



WORLD THROMBOSIS DAY
13 OCTOBER

EYES OPEN TO THROMBOSIS

WORLD THROMBOSIS DAY

Partner Toolkit

#WTDDay20

WORLDTHROMBOSISDAY.ORG



////// WELCOME

Welcome to the World Thrombosis Day (WTD) campaign and thank you for joining as an official partner! We are glad to have you as part of the WTD global community. Together, we are making a difference.

We started with an idea to talk about thrombosis on a global scale. That idea grew into a movement, and on 13 October 2014, we launched the WTD campaign and proudly watched as the world took notice. Today, nearly 2,000 organizations across 108+ countries have officially joined the WTD campaign. From flash mobs to health fairs, community clinics to educational seminars, WTD events were creative, inspiring, engaging and educational.

We invite you to get involved and celebrate WTD in October! We are focused on our mission to expand our reach and further spotlight thromboembolic disease to the general public, healthcare professionals, countries, governments and health systems where awareness and education are needed. Together, we can have a profound impact on unnecessary death and disability.

Our goal is ambitious but urgent: to address that one in four people worldwide die from conditions caused by thrombosis, and to specifically raise awareness of thrombosis, which is a major contributor to this burden.

To ignite change and save lives, we must educate both the public and healthcare professionals about thrombosis and VTE, including the risk factors, signs, symptoms, and prevention.

- Every year, there are approximately 10 million cases of VTE worldwide.
- Hospitalization is a leading risk factor for preventable VTE-related death and disability.
- Up to 60% of all VTE events are hospital-associated.
- Only 25% of adults know that hospitalization is a risk factor for VTE.

To move the needle, we ask each and every one of you – patient advocates, healthcare professionals, professional societies and health systems alike – to champion our **Eyes Open to Thrombosis** campaign.

There is strength in numbers and together we can make a difference. We look forward to your partnership and encourage you to review this toolkit as your events, activities and outreach take shape. Visit www.worldthrombosisday.org for new information, alerts and materials. Encourage other organizations, companies, institutions and individuals to join the WTD campaign as official partners, too.

On behalf of the WTD Steering Committee,

Prof. Beverley Hunt, M.D., OBE
Chair, WTD Steering Committee

Claire McLintock, M.D.
ISTH President

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1. OUR GLOBAL LEADERSHIP AND FOOTPRINT

The World Thrombosis Day (WTD) campaign is led by the [International Society on Thrombosis and Haemostasis](#) (ISTH) and guided by a [Steering Committee](#) of global medical experts under the leadership of Prof. [Beverley Hunt](#), Chair of the WTD Steering Committee. Hunt is Professor of Thrombosis and Haemostasis at King's College and a Consultant at Guy & St. Thomas NHS Foundation Trust in London, U.K.

This year, WTD will come to life through the [events and activities](#) of more than 2,000 (and growing) partners and supporters around the world. In past years, health clinics, professional societies, academic institutions, patient groups and more united to raise awareness of thrombosis and venous thromboembolism (VTE), and highlight the urgent need for action.

[Click here](#) to explore the WTD partner map, which includes a list of partner organizations by region, as well as WTD events and activities.

To help inspire your planning, take a look at this sampling of past partner activities:

- **Free public clinics in and around Moscow**
- **Presentations, workshops, public education events and professional exhibits throughout the Middle East and South Asia region including Iran, Egypt, Israel, Turkey, U.A.E., Pakistan and India**
- **Large scale media events in Argentina, Germany, Poland, Russia, Greece and other locations**
- **A live Twitter Chat with leaders of North American organizations**
- **A week of WTD awareness activities and exhibits convened by hospitals and the Australian Society of Haematology**
- **Distribution of educational material at hospitals in Abuja, Nigeria and a roundtable discussion in Johannesburg, South Africa**
- **Clinical conversations with healthcare providers, presentations and exhibits in Brazil**
- **A public event and marathon in Mexico City**

Members of the Steering Committee and the ISTH Council may be available to participate in your in-country activities. If interested, please send a request to wtd@isth.org.



2. IMPORTANT INFORMATION

////// WTD BACKGROUND

What Is World Thrombosis Day?

World Thrombosis Day (WTD) is an annual, global initiative to reduce death and disability from thrombosis, which kills one in four people worldwide. Through education and advocacy, WTD seeks to raise awareness of the causes, risk factors, signs/symptoms and evidence-based prevention and treatment of thrombosis among the public and health professionals alike. Our mission supports the [World Health Assembly's global target](#) of reducing premature deaths by non-communicable disease by 25 percent by 2025, as well as the [World Health Organization's Thirteenth General Programme of Work 2019–2023](#), the [Montevideo Roadmap 2018-2030 on NCDs](#) and the [Political Declaration of UNGA' Third High-level Meeting on NCDs](#).

When Is WTD?

WTD is recognized every year on 13 October, the birthday of [Rudolf Virchow](#), a German physician and pathologist who first developed and advanced the concept of “thrombosis.” While individual countries may hold thrombosis awareness and education events year-round, 13 October provides a timely platform to elevate the conversation about thrombosis.

WTD 2020: Eyes Open to Thrombosis?

One in four people worldwide die of conditions caused by thrombosis. Thrombosis is a leading cause of death throughout the world. Knowing the risk factors, learning the signs and symptoms, and helping to educate others about this growing health problem is key.

With continued lack of awareness of thrombosis – by health care professionals, the general public and policy makers, – the WTD campaign wants to capitalize on the importance of building awareness by breaking through the chaos of life and touching the mind. **Eyes Open to Thrombosis** is a wakeup call. **Don't wait until tomorrow, open your eyes to thrombosis today.**

Who Is Our WTD Target Audience?

Through our campaign, we are focused on reaching out to the following audiences:

1. General public
2. Healthcare professionals and systems
3. Policymakers

WTD outreach is targeted to the general public, as well as healthcare professionals and those who work in healthcare systems. We also focus on reaching policymakers and payers as they set the agenda for public health awareness programs and, ultimately, access to and payment for appropriate prevention, treatments and treatment guidelines. Countries already engaged in advanced thrombosis-related activities are encouraged to build on that momentum.



What Are the Key Campaign Messages?

To capture the general public's attention, people who likely do not know what thrombosis or VTE is, we must educate using familiar, easy-to-understand terms. Words like "blood clots" or "a blood clot in the leg and lungs" help to clarify issues such as deep vein thrombosis (DVT) and pulmonary embolism (PE), which together comprise VTE. At the same time, introducing and building awareness of these terms is an important part of the WTD campaign. Our WTD campaign key messages for the general public follow.

Thrombosis Key Messages

- World Thrombosis Day is a year-long campaign that takes place on 13 October and focuses attention on the underappreciated condition of thrombosis.
- 1 in 4 people worldwide die of conditions caused by blood clots, also known by the medical term "thrombosis."
- Thrombosis is a condition in which blood clots form (most often) in the deep vein of the leg (known as deep vein thrombosis, DVT) and can travel in the circulation and lodge in the lungs (known as pulmonary embolism, PE).
- The two broad classifications of thrombosis are venous (VTE) and arterial (AT), depending on whether the clot develops in the vein or an artery.
- VTE is a condition that includes both deep vein thrombosis (DVT) and pulmonary embolism (PE). Together, DVT and PE are known as VTE -- a dangerous and potentially deadly medical condition.
- Although about half of us haven't heard of VTE, it's a very common condition. In fact, 85% of Americans say they know what a blood clot is, but only 27% say that they know of a condition called VTE.
- VTE is often fatal, but the good news is that many, if not most cases are preventable.
- VTE risk factors include: Hospitalization, surgery, cancer, prolonged immobility, family history of VTE, estrogen-containing medications (birth control pills or hormone replacement therapy), pregnancy and/or recent birth.
- DVT signs and symptoms include: Pain and/or tenderness in the calf or thigh; swelling of the leg, foot and/or ankle; redness and/or noticeable discoloration; warmth.
- PE signs and symptoms include: Shortness of breath; rapid breathing; chest pain (may be worse upon deep breath); rapid heart rate; light headedness and/or passing out.
- About 45% to 60% of VTE cases are hospital-associated highlighting the troubling fact that VTE is the leading cause of preventable hospital death.
- VTE adds billions in health care costs.
- Recent research shows only 7% of Americans say they are concerned about thrombosis or blood clots when it comes to their personal health, however, almost a third of those surveyed say that someone close to them has suffered a blood clot.



Cancer-Associated Thrombosis Key Messages

- Patients with cancer are at a higher risk than the general population of developing serious blood clots, including venous thromboembolism (VTE).
- Together, deep vein thrombosis (DVT) and pulmonary embolism (PE) are known as VTE – a dangerous and potentially deadly medical condition. VTE is a leading cause of death and disability worldwide.
- While all of the reasons are unknown, three main factors impact your likelihood for developing a blood clot such as deep vein thrombosis (DVT):
 - Type of cancer you are diagnosed with
 - How it is being treated
 - Your level of physical activity
- Blood clots are a common problem for patients with cancer. Approximately one in every 200 patients with cancer will develop cancer-associated thrombosis.
- Thromboembolism (venous and arterial clots), together with infections, is the second leading cause of death in patients with cancer.
- If you have cancer, talk to your doctor about your risk of VTE and ways to decrease it.
- The best approach depends on factors such as the type of cancer you have, the cancer treatment you need, and whether you are at the hospital or at home.
- The diagnosis of cancer-associated thrombosis increases patients' self-awareness of their mortality and seriousness of the cancer.



3. GETTING STARTED

////// HOW TO JOIN THE GLOBAL MOVEMENT

How to Participate

Help us expand our reach and recruit new partners! Connect WTD with individuals, advocates, organizations and leaders in your community. Invite them to take part in your WTD activities, or encourage them to create their own.

To officially join the movement, fill out a simple online form at www.worldthrombosisday.org/join/.

If you are an organization, encourage those involved to sign up for the WTD campaign as individuals. Once you have your plans for World Thrombosis Day, submit your activity details to our events page so that we can help promote your event: worldthrombosisday.org/forms/event/.

Key Contacts

The WTD effort is truly collaborative. We're here to provide general information, campaign resources and other guidance as you plan and implement your local WTD activities. Questions? Contact:

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WorldThrombosisDay.org

////// WTD MATERIALS

This toolkit is intended to provide partners with starter ideas, messages, strategies, activities and resources to get their in-country WTD campaigns off the ground. This year, the following campaign materials are available and can be accessed and downloaded from the WTD website (www.worldthrombosisday.org). Be sure to check back frequently for new or updated materials.

WTD Symbol and Usage Guidelines

The WTD symbol or “logo” can be downloaded and used in your campaign outreach. Symbol usage guidelines will help to ensure that our many parties and partnerships maintain the integrity of the symbol and communicate with unity.

If you translate the logo, please send a copy to wtd@isth.org so that it can be shared online.

Merchandise

WTD has a new and improved [online shop](#) with official campaign products and merchandise to purchase to help increase awareness and improve your events.

Partners can order WTD promotional products including t-shirts, tote bags, coffee mugs, and hats – be sure to check out the new items!

We also offer a discount for bulk orders if you would like to order a large quantity of merchandise for your organization. Please contact the campaign team at wtd@isth.org for bulk orders.

Press Materials

Resources ranging from key media channels to creating media angles to sample public service announcement scripts.

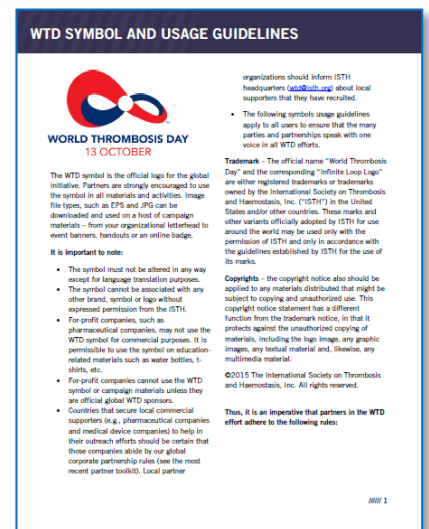
Glossary

Frequently used terms for you to share with partnering organizations, media and the general public.

Have you translated materials or the WTD logo?

We are looking for partners that have translated WTD materials. If you or your organization has materials to share, please contact the WTD team at:

wtd@isth.org



Social Media Graphics

Ready-to-use support badges and social media graphics to be posted on your social media channels (e.g., Facebook, Twitter) or as a post or as a profile image.



Journal Articles

[Click here](#) to download and read all ISTH WTD publications and research.

- **Burden of Disease (October 2014)**
A literature review on the global burden of thrombosis published in the *Journal of Thrombosis and Haemostasis* (JTH). Refer to this article in your press and outreach materials and scan for in-country statistics on thrombosis.
- **Public Awareness of VTE (June 2015)**
A manuscript detailing the lack of public awareness of DVT and PE, including the risk factors, prevention strategies and signs/symptoms. This article can be used to underscore the need for public education of VTE.
- **Global Comparison of Health Systems' VTE Policies (October 2015)**
A position paper comparing international policies and guidelines related to VTE risk assessment and prevention. Use this article to compare your health system's VTE standards and advocate for stronger action.
- **Venous Thromboembolism: A Call for Risk Assessment in All Hospitalised Patients (October 2016)**
A position paper outlining the importance of VTE risk assessment mandates in all hospital systems around the world.
- **Impact of World Thrombosis Day Campaign (July 2017)**
This paper published in *Research and Practice in Thrombosis and Haemostasis* explores the impact of the World Thrombosis Day campaign and opportunities for the future.
- **Global Public Awareness of Atrial Fibrillation (October 2017)**
Published in *Research and Practice in Thrombosis and Haemostasis*, this paper reveals the results of a global study about public awareness of atrial fibrillation.



[Frequently Asked Questions](#)

Answers to frequently asked questions you may have as you plan your activities.

[Patient Bill of Rights](#)

A one-page document informing patients of their right to a VTE risk assessment and proper prevention. Print and distribute this material at your WTD event(s).

[Videos](#)

Watch and share [campaign videos](#) to enhance your event and/or educate others. Videos include educational clips, media interviews, partner activity highlights, ISTH congress highlights, PSAs with WTD steering committee members, and more! [Download WTD videos](#) to your website and show them at presentations, meetings and community events.

[Presentation Slides](#)

Add the WTD overview slide to your meeting/event presentations or scientific gatherings. Consider using this slide to open or close a presentation, or as an intermission screen saver.

[Letterhead](#)

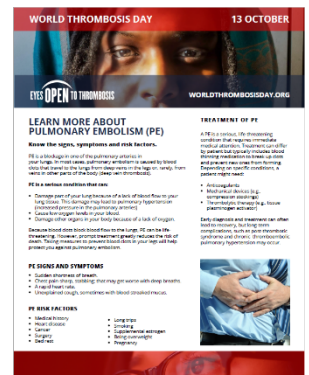
A template document with the WTD symbol and 'Eyes Open to Thrombosis' tagline that can be used for letters, notices or other campaign-related correspondence.

[Infographics](#)

New infographics and updated materials that visually convey the problem and urgency of hospital-associated VTE and prevention strategies to reduce patients' risk. Infographics (and sections of the infographic) can be loaded onto your website or used in your communications and media outreach.

[Posters/Flyers](#)

Versions available for both the public and healthcare professionals. With a focus on hospital-associated VTE, these posters can be distributed at educational events or uploaded to your organization's website.



////// STARTER IDEAS FOR OUTREACH

Creativity and capacity are crucial to engaging the public on WTD. When building your event or activity, think of opportunities that can educate and motivate, and consider recruiting community volunteers and VTE patients to help personify VTE. Starter ideas include:

- Partner with allied organizations or hospitals to host an event, such as an information table, a walk, lunch and learn and more!
- Feature WTD on a section of your organization's website; promote your upcoming activity online and link back to the global WTD site for additional information.
- Work with in-country partners to create a campaign website in your native language.
- Feature WTD on your organization's blog and invite guest authors to post about aspects of thrombosis and hospital-associated VTE.
- Connect with WTD online by liking, sharing and commenting on the WTD social channels. WTD will also share your posts, so tag the campaign in your posts.
- Plan a relevant press conference or media event with local or regional partners, including medical experts and hospital leaders.
- Contact local print, online and broadcast (radio/television) media to place stories.
- Pitch a broadcast segment with your organization, a health professional and a patient (or two) to cable access, state-owned or country-run television outlets.
- Place public service announcements or public service advertisements on local television and radio stations and in print outlets.
- Work with a local radio station to plan an event, such as radio talk show that accepts call-in questions about thrombosis and hospital-associated VTE.
- Conduct a radio tour during peak commuting hours with a local medical expert.
- Submit an opinion editorial or column to print and online news outlets.



4. WORKING WITH CORPORATIONS

Corporations are increasingly mindful of the social impact they have or can have in their communities. A number of these companies may be seeking to align their business strategies with cause-related efforts in regions around the world – and some companies are immersed already in the issues of thrombosis, VTE and hospital-associated VTE.

The following are considerations to keep in mind if you seek funding from commercial companies and other sources. Be sure to consult your country's regulations on fundraising and corporate sponsorships.

////// WTD GLOBAL CORPORATE SUPPORTERS

The first potential sources of contributions are the local branches of our WTD global supporters. These partners are continuing to support WTD in 2020: Bayer HealthCare, The Bristol-Myers Squibb/Pfizer Alliance, Daiichi Sankyo, Janssen, Portola Pharmaceuticals Inc., Cardinal Health, Shire, LEO Pharma, Siemens, Boehringer Ingelheim, Aspen, and Stago. [Click here](#) for more information about WTD global corporate supporters.

Each supporter has announced to their local operating companies (or subsidiaries) that they are supporting/continuing to support WTD at the global level. Local operating companies establish their budgets at different time of the year, so there is no guarantee that they will be able to contribute, but they are a logical place to start.

We encourage you to reach out to your contacts at these companies and determine if they would be willing to provide a grant for local country-specific programs.

Check the WTD [website](#) regularly for updates and potential new global partners and supporters.

////// ENTITIES WITH ALLIED INTERESTS

Other potential resources may include branches of other pharmaceutical and/or diagnostic companies (that may have an interest in education around thrombosis and VTE), manufacturers of relevant medical devices, and companies that may have direct or peripheral interest in thrombosis, such as airlines.

Consider approaching charitable foundations and medical providers. And, local governments may be receptive to underwriting programs – but be prepared for a potentially lengthy grant approval process.



////// MAKING YOUR FUNDING REQUEST

Recommendations for Outreach

- Write to the company and/or request a meeting to explain the importance of WTD and why you believe they are the right organization to support your campaign.
- Rather than simply ask for money, specify the amount you are seeking and what activities that funding will help underwrite. These could include a media relations campaign, a series of educational events, a publicity engagement, etc.
- Be open to non-monetary support that may help with the campaign planning/execution.
- In your written proposals to potential funders (if that is customary in your country), itemize the costs associated with each activity. Outline what supporters will get in return for their support.
- If an organization declines your request because they have allocated their educational funds for the year already, be sure to make a note to approach them in a few months for support for future WTD events.

Guidelines for Corporate Support

It is important that all WTD activities are coordinated and that both globally and nationally, we conduct all of our activities with utmost integrity and transparency. To keep to these standards, we have instituted the following guidelines for corporate participation. These should be followed by all global, regional and local partners. If there is a question about interpreting these rules, please call ISTH headquarters at once.

- All activities must be educational, centered on thrombosis, VTE and/or hospital-associated VTE.
- Commercial product references or tie-ins of any kind are not permitted.
- Participation in WTD does not constitute or imply the endorsement by ISTH or any of its participating national organizations of either a company or its products.
- All activities must be tasteful, professional and considered in the public interest.
- Corporate supporters must recognize that we cannot offer any exclusive rights to participate in WTD either globally or locally.
- Participating companies must comply with [WTD symbol usage guidelines](#).
- The ISTH cannot release its membership lists to corporate supporters. We recommend that local organizations institute a similar policy.
- We will not accept funding from companies with interests directly in conflict with those of the ISTH, such as companies that sell, promote or are linked with tobacco products.
- Corporate supporters should work in coordination with local thrombosis societies and other participants on activities they are conducting “in country,” and must absolve ISTH and local organizations from any legal liability resultant from those activities.



Company Logos and Products: An Important Note

Corporate supporters' logos are permitted on WTD educational materials. However, product names, information and/or visuals are not permitted. Most companies appreciate the importance of keeping WTD free of product endorsements. If a company tells you that they will only fund an activity if their product's name is included in materials, you should not work with them.

Read the [WTD symbol usage guidelines](#) online.



5. OUTREACH TO ALLIED ORGANIZATIONS

With any campaign, there is strength in numbers. We encourage you to build strategic alliances with organizations and companies whose missions align with our goals of improving public health worldwide and reducing hospital-associated VTE. Potential partners include:

- Health advocates (including patients and patient groups)
- Medical and health professional societies
- Hospitals and healthcare systems
- Caregivers of those with a history of thrombosis, especially those entering the hospital
- Public health organizations
- Related disease advocacy groups (e.g., cancer, inflammatory disease, heart disease, stroke)
- Leadership groups of at-risk populations (e.g., people who are older, immobile, have cancer, are pregnant, etc.)
- Local universities and research institutions
- Community and civic groups
- Pharmaceutical, diagnostics, medical device and other companies
- Local and national government agencies
- Health insurance companies (increasingly an important partner)

////// KEYS TO SUCCESS

Tips to Engage and Motivate Partners

1. Bring them into the process early so they feel that they are a valued part from the start of the campaign. Let them know that this year's focus is on hospital-associated VTE.
2. Identify key leadership influencers who can mobilize other leaders and constituencies (e.g., hospital administrators, patient advocacy influential).
3. Share your plans for outreach and provide ideas on how they can help.
4. Keep them informed regularly throughout the planning phase leading up to WTD.
5. Offer a visible role and give ample public acknowledgement for their support.
6. Coordinate efforts as much as possible, ensuring your respective activities are complementary both in content and timing.
7. Be aware of potential conflicts of interest for some corporate partners.



///// EVENT/ACTIVITY IDEAS

How to Join Forces with Like-Minded Organizations

Conducting outreach to allied organizations is a priority and is critical to the success of WTD. Your credibility may also attract funding, strengthen WTD recruitment and build new partnerships for future years.

- Seek out partnerships with medical and patient organizations; start small by targeting local chapters.
- Map out a calendar of planning meetings and work to secure time on the agenda to speak and distribute your materials.
- Hold a breakfast, lunch or dinner briefing with principal groups that address the burden of thrombosis in your local community; consider inviting the media.
- Provide compelling data and personal stories and encourage publication in their communication channels.
- Ask patient groups individuals to join the WTD campaign.
- Provide WTD campaign materials (e.g., posters and flyers) for distribution.
- Co-author an opinion column or letter to the editor underscoring the importance of hospital VTE risk assessments.
- Provide ready-made social media content for quick and steady outreach.
- Offer to be a guest writer or blogger, or ask that organization to guest author a post for your own blog.
- Participate in jointly sponsored conferences, seminars, round-table discussions, or workshops and bring WTD materials to those specific venues.
- Coordinate with hospitals for a “lunch and learn” session or another event.
- Hold a free clinic (if appropriate as some parts of the world require a general practitioner’s approval for patients to see other specialists).



6. MAXIMIZE MEDIA OUTREACH

Each partner has the opportunity to increase the global reach of WTD through media coverage. The WTD headquarters team will pitch select international media early in October, but most media outreach will be the responsibility of local organizations like yours. As the “in-country experts,” you are a credible resource and an important bridge from our global movement to your local perspective.

///// CREATING YOUR WTD PITCH TO MEDIA

WTD inevitably will compete for limited media airtime and space. Thus, it is important to develop compelling story angles. To be audience-relevant, the WTD “story pitch” must:

1. Localize, localize, localize! News outlets primarily want to know about the impact of thrombosis and VTE in your community. Be prepared to give them local facts and figures, and arm them with vignettes of community members who have suffered VTE, or a local hospital that is taking measures to reduce hospital-associated VTE.
2. Clearly define the problem of thrombosis and VTE in public-friendly and easily understandable terms (e.g., blood clots in the legs and lungs). Make sure it is audience-relevant to the people in your country.
3. Make the case for why this is important now and different from anything else. WTD will be timely because of the 13 October date. Look for trends that WTD can feed into in your country. Is there a rise in cardiovascular-related diseases in your country? Is there a certain population segment that is most at risk? Are your treatment guidelines in need of updating? Are hospital stays on the rise?
4. Spell out how VTE impacts the media’s audience, answering why they should care. Succinctly communicate the facts and figures supported by WTD references (e.g., [2014 public awareness survey](#)). VTE impacts millions across the globe, yet there is comparatively little awareness of it – it is important to bring the magnitude of VTE home and in very clear terms.
5. Provide personal actions steps (e.g., work with your hospital on a VTE protocol) and a resource for more information (e.g., the WTD website). Given the VTE data and literature, what specific actions need to be taken by the public, at-risk patients, health professionals



////// MEDIA MATERIALS: THE ESSENTIALS

Many news reporters may not read full scientific papers or studies, given limited time and resources. Thus, it is important to craft written materials concisely and creatively to draw attention and inform coverage. [Visit the WTD website](#) to download and customize media templates and resources.

Basic Media Materials

- **Pitch email** – A brief email that creates media interest will likely be your first contact with a reporter. Summarize the “what” and “why” components of your WTD story and pick a compelling subject line to capture attention.
- **Media advisory** – An alert that notifies the press of an upcoming event. A media advisory is a succinct, easy-to-read reminder that gives journalists the key information needed to cover an event.
- **News release** – Content should be engaging and focus on how your organization is supporting the global WTD movement. The lead-in should be succinct and summarize the news appeal with the five W’s (who, what, when, where and why). Include quotes from credible and reputable sources to emphasize important points.
- **Opinion editorial** – A commentary piece that states an individual’s or organization’s opinion on a current topic. The piece should incorporate examples that bring VTE to life and should include a call for action on how to address the problem.



- **Live-read radio PSAs** – Sample live-read radio public service announcements in a mix of spot lengths can be drafted from the core message points and pitched to local radio stations should your media accept this form of public service. Free airtime through live-reads of scripts is a valuable commodity.
- **Soundbites** – Memorable, 10-second messages that a spokesperson delivers as an impactful phrase or sentence. For example:

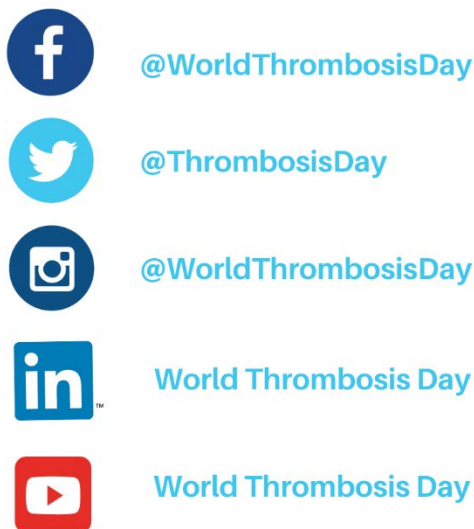
- Thrombosis**
 - Worldwide, 1 in 4 people die from causes related to thrombosis. Don't be the 1. Know the risk factors, signs and symptoms of this life-threatening disease.
- VTE**
 - VTE is the leading cause of preventable hospital death – ahead of infection and pneumonia. Protect yourself. Ask for a VTE risk assessment to know your risk of developing potentially deadly blood clots.
 - VTE causes millions of preventable deaths every year. If you are checking into a hospital, make sure you don't check out with a blood clot. A VTE risk assessment could save your life.
- WTD**
 - World Thrombosis Day focuses attention on deadly blood clots. Too few people know what it is, too many doctors miss it or misdiagnose it, so too many people die from it especially in hospitals.



7. SOCIAL MEDIA AND SOCIAL NETWORKING

Social media networks are an integral part of communication and effective for sharing information in real-time and across countries. We encourage all WTD partners to use social media to help propel the WTD movement forward and increase global awareness of hospital-associated VTE.

////// WTD SOCIAL MEDIA



How to Build Momentum through Social Media

- Share, like, retweet and comment on content posted by WTD.
- Post information about your own campaign activities/events and “tag” or mention WTD (@ThrombosisDay) to expand your reach.
- Incorporate visuals (e.g., photos, the WTD symbol, support badges, selfies, infographics) into your posts for stronger engagement. Include the WTD logo as your profile image.
- Ask your followers to do something related to WTD (e.g., sign up to your event, submit a #MyClotStory, Join WTD, like or favorite a post that they can relate to).
- Include links back to the WTD website (use link shortening tools like bit.ly to save space).
- Use our official WTD hashtags on Twitter, Instagram and Facebook (see below).
- Invite friends, colleagues, and family to spread awareness of WTD on their own social networks.

*Official WTD partners can contact wtd@isth.org for sample ready-to-run social media messages.



8. EVALUATION STRATEGIES

Assessing the effectiveness of our collective WTD effort is important. It gives us insight into how the initiative is working and why, and can help us to make midcourse adjustments if needed.

Because WTD is a global movement, our partners are a huge part of our ability to define success and we want to hear all about your success. We encourage you to upload and share your photos with the campaign so that we can share them across all of our channels. [Please upload all photos here.](#)

Shortly after WTD, we will send out a **survey asking for metrics and measurements surrounding your participation.** [You can also send your information to wtd@isth.org.](mailto:wtd@isth.org)

The following are areas that your evaluation should include, with suggestions and examples to get you started.

Materials Distribution

- Use print or electronic tracking forms to keep count of how WTD visual assets are distributed and to whom. The count should include reorders of materials.

Materials Placement

- Determine where posters were physically placed, whether banners appeared on websites, and how logos were displayed.

Organization Engagement

- Monitor which targeted organizations helped to distribute WTD materials and/or provided a speaking venue, communications channels or events venues to share the WTD story.

General Public Engagement

- **Event participation** – Determine the number of people participating or attending WTD events and activities in the community through sign-up sheets or attendance tracking records.
- **Track requests and general communication** – Document the incoming phone calls, web or mail inquiries and the type of request and what/who prompted them to find out more about WTD.

Health Professional Engagement

- **Professional education** – Number of health professionals receiving training and education on hospital-associated VTE and AFib.
- **Care sites** – Number of sites of care/hospitals that have posted WTD education materials.
- **Professional/public education outreach** – Number of and attendance at professional education seminars or workshops.



Media Reach

- **Earned media reach (free media or publicity not paid for)** – Monitor media coverage and report the number of local placements (e.g., newspaper, online news site, television segment) and the circulation/viewership of each hit. Try to capture news clips (scans or links to articles) that can be sent to us.
- **Paid media/advertisements** – Where and when purchased media ran or aired, and to which and how many audiences.

Social Media Outreach

- **Increased engagement** – Count increased connections due to WTD (e.g., Facebook likes, Twitter followers, YouTube views).
- **WTD visual assets** – Monitor use of the WTD symbol, badge, infographics and other images on social media.

Policy Support

- **Policy outcomes** – Favorable legislative and/or regulatory changes supporting thrombosis/VTE-related hospital guidelines, research and funding.

Healthcare Systems

- **Healthcare systems alignment** – Adoption of VTE risk assessment models or protocols; percent of hospital-associated VTEs; number of interventions to monitor patient progress, patient adherence.
- **Patient diagnosis and prevention** – Percent of at-risk patients who are diagnosed appropriately; percent of hospitalized patients who have risk assessments before surgery; getting appropriate treatment to prevent clots.
- **Patient care** – Number of interventions to monitor patient progress, patient adherence; reduction in hospital stays, reduction of hospital re-admissions because of appropriate prevention strategies.

Research/Corporate Support

- **Research support** – Increase in research funding for thrombosis and hemostasis studies to further field discovery, in the hospital and out.
- **Corporate contributions** – Size of corporate supporters' financial, resource and distribution contributions to expand education outreach – either professional or patient outreach.



9. WTD TIMELINE

This kit has been developed in advance of WTD to allow time for planning and preparation. The following benchmarks should help you to rollout activities parallel to our global efforts:

Jun	<ul style="list-style-type: none">▪ Sign up as an official partner of WTD here. You can sign up as a group/organization and as individuals, so encourage people around you to join also.▪ Follow WTD on all social channels.▪ Announce your participation as an official WTD partner▪ Map out plans to reach public and professional audiences on WTD▪ Leverage existing regional conferences and health-related events as appropriate.▪ Purchase official WTD merchandise in our online shop for your event.
Jul	<ul style="list-style-type: none">▪ Order WTD campaign merchandise; allow plenty of time for international shipping.▪ Share scientific research from the WTD steering committee on findings from our global public awareness surveys on VTE and CAT.▪ Submit a nomination for the WTD 2019 Ambassador of the Year Award and the WTD Activity of the Year Award.
Aug	<ul style="list-style-type: none">▪ Post your event plans to the WTD website.▪ Develop media lists; reach out to stakeholder organizations for opportunities.▪ Register for the WTD 2020 Webinar taking place on 13 October.▪ Save the date for the 2020 Twitter Chat taking place on 13 October.▪ Consider sharing your story through the #MyClotStory platform
Sept	<ul style="list-style-type: none">▪ Consider issuing a news release or media advisory to tease planned hometown market activities and/or collaborative partnerships with area hospitals.▪ Finalize all logistics and details for your event/activity.▪ Post your event plans to the WTD website, if you haven't done so already.▪ Change your profile picture on social media to the WTD 2020 badge.
Oct	<ul style="list-style-type: none">▪ Join the countdown to WTD on social media.▪ Celebrate WTD by hosting or joining a WTD event or activity in your community.▪ Send out press releases at least one week prior to WTD.▪ Post messages on social media; share event photos and quotes with WTD.▪ Join the WTD Twitter Chat on Tuesday, 13 October, using the hashtag #ClotChat.▪ Participate in the WTD 2020 Webinar on Tuesday, 13 October.▪ Send your event photos to wtd@isth.org and share them on social media using the official hashtag #WTDDay20.
Nov	<ul style="list-style-type: none">▪ Complete the post-WTD survey.▪ Continue to share messages and photos on social media.

