Email: wtd@isth.org

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