



WORLD THROMBOSIS DAY  
13 OCTOBER

EYES **OPEN** TO THROMBOSIS

# WORLD THROMBOSIS DAY 2022 Impact Report



# A NOTE FROM PROF. BEVERLEY HUNT, O.B.E. CHAIR, WORLD THROMBOSIS DAY STEERING COMMITTEE



## Looking at 2022, the campaign achieved more than 10.5 billion global impressions.

Our efforts were highlighted by the campaign's growing relationship with the World Health Organization (WHO), including a symposium held at the ISTH 2022 Congress on advancing global health policy on venous thromboembolism (VTE) prevention. The campaign also launched an important global survey on VTE awareness among patients with cancer, showing a significant opportunity for education, and authored several important research publications about the epidemiology of blood clots.

Patients and survivors are the heart of World Thrombosis Day, and this year we engaged more than ever before through digital events and offerings. The campaign culminated on October 13 with partners organizing more than 11,000 activities worldwide in conjunction with media coverage from top global outlets.

I look forward to watching the campaign continue to grow as we welcome the new incoming Chair. I know that World Thrombosis Day will continue to make an important impact under his/her leadership.

It has been my privilege to serve as Chair and I look forward to continuing the important work and mission of World Thrombosis Day. We have made leaps and bounds in the field, however, there is more to be done. I encourage you to get involved in the campaign and join us in shining a spotlight on the dangers of thromboses and how they can be treated and most importantly, prevented.

Kind Regards,

Prof. Beverley Hunt, O.B.E.

Dear WTD Partners and Supporters,

It has been a privilege to serve as the World Thrombosis Day Steering Committee Chair for the past four years. Since its initiation, the campaign has grown exponentially; however, I can remember when the World Thrombosis Day campaign was only an idea – nine short years ago.

Looking back to 2013, there was no global awareness day to recognize and advocate for thrombosis, also known as blood clots. The International Society on Thrombosis and Haemostasis (ISTH) recognized this gap in the field and took up the challenge to create World Thrombosis Day. I was proud to be called upon to join the founding Steering Committee and, since that time, it has been an honor to help guide the campaign's growth, especially in my role as Steering Committee Chair since 2019.

During my tenure, the campaign has experienced exciting growth and change. The World Thrombosis Day community has grown from 1,500 partners just four years ago, to more than 5,000 partners worldwide today.

The COVID-19 pandemic has been devastating, however it has also played a significant role for the campaign. It thrust the topic of blood clots into the global healthcare agenda and into the media spotlight. The ISTH and World Thrombosis Day became among the leading global expert authorities on blood clots and their association with COVID-19. I still look back on 2020 and beyond and, while it was a difficult time, I am proud of the work of the campaign and the difference we continue to make.





WORLD THROMBOSIS DAY  
13 OCTOBER

# WORLD THROMBOSIS DAY CAMPAIGN 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.**

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.

## 2022 CAMPAIGN STRATEGY

- Create meaningful, educational activities monthly throughout the year to raise awareness of thrombosis.
- Provide campaign partners with new resources to create a significant global impact.
- Conduct new scientific research to improve patient outcomes and educate healthcare professionals.
- Connect with patients and survivors to provide opportunities to share stories and connect within a global community.
- Spearhead a global media relations effort to spread awareness of the signs, symptoms, and risk factors of thrombosis.

**234**  
MILLION  
INFLUENCER  
IMPRESSIONS

**2** GLOBAL  
WEBINARS

**8**  **LIVE**  
FACEBOOK  
LIVE EVENTS

**6**   
REDDIT  
ASK ME  
ANYTHING  
EVENTS

**250**  
SURVIVOR  
STORIES  
SHARED



**1,061**  
WEBINAR  
REGISTRANTS

**31**  
OFFICIAL  
WTD  
EVENTS

**10.5**  
BILLION  
TOTAL 2022  
CAMPAIGN REACH

**146** MILLION  
PEOPLE  
REACHED  
ON SOCIAL  
MEDIA



**540**  
MILLION  
SOCIAL MEDIA  
IMPRESSIONS

**11K** PARTNER  
EVENTS

**46** MILLION  
#CLOTCHAT  
IMPRESSIONS

**622,667**  
CAMPAIGN  
VIDEO VIEWS 

**9.5**  
BILLION  
GLOBAL MEDIA  
IMPRESSIONS

**#** **143**  
MILLION  
CAMPAIGN HASHTAG  
IMPRESSIONS



**9.5**  
**BILLION**  
GLOBAL MEDIA  
IMPRESSIONS

**230.8**  
PAID MEDIA  
**MILLION**  
IMPRESSIONS

**68%**  
EARNED  
MEDIA

**PLEASE NOTE:**  
These numbers are approximations based on viewership, readership and other impressions.

## MEDIA IMPRESSIONS BY COUNTRY:

The WTD campaign provided funding to media agencies in the following countries to build awareness.

 **UNITED KINGDOM**  
3.6 billion

 **UNITED STATES**  
2.3 billion

 **THAILAND**  
15.4 million

 **NIGERIA**  
77.4 million

 **FRANCE**  
25.2 million

 **BRAZIL**  
22.4 million

 **SINGAPORE**  
263K

 **CHILE & URUGUAY**  
492.2 million

# REACHING NEW HEIGHTS THROUGH GLOBAL MEDIA RELATIONS

The campaign advanced its march toward elevating awareness of thrombosis into the popular consciousness reaching billions of people across countries of focus, age groups and lifestyles.

Due to creative storytelling with remarkable survivor stories, insightful expertise from the Steering Committee, and connections to ongoing hot topics in the news - World Thrombosis Day was triumphant in securing significant media coverage around the world.

This feat was achieved by:

- Strategizing the best media relations tactics with research, data, and facts driven by the expertise of the Steering Committee.
- Expanding the campaign to include new, creative tactics made a larger impact that will elevate the campaign into future years.
- Partnering with key influencers, both blood clot survivors and medical experts, to share a unique first-hand perspective cast a wide new of new followers for the campaign.



**Eat This, Not That!**



**THE CUT**  
Popular Youtuber iJustine  
Raises Awareness  
for Thrombosis

[LEARN MORE](#)





# EXPANDING OUR VOICE WITH GLOBAL EVENTS AND SOCIAL MEDIA

In 2022, WTD expanded its reach across social media by collaborating with influencers and hosting interactive partner events, webinars, and educational videos—all reaching a total of nearly 1 BILLION people worldwide.

**903**  
PEOPLE REACHED  
**MILLION**

- 8 Facebook Live Events
- 6 Reddit 'Ask Me Anything' Events
- 9 Instagram Takeovers
- 2 Global Webinars
- Twitter Chat
- T-Shirt Design Contest
- WTD 5K at ISTH 2022
- 250+ Patient Stories Shared

**234** MILLION  
INFLUENCER  
IMPRESSIONS



**Benjamín Vicuña**  
@benjaminvicuna.ok ✓  
2.7M followers



**Diego Bouranotte**  
@diego\_buonanotte ✓  
165K followers



**Marine Lorphelin**  
@marinelorphelin\_off ✓  
951K followers



**Dyango**  
@dyango\_oficial ✓  
35.9K followers



**Dr. Kelechi Okoro**  
@healthertainer ✓  
208K followers



**Sebastian Keitel**  
@tatankeitel ✓  
40.6K followers



**Justine Ezarik**  
**'iJustine'**

7 million followers



# 2022 YEAR IN REVIEW

## JANUARY

- **Video:** Ask the Expert video on women's health
- **Reddit AMA:** "Living with Blood Clots" featuring campaign patient ambassador

## FEBRUARY

- **Facebook Live:** "Cancer-Associated Thrombosis"
- **Reddit AMA:** "Mental Health and Blood Clots"
- **Instagram Takeover** on mental health

## MARCH

- Recognized Blood Clot Awareness Month in the U.S.
- **Facebook Live:** "5 Things I Wish my Doctor Knew" co-hosted with Thrombosis UK

## APRIL

- **Facebook Live:** "Everything You Need to Know about CVST"
- **Reddit AMA:** "I Am a Comedian with AFib"
- WTD T-Shirt design contest launched

## JUNE

**Reddit AMA:** "I am a doctor in Nigeria"

## JULY

- WTD featured at the ISTH 2022 Congress in London
- WTD 5K in London
- Joint symposium with the World Health Organization at the ISTH 2022 Congress
- **Facebook Live:** "Living with an Invisible Illness" co-hosted with Everyday Health
- Launched global survey on VTE awareness among patients with cancer

## AUGUST

WTD Global Webinar: "VTE Burden of Disease and Prophylactic Considerations" with a specific focus on Asian Pacific community

## SEPTEMBER

- Recognized World Patient Safety Day on September 17
- **Facebook Live:** "Supporting a Loved One with a New Medical Diagnosis" co-hosted with Everyday Health
- **Reddit AMA:** "COVID-19 and Thrombosis"
- Recognized World Heart Day on September 29

## MAY

- **Facebook Live:** "Ask the Doctor"
- WTD Wins PRSA 2022 Silver Anvil Award for Excellence in Global Communications



## WORLD THROMBOSIS DAY

- 13-Day Countdown to WTD on social media
- Worked alongside 10 international patient influencers including U.S. Patient Advocate iJustine in the U.S.
- Thousands of awareness events were held throughout the month for WTD
- Announced WTD 2022 global advocacy award winners
- Twitter Roundtable: "Hospital-Associated Thrombosis and the Importance of Risk Assessments"
- Facebook Live: featuring U.S. Patient Advocate iJustine
- WTD Global Webinar: "How to Support VTE Risk Assessment Across Global Healthcare Systems" co-hosted with the Centers for Disease Control and Prevention (CDC)
- New Guidance Published: MTHFR and thrombophilia testing panels
- Recognized World Mental Health Day on October 10 and World Stroke Day on October 29.



# OCTOBER

# BUILDING KNOWLEDGE THROUGH SCIENCE AND RESEARCH

The WTD Steering Committee continues to advance the understanding, prevention, diagnosis, and treatment of thrombosis. In 2022, the campaign promoted several scientific achievements, including:

- Hosted a symposium at the ISTH 2022 Congress with the World Health Organization (WHO) focused on advancing global health policy on VTE prevention nationally and at the WHO.
- Launched a global survey on VTE awareness among patients with cancer and published preliminary results in the *Journal of Thrombosis and Haemostasis (JTH)* in October.
- Issued a call to action published in *Research and Practice in Thrombosis and Haemostasis (RPTH)* on removing MTHFR polymorphisms as part of thrombophilia testing, along with publishing supplementary materials.
- Released four "Ask the Expert" videos in 2022, including one in French, to share information and education on thrombosis-related topics.



## SPOTLIGHT:

### PROF. BEVERLEY HUNT, O.B.E.

In her tenure as the Steering Committee Chair, Prof. Beverley Hunt, O.B.E., led the campaign to new heights by spearheading new scientific research, leading WTD through the COVID-19 pandemic and expanding the campaign's relationships with the WHO.

#### Highlights of her tenure include:

- Oversaw the development and implementation of the ISTH Consensus Statement: Systematic Approach for Managing Venous Thromboembolism in Patients with COVID-19.
- Spearheaded the campaign's work on clinical guidance on the diagnosis, prevention, and treatment of venous thromboembolism in hospitalized patients with COVID-19.
- Recognized as Officer of the Most Excellence Order of the British Empire for Service to Medicine for her for services to Medicine which include her commitment to global thrombosis awareness.
- Championed the National Health System VTE Risk Assessment Model that reported a 15.4% reduction in deaths 90 days after discharge across England.
- Sat on the WHO COVID-19 Therapeutics Guideline Development Group (GDG) providing guidance on thromboprophylaxis use in patients with COVID-19.
- Led the campaign's position paper on MTHFR polymorphisms and the recommendation to eliminate the test.
- Hosted the 2022 World Thrombosis Day 5K in London as part of her role as Chair of the ISTH 2022 Congress.



# IN 2022, WTD PARTNERS HOSTED AND PARTICIPATED IN MORE THAN **11,000** EVENTS ACROSS **123 COUNTRIES** WORLDWIDE TO RAISE AWARENESS OF THROMBOSIS.

This year, partners gathered in the highest number of in-person events since 2019. Among a variety of exciting activities, see a sampling of partner events below.

**Nigerian Society of Haematology and Blood Transfusion (Nigeria)**

Hosted a virtual webinar on hospital-associated thrombosis with a specific focus on the management of VTE in Nigeria and how to drive adoption of VTE risk assessment.

**La Sociedad Mexicana de Trombosis y Hemostasia - SOMETH (Mexico)**

WTD supporters organized a children's drawing contest that encouraged youth to submit creative drawings about thrombosis.

**The Indonesian Society of Thrombosis and Hemostasis (Indonesia)**

In an effort to increase public awareness on thrombosis, this WTD event consisted of a talk show with experts on thrombosis and hemostasis, fun dance and games, and a TikTok Challenge.

**Thrombosis Ireland (Ireland)**

Among a series of hospital events and patient support sessions at its annual conference, Thrombosis Ireland developed a creative way to educate the public about blood clots. It disseminated WTD branded disposable coffee cups in a selection of coffee shops around the country and four coffee shops in the Shannon International Airport.



## 2022 WTD AWARDS

### ACTIVITY OF THE YEAR

**SOCIEDAD MEXICANA DE TROMBOSIS Y HEMOSTASIA  
SOMETH (MEXICO)**

As a longstanding partner of the WTD campaign, this award highlights SOMETH's multifaceted advocacy activities in Mexico, including a drawing contest for children and teens, educational workshops and sessions for healthcare professionals and the general public, building and monument illuminations and press conferences.



### AMBASSADOR OF THE YEAR

**GORDON MCPHERSON  
(SCOTLAND)**

Recognized for his dedication to raising awareness of thrombosis in honor of his daughter Katie, who died from a blood clot at the age of 23.



# THANK YOU WORLD THROMBOSIS DAY SUPPORTERS

Thank you to our global supporters of WTD. Through exciting activities, events, advertising and collaborations online, our global supporters helped to build awareness of thrombosis with health care professionals, employees, patients and others throughout the year.

## TRAILBLAZERS



Founding Partner



Bristol Myers Squibb™



## CHAMPIONS



Daiichi-Sankyo

## CONTRIBUTORS



VIATRIS™

## IMPACT PARTNERS



Boehringer  
Ingelheim



INARI  
MEDICAL



LEO



Roche

## CAMPAIGNERS



ANTHOS  
THERAPEUTICS



TOTAL  
CME



Stago

URBANEMU

sanofi



A special thank you to Arielle Dance, Ph.D. for hosting the World Thrombosis Day Facebook Live series.



آغا خان یونیورسٹی ہسپتال  
The Aga Khan University Hospital

# CME



WORLD THROMBOSIS DAY  
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Speakers:  
Associated Thrombosis  
Mid (Assistant professor)  
ACS in Paediatric Patients  
Sadaf Altaf (Assistant professor)  
Hospital acquired VTE: Risk & Mitigation  
Professor Dr. Bushra Moiz

