



# World Thrombosis Day Partner Toolkit

In this partner toolkit, you'll find everything you need to actively participate in the World Thrombosis Day campaign.

Whether you're an organization or an individual, our resources will equip you to make a difference. From educational materials to social media assets, event planning tips, and more, together we can help prevent and treat thrombosis. Let's unite in spreading awareness and saving lives!

 WorldThrombosisDay

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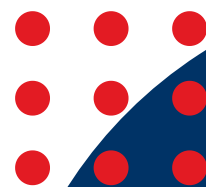
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**MOVE**  
*AGAINST*  **THROMBOSIS**



# Welcome to the World Thrombosis Day campaign



Welcome to the World Thrombosis Day (WTD) campaign! Thank you for joining as an official campaign 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, more than 4,000 organizations across 123+ countries have officially joined the WTD campaign. From flash mobs to health fairs, community clinics to educational seminars, WTD events are 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 venous thromboembolism (VTE), including the risk factors, signs, symptoms and prevention.

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 Move Against 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](http://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.

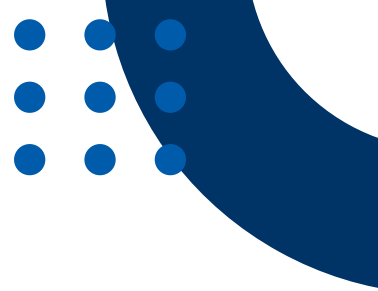
On behalf of the WTD Steering Committee,

Lana Castellucci, M.D.  
Chair, WTD Steering Committee

Flora Peyvandi, M.D., Ph.D.  
ISTH President



# About WTD



World Thrombosis Day is celebrated annually on:

# October 13



## 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. These goals are consistent with the World Health Assembly's global target to reduce premature non-communicable mortality by 25% by 2025. Learn more at [www.worldthrombosisday.org](http://www.worldthrombosisday.org).

## About Move Against Thrombosis

Sitting for a long time without getting up and walking around can cause blood to pool in the veins, which can lead to blood clots. An individual can lower his or her risk of getting a blood clot by getting up and moving at least once an hour. Movement, including stretching, walking or any type of exercise, improves circulation and lowers the risk for clotting.



## Our Leadership

WTD is a campaign of the International Society on Thrombosis and Haemostasis (ISTH) and it is guided by a Steering Committee of global medical experts under the leadership of Lana Castellucci, M.D., Chair of the WTD Steering Committee. Visit our website to view all members of the WTD Steering Committee.





# How to Participate in WTD



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## Join the campaign

The first essential step in participating in WTD is joining the campaign. If you are representing an organization, we highly encourage all involved individuals to sign up individually for the WTD campaign. Commencing this process is both simple and free of charge; kindly click the provided link to proceed with the registration.

## Plan a local event

Utilize this comprehensive guide to inspire your event or activity for WTD. With numerous avenues available to raise awareness of blood clots, this guide shares some of our favorite methods of participation. Furthermore, you can explore supplementary ideas on the official WTD website. Should you wish to involve members of the Steering Committee and/or the ISTH Council in your in-country activities, kindly send a formal request to [wtd@isth.org](mailto:wtd@isth.org).

## Download free resources

The WTD campaign offers an abundance of resources tailored to assist with your local events and activities. Among these resources, you will find logos, information sheets, and pre-prepared social media messages, all intended to bolster and complement your endeavors.

## Submit your event

A crucial step in planning your WTD event is to submit your activity to the website. The campaign will help you promote your event and showcase your efforts.

## Send us your pictures

Don't forget to send your event and activity photos into the campaign at the end of your event - we will showcase them across our website and social media for years to come!



Send photos to:  
[wtd@isth.org](mailto:wtd@isth.org)

## Need assistance?

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:

Samantha (Sam) Nelson  
Campaign Manager  
[Sam\\_Nelson@isth.org](mailto:Sam_Nelson@isth.org)

Barbara Krolak  
Marketing Manager  
[Barbara\\_Krolak@isth.org](mailto:Barbara_Krolak@isth.org)



# Sample WTD activities

There are thousands of ways to participate in WTD. Here are a few ideas to get started:

## In person:

- Host a "Move Against Thrombosis" workout.
- Set up an informational table with campaign materials at your hospital, university or office
- Provide informational flyers to your local hospital to be distributed in various locations.
  - Patient cafeteria trays, coffee sleeves and digital information boards are just a few of the creative ways to share information in hospitals.
- Host an educational webinar or meeting on thrombosis. Reach out to the campaign team if you would like a Steering Committee member to speak.

## Online

- Use WTD social media graphics to create engaging infographics with key facts and statistics.
- Share inspiring quotes related to blood clots awareness and prevention on your social media channels.
- Host a live Q&A session with a healthcare professional to answer questions about blood clots.
- Collaborate with influencers or bloggers in the healthcare field to spread awareness about blood clots.

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, 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



# Campaign materials



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WTD offers an expansive suite of materials available for partners. These free, downloadable materials are available in multiple languages, including Spanish, French, German, Portuguese and Thai.

- Logos
- Infographics
- Letterhead
- PowerPoint presentation layouts
- Fact sheets
- Posters
- Digital advertisements
- White papers
- Social media graphics
- Social media cover photos
- Survivor selfies
- Zoom backgrounds
- How-to guides



## WTD LOGOS

Put a WTD logo on anything - masks, cups, banners and more!



## FACT SHEETS

Fact sheets are great for doctor's offices and hospitals.



## SOCIAL MEDIA

Use the social media messages and add graphics to match.

All materials can be downloaded at:  
[WorldThrombosisDay.org](http://WorldThrombosisDay.org)



# Working with the media

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.

## Media materials: The essentials

**Pitch email** – Send this email as an introduction to the WTD campaign.

**Media advisory** – A Media Advisory is 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. This form can be used to help you pitch your WTD events and activities. Send these out 5-7 days before your event/activity.

**News release** – Use the official WTD press release to share with local media prior to October 13.

**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.





# Get social with WTD



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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



@WorldThrombosisDay



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## 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
- 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
- Invite friends, colleagues, and family to spread awareness of WTD on their own social networks.

## Use the campaign hashtags with every post:

#WTDDay23

#WorldThrombosisDay

#MoveAgainstThrombosis

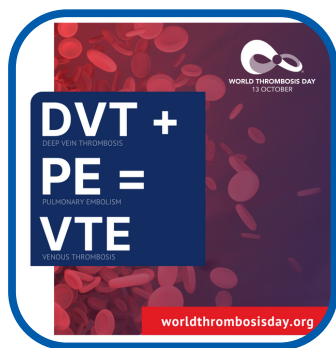


# Sample social media posts



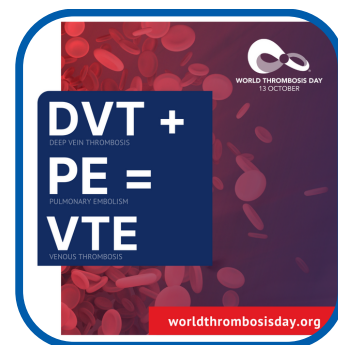
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Venous thromboembolism (#VTE) is often times fatal, but the good news is that many, if not most cases are preventable. Know the risk factors & if you experience a sign or symptom seek immediate medical attention. #WTDDay23 #MoveAgainstThrombosis

Venous thromboembolism is a condition that includes both deep vein thrombosis (#DVT) and pulmonary embolism (#PE). Together they are known as #VTE – it's a simple combination. #WTDDay23 #MoveAgainstThrombosis



1 in 4 people worldwide die of conditions caused by thrombosis, otherwise known as #bloodclots. Thrombosis is the often preventable underlying pathology of the top3 cardiovascular killers. #WTDDay23 #MoveAgainstThrombosis

#Thrombosis does not discriminate. It affects people of all ages, races and ethnicity, and occurs in all sexes. Join #WTDDay23 and help raise awareness about #bloodclots. #MoveAgainstThrombosis



## Download social media images at: WorldThrombosisDay.org

# Sample social media posts



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DYK that #VTE is the leading cause of preventable #hospital death? In fact, up to 60% of all VTE cases occur during or within 90 days of hospitalization. For #WTD23 we encourage all health systems to implement a VTE risk assessment protocol. #MoveAgainstThrombosis

Being in the hospital is THE primary risk factor for developing venous thromboembolism (#VTE). To help prevent hospital-associated thrombosis, every hospital should establish and enforce a VTE protocol and provide a risk assessment to every patient. #WTD23



Patients with cancer are up to 4x more likely to develop a serious #bloodclot than the general population. If you or a loved one is undergoing treatment, talk to your doctor about your risk. #WTD23

For patients with cancer, 3 main factors impact the likelihood for developing a #bloodclot: type of cancer you are diagnosed with, how it is being treated and your level of physical activity. Also, certain types of cancer can carry a higher risk. #WTD23



Download social media images at:  
[WorldThrombosisDay.org](https://WorldThrombosisDay.org)





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**THANK YOU  
SUPPORTERS**

CHAMPIONS



Bristol Myers Squibb™



CONTRIBUTORS



IMPACT SUPPORTERS



CardinalHealth  
Essential to care™



CAMPAIGNERS



#WTD23