WORLD THROMBOSIS DAY
OCTOBER 13

October 13, 2014

WORLD THROMBOSIS DAY IMPACT

Elevating the Global Conversation

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FOREWORD

Elevating the Global Conversation

"My first **World Thrombosis Day** selfie! 9 years **survivor!** #awarenessmatters #stopdeadlyclots #iamasurvivor"
– Adriel Helms

"There are too many people potentially that will die from a blood clots because they didn't have the information, and we want to reduce that number."
– Pastor Hubbard, father of thrombosis victim, Peoria, Illinois, USA

"Equally important, it's vital that every patient at risk of thrombosis—such as hip replacement patients like me—be monitored carefully and be given prophylactic therapy if necessary. I am lucky that I insisted on playing a role in my health care. If I hadn't, the results could have been catastrophic."

– Jenni Newman, *Johannesburg, South Africa*

Lee Woodruff @LeeMWoodruff · Oct 13
Tweeting in honor of our pal David Bloom who died in Iraq from #DVT-do you know the symptoms? get on board-#WTDay14 bit.ly/WTDonline
7 7

leigh walmsley @auberginearcher · Oct 12
I had a DVT + post thrombotic syndrome and someone I love has had a VTE and very recently had a massive DVT **#WTDay14**

Judi Kennedy @JudiKennedy · Oct 13
A naive q, when should we be most concerned about clots? A parent is having hip surgery and i'd like to know what to look for **#clotchat**

Joe Harouni @joeharouni · Oct 13
Today is the first ever National **Thrombosis** Day. I am a PE/DVT **survivor**. RT/Share to spread awareness #stoptheclot stoptheclot.org

Wendy Evans @Wendy_Evans_ · Oct 13
Twice PE survivor, can't support enough"@StopTheClot: World Thrombosis Day is Today. Know your risk: worldthrombosisday.org/risk/ #stoptheclot"

NCBDDD @CDC_NCBDDD · Oct 21
#VTE is a leading cause of death & disability. Get involved w/ **#WTDay14**. bit.ly/1rvOV9l #bloodclots #thrombosis
1 1

EXECUTIVE SUMMARY: WTD 2014

While the world's top two cardiovascular killers – heart attack and stroke – are global health priorities, the number three killer, venous thromboembolism (VTE) or blood clots in the leg and lungs, has remained largely unaddressed and under-recognized by the public.

To address this disconnect, the International Society of Thrombosis and Haemostasis (ISTH) embarked on a global effort together with more than 175 health/medical and patient organizations around the world to launch World Thrombosis Day (WTD) on October 13, 2014, focused initially on increasing public and health professionals' awareness of potentially deadly blood clots in the leg and lungs, the risk factors, symptoms and the importance of prevention.

Dedicated to focusing attention on the often overlooked and misunderstood disease burden caused by thrombosis, the campaign developed a public education resource, worldthrombosisday.org, and started a global conversation about blood clots, specifically VTE. Resources included: an at-a-glance infographic, FAQs, key terms, public awareness videos and personal stories from patients and their families as well as resources and patient handouts for health professionals to foster dialogue between health care providers and patients.

The impact of the first WTD was wide-spread with millions of people reached! The following report provides an overview of the campaign as well as a comprehensive impact review of all efforts and activities. Join us as we move forward in the effort to stop potentially deadly blood clots and save lives.

WTD OVERVIEW MISSION

To increase awareness of thrombosis in general, and VTE in particular, as one of the top cardiovascular killers globally and, ultimately, to reduce death and disability through greater awareness and through evidence-based prevention and treatment

Our mission supports the World Health Assembly's global target of reducing premature deaths from non-communicable disease by 25% by 2025. This target is difficult to achieve without addressing thrombosis.

About the Date

OCTOBER 13

The date was selected because it is the birthday of Rudolf Virchow, the pioneer in the pathophysiology of thrombosis. It was this German physician and Pathologists who first developed the concept of "thrombosis" and Made crucial advances in our understanding of this often misdiagnosed/undiagnosed condition through the concept of pathological processes.

WTD OVERVIEW

WTD is an annual day that energizes a collective drive to increase awareness and action through educational activities for the public and health professionals throughout the year. At the heart of WTD are dozens of thrombosis and hemostasis societies, patient advocacy groups, medical/scientific organizations and other interested parties from around the world who seek to:

- Increase the awareness about the prevalence and risks from thrombosis
- Reduce the number of undiagnosed cases
- Increase the implementation of evidence-based prevention
- Encourage health care systems to implement strategies to ensure “best practices” for prevention, diagnosis and treatment
- Advocate for adequate resources for these efforts and increased support for research to reduce the disease burden from thrombosis
- Ultimately save lives

OBJECTIVES

1. Highlight the burden of disease (thrombosis in general), specifically underscoring the unrecognized threat and serious consequences (morbidity and mortality) related to venous thromboembolism (VTE)
2. Increase public awareness of the significance, risks, signs and symptoms of VTE
3. Empower individuals to seek medical attention promptly if they have signs or symptoms, and to engage their healthcare providers in discussions about diagnosis, prevention and treatment options
4. Galvanize organizations across the globe to conduct appropriate and aligned campaigns in their countries and regions
5. Begin the process of advocating for "systems of care" to properly prevent, diagnose and treat VTE

WTD OVERVIEW
THE NEED FOR WTD

- Although the global public is aware of heart attack and stroke, there is little public dialogue about thrombosis, *the common underlying disorder that precipitates the three leading causes of cardiovascular death*: heart attacks, stroke and venous thromboembolism (VTE).
- The lack of public education and awareness, combined with health professionals' frequent failure to recognize and diagnose it in time, has added to the global burden.
- Highlighted in the global burden of disease article published in conjunction with World Thrombosis Day in the Journal of Thrombosis and Haemostasis (JTH), it was shown that prevention is key to reducing death and disability from VTE; good evidence that assessing VTE risk at hospital admission and providing appropriate prophylactic therapy reduces death and readmission due to VTE.

CALL TO ACTION

Now is the time to address the specter of thrombosis and its consequences!

AN INTRODUCTION TO THE ISTH

WTD OVERVIEW

Founded in 1969, the International Society on Thrombosis and Haemostasis (ISTH) is the leading worldwide not-for-profit organization dedicated to advancing the understanding, prevention, diagnosis and treatment of thrombotic and bleeding disorders.

The ISTH is an international membership organization with nearly 4,000 clinicians, researchers and educators working together to improve the lives of patients in more than 90 countries around the world.

Among its highly regarded activities and initiatives are education and standardization programs, research activities, meetings and conferences, peer-reviewed publications and expert committees. Visit the ISTH online at www.isth.org.

ISTH™
International Society on Thrombosis and Haemostasis

WHY THE ISTH IS BEHIND WTD

- As a catalyst and convener of diverse organizations, united by its desire to reduce the significant burden of disease from thrombosis, the ISTH is a not-for-profit organization and the leading thrombosis- and hemostasis-related scientific medical society in the world.
- With a focus on advancing the understanding, prevention, diagnosis and treatment of thrombotic and bleeding disorders, its nearly 4,000 members include a worldwide professional network of clinicians, researchers and educators that exchanges ideas, insights and information in their quest to improve public health and patients' lives.
- No greater responsibility for the ISTH than to lead the World Thrombosis Day cause.

WTD OVERVIEW

ISTH™
International Society on Thrombosis and Haemostasis

To learn more about the ISTH, visit www.isth.org.

ISTH Council

WTD Steering Committee

WORLD THROMBOSIS DAY
OCTOBER 13

WTD Partners

WTD Sponsors

October 13, 2014

WORLD THROMBOSIS DAY

Setting the Stage for the Global Conversation

Setting the Stage for the Global Conversation

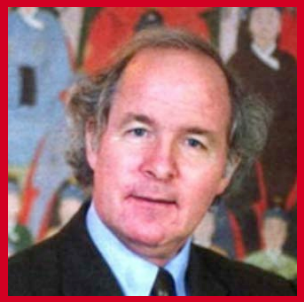
WTD Steering Committee

The WTD campaign is guided by global medical experts who comprise the WTD Steering Committee under the chairmanship of Dr. Gary Raskob of the University of Oklahoma (USA). Steering Committee members are leaders in their fields of hematology, thrombosis and hemostasis, vascular and general internal medicine and public health.

Gary E. Raskob, PhD
Chairman, WTD Steering Committee
United States

Pantep Angchaisuksiri, MD
Thailand

Alicia N. Blanco, PhD
Argentina



Harry Büller, MD, PhD
The Netherlands

Alexander Gallus, MD
Australia

Beverly Hunt, MD
United Kingdom

Elaine M. Hylek, MD
United States

Professor the Lord Ajay Kakkar, BSc MBBS PhD FRCS FRCPE
United Kingdom

Stavros V. Konstantinides, MD, PhD
Germany

Yukio Ozaki, MD, PhD
Japan

Jeffrey Weitz, MD
Canada

Setting the Stage

SCOPE OF WTD

INITIAL SCOPE OF WTD

- Declare the day
- Rally country organizations around the world (at least 20)
- Publish an academic article/position paper on the burden of disease (1)
- Develop a dedicated WTD Website where local country participants, societies, patient groups and corporate partners can download campaign materials and share in their local market
- Develop, produce and provide core facts and figures to explain thrombosis, particularly VTE as core for broad public information
- Produce a limited but meaningful number of core, professional and customizable materials for local in-country use (posters, media materials, etc.)
- Conduct limited global media relations activities centrally to provide a halo effect in setting the stage internationally

EXCEEDED EXPECTATIONS

In addition to the initial scope, the campaign achieved the following:

- Rallied 175 partner organizations from 50+ countries to participate
- Published the burden of disease paper in the *Journal of Thrombosis and Haemostasis* (JTH) and 4 others
- Created additional materials, including an interactive infographic on the website and a detailed How-To kit which provided partners with all important information
- Conducted the IPSOS survey in nine countries and included in media efforts
- Launched and published daily on active social media accounts for WTD
- Produced two videos and shared via YouTube with partners and sponsors
- Conducted wide spread media outreach and supported partners with the media, achieving millions of impressions despite the Ebola healthcare crisis

Setting the Stage

SIGNIFICANT ENDORSEMENTS

The WTD campaign received significant endorsements of support by the following organizations:

- World Heart Federation
- World Stroke Organization
- International Society of Hematology
- United States Centers for Disease Control and Prevention
- National Institutes of Health
- American Heart Association
- American Society of Hematology

WORLD HEART FEDERATION®

World Stroke Organization

ISH

CDC
Centers for Disease Control and Prevention

NIH National Institutes of Health
Turning Discovery Into Health

American Heart Association®

American Society of Hematology

Setting the Stage

WTD PARTNER ORGANIZATIONS

More than 175 thrombosis and cardiovascular societies, associations and federations in 50+ countries are participating in the WTD movement.

Argentina
Armenia
Australia
Austria
Belgium
Brazil
Canada
China
Czech Republic
Denmark
Egypt
Germany
Greece
Guatemala
Hungary
India
Iran, Islamic Republic of
Israel
Italy
Japan
Korea, Republic of
Lithuania
Luxembourg
Mexico
Morocco
Netherlands
New Zealand
Nigeria
Norway
Pakistan
Paraguay
Peru
Poland
Portugal
Romania
Russian Federation
Serbia
Slovakia
South Africa
Spain
Switzerland
Taiwan
Thailand
Tunisia
Turkey
United Arab Emirates
United Kingdom
United States
Uruguay
Venezuela

These countries represent the primary location of the pledged organization, not the full coverage areas of the organizations.

For a complete list of organizations, visit worldthrombosisday.org

Setting the Stage

WTD PARTNER ORGANIZATIONS

The World Thrombosis Day campaign is supported by 10 global sponsors.

Founding Global Partner

Bayer HealthCare

Global Partners

Boehringer Ingelheim

Daiichi-Sankyo

COVIDIEN

Bristol-Myers Squibb

Pfizer

Global Patron

GRIFOLS

Global Benefactor

SIEMENS

Global Contributor

Stago

Global Donors

BIOMÉRIEUX

PIONEERING DIAGNOSTICS

WILEY

WORLD THROMBOSIS DAY
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WORLD THROMBOSIS DAY

Setting the Stage with Scientific Activities

Setting the Stage with Scientific Activities

GLOBAL BURDEN OF DISEASE

ARTICLE: Thrombosis: A Major Contributor to the Global Disease Burden

ISTH Steering Committee for World Thrombosis Day

The burden of disease article is the most comprehensive scientific review of the global burden of VTE ever undertaken. With a comprehensive literature search including over 8,000 citations, the article received tremendous acclaim and was published in the Journal of Thrombosis and Haemostasis, Thrombosis and Haemostasis, Thrombosis Research, Seminars in Thrombosis and Hemostasis and Arteriosclerosis, Thrombosis and Vascular Biology.

The article can be found on the World Thrombosis Day website and HERE.

Journal of Thrombosis and Haemostasis, 12: 1580–1590 DOI: 10.1111/jth.12698

REVIEW ARTICLE

Thrombosis: a major contributor to the global disease burden

ISTH STEERING COMMITTEE FOR WORLD THROMBOSIS DAY[1]

To cite this article: ISTH Steering Committee for World Thrombosis Day. Thrombosis: a major contributor to the global disease burden. *J Thromb Haemost* 2014; 12: 1580–90.

Summary. Thrombosis is a common pathology underlying ischemic heart disease, ischemic stroke, and venous thromboembolism (VTE). The Global Burden of Diseases, Injuries, and Risk Factors (GBD) Study 2010 documented that ischemic heart disease and stroke collectively caused one in four deaths worldwide. GBD 2010 d a systematic review of the literature for VTE as a cause of death and dis- use burden caused by VTE in low- me and high-income countries. Stud- rope, North America, Australia and erica (Argentina) yielded consistent incidence rates ranging from 0.75 to uals in the population. The incidence 2 and 7 per 1000 among those aged the incidence is lower in individuals can ethnicity, their disease burden is population aging. VTE associated was the leading cause of disability- DALYs) lost in low-income and mid- , and the second most common cause intries, being responsible for more nosocomial pneumonia, catheter-related ns, and adverse drug events. VTE n of disease across low-income, mid- h-income countries. More detailed rden of VTE should be obtained to source allocation in health systems, ther improved utilization of preven- duce the burden.

Keywords: cardiovascular diseases; deep vein thrombosis; public health; pulmonary embolism; thrombosis; venous thromboembolism.

Introduction

A doubling of life-expectancy and a quadrupling of the world population during the 20th century have been associated with a transition from infectious to non-communicable diseases as the major causes of death and disability worldwide [1–3]. Cardiovascular disease is a leading contributor to the burden caused by non-communicable diseases. Thrombosis is the most common underlying pathology of the three major cardiovascular disorders: ischemic heart disease (acute coronary syndrome), stroke, and venous thromboembolism (VTE).

The Global Burden of Diseases, Injuries, and Risk Factors (GBD) Study, which was initiated by the World Health Organization (WHO) and the World Bank, is a systematic scientific investigation aimed at quantifying the comparative magnitudes of health loss caused by diseases, injuries and risk factors by age, sex and geographic region throughout the world [3–5]. The most recent version of this effort, GBD 2010, documents the number of deaths from 235 causes from 1990 to 2010, using data from 187 countries and 21 regions; these regions are grouped further into seven super-regions [4,5]. The study also provides estimates of the years of life lost because of premature mortality (YLL), the years lived with disability (YLD), and the disability-adjusted life-years (DALYs) [4,5]. DALYs indicate how many years of healthy life are lost because of premature death or non-fatal illness or disability, and are calculated as the sum of YLL and YLD [6].

GBD 2010 documented 52.8 million deaths globally in 2010 [3]. Non-communicable disease accounted for 34.5 million deaths, or two of every three deaths [3]. Ischemic heart disease (7.0 million deaths) and stroke (5.9 million deaths) collectively caused one in four deaths worldwide [3]. The 7.0 million deaths resulting from ischemic heart disease represent a 35% increase since 1990. Approximately half of all stroke deaths resulted from ischemic stroke, which is caused by thrombosis. The 2.8 million deaths resulting from ischemic stroke

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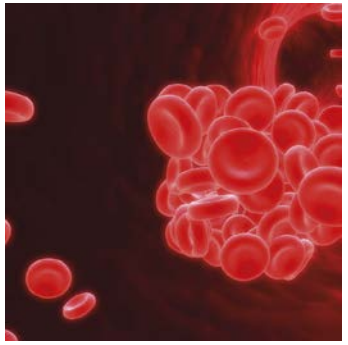
Setting the Stage with Scientific Activities

GLOBAL BURDEN OF DISEASE

IMPORTANT FINDINGS

VTE is associated with a major global burden of disease, yet it is not included in specific causes of death and disability measured in the WHO Global Burden of Diseases Studies.

- Burden of disease extends across high, middle and low-income regions.
- Leading cause of disability-adjusted life years (DALYs) lost.
  - More than other common conditions such as hospital-acquired pneumonia, catheter-related blood stream infections and adverse drug reactions.
- Significant burden of VTE not confined to the elderly.
- Data on the burden of VTE events in Europe and U.S. are available, but findings in other countries are limited.
- Study in France reported incidence of VTE similar to that of heart attack.



Setting the Stage with Scientific Activities

GLOBAL BURDEN OF DISEASE

A MESSAGE OF PREVENTION

- Prevention is key to reducing death and disability from VTE; good evidence that assessing VTE risk at hospital admission and providing appropriate prophylactic therapy reduces death and readmission due to VTE.
- Evidence-based prevention approaches are widely available, yet there is documented widespread underuse.
- Health systems and hospitals must implement evidence-based preventive measures for those at risk.

CRITICAL RECOMMENDATION!

Global Burden of Diseases, Injuries and Risk Factors (GBD Study) of the World Health Organization and World Bank *should include VTE as a specific cause of death and disability.*

Should also include VTE associated with hospitalization (which accounts for about 60% of cases) and VTE that occurs outside the hospital setting.

THE LANCET

A WTD commentary was also prepared for publication in The Lancet and complimented the Burden of Disease. LINK

Setting the Stage with Scientific Activities

IPSOS PULSE SURVEY

SURVEY: Tracking Awareness of VTE Among The General Population

Ipsos, the international research organization, conducted a survey about VTE awareness for the ISTH in July and August. Adults in nine countries, including: U.S., U.K., Canada, Germany, Argentina, The Netherlands, Thailand, Australia and Japan, were asked about their knowledge of the signs and symptoms, causes and prevention of VTE.

The largest international assessment of public knowledge about blood clots ever undertaken, the VTE awareness survey results are powerful and critically important to establish the baseline of awareness of this disorder. In addition to complementing the Burden of Disease paper published via the Journal of Thrombosis and Haemostasis (JTH), the survey also supported WTD activities on and around October 13.

IMPORTANT FINDINGS

Overall, the Ipsos Survey found that while there is some generally expressed awareness of dangerous blood clots, there is a significant lack of knowledge of the most important risk factors and little understanding that many VTE events can be prevented. This lack of knowledge may have important public health consequences.

Full survey is available online HERE.

Setting the Stage with Scientific Activities

ON AVERAGE, AWARENESS OF THROMBOSIS IN COUNTRIES STUDIED IS SIGNIFICANTLY LESS THAN OTHER COMMON-PLACE MEDICAL CONDITIONS.

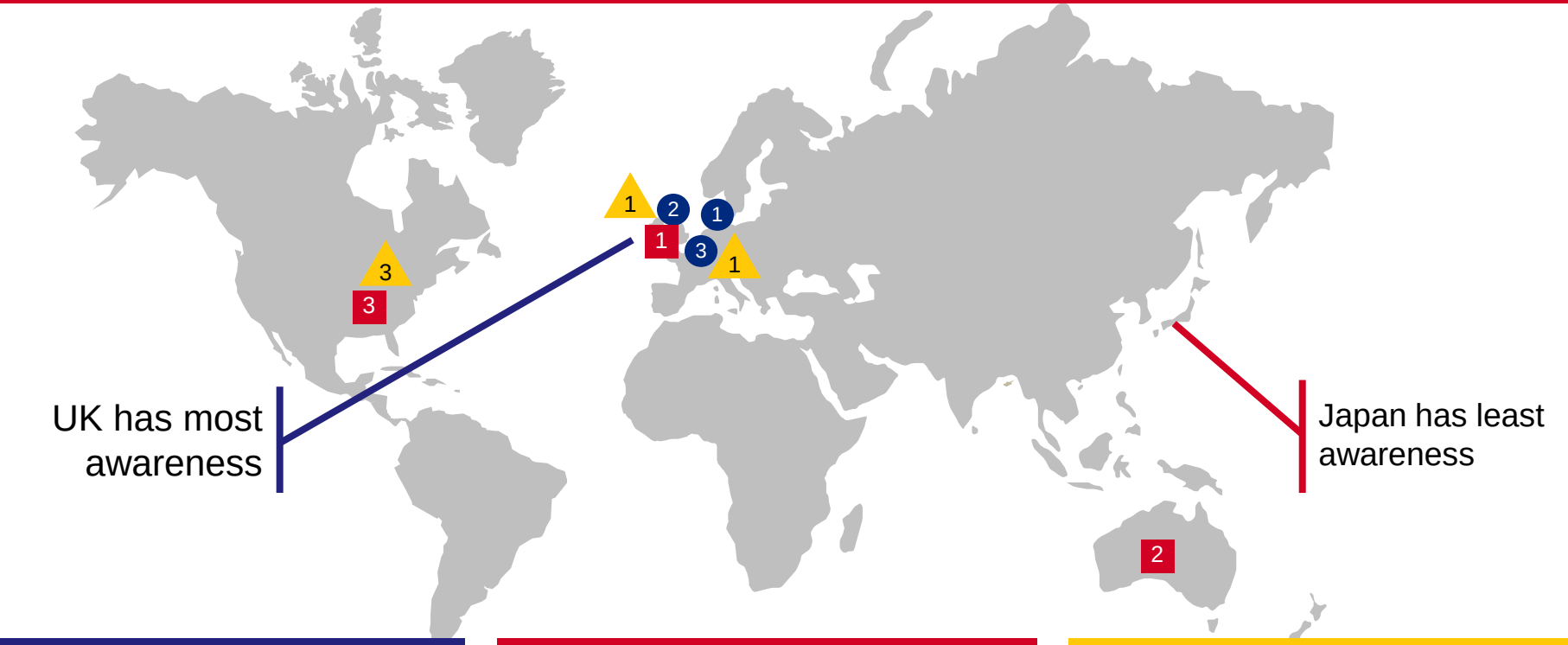
COUNTRIES OF STUDY

- United States
- Canada
- Argentina
- United Kingdom
- Germany
- Netherlands
- Thailand
- Australia
- Japan

MEDICAL CONDITION	AVG. CLAIMED AWARENESS
High blood pressure	90%
Heart attack	88%
AIDS	87%
Stroke	85%
Breast cancer	85%
Prostate cancer	82%
Thrombosis	68%
Pulmonary embolism	54%
Deep vein thrombosis	44%

Setting the Stage with Scientific Activities

AWARENESS OF THROMBOSIS, DEEP VEIN THROMBOSIS, AND PULMONARY EMBOLISM VARIES WITHIN COUNTRIES AS WELL AS AMONG COUNTRIES.



THROMBOSIS

1 DE	82%	5 AU	68%
2 UK	80%	7 JP	59%
3 NL	77%	8 US	52%
4 AR	70%	8 CA	52%
5 TH	68%		

DEEP VEIN THROMBOSIS

1 UK	86%	6 AR	33%
2 AU	80%	7 TH	24%
3 US	57%	8 NL	20%
4 CA	41%	9 JP	13%
5 DE	38%		

PULMONARY EMBOLISM

1 UK	72%	6 AU	57%
1 NL	72%	7 JP	31%
3 US	70%	8 TH	30%
4 AR	66%	9 DE	23%
5 CA	63%		

Setting the Stage with Scientific Activities

NEED FOR VTE EDUCATION AROUND THE WORLD*

39%

An average of 39% of respondents do not know a blood clot in a vein is the underlying cause of deep vein thrombosis.

72%

An average of 72% of respondents do not know what a deep vein thrombosis would feel like if they had one personally.

81%

An average of 81% of respondents do not know what a pulmonary embolism would feel like if they had one personally.

55%

An average of 55% of respondents do not know that a blood clot can be prevented.

* Defined as countries tested in this research

Setting the Stage with Scientific Activities

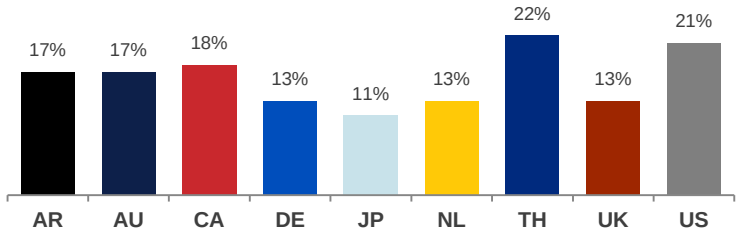
LACK OF AWARENESS THAT CANCER, HOSPITALIZATION, AND RECENT SURGERY ARE MAJOR RISK FACTORS FOR VTE.

16%

Among countries measured, an average (mean) of 16% of respondents considered

CANCER

a risk factor for blood clots

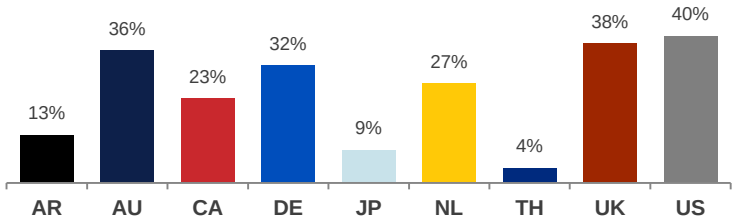


25%

Among countries measured, an average of 25% of respondents considered

HOSPITAL STAYS

a risk factor for blood clots

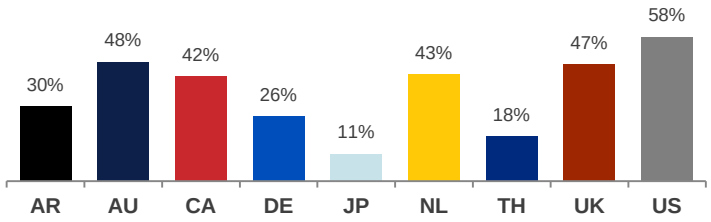


36%

Among countries measured, an average of 36% of respondents considered

SURGERY

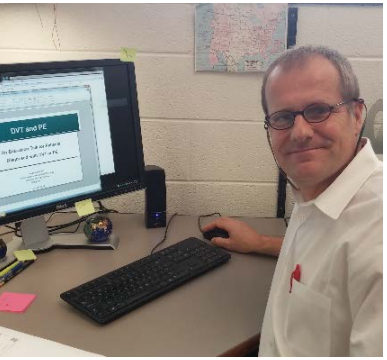
a risk factor for blood clots



IPSOS PULSE SURVEY

HOW WTD ADDRESSES THE LACK OF VTE AWARENESS

- Annual day energizes a collective global drive that increases awareness and action through educational activities.
- Unites international societies, patient advocacy groups, and medical and scientific organizations to:
  - Increase awareness about the prevalence of VTE
  - Reduce number of undiagnosed cases
  - Increase implementation of evidence-based prevention
  - Encourage health care systems to implement strategies to ensure “best practices” for prevention, diagnosis and treatment
  - Advocate for adequate resources for research to reduce the disease burden from thrombosis



WORLD THROMBOSIS DAY
OCTOBER 13

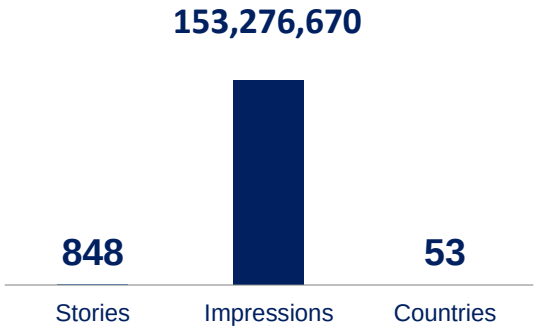
WTD YEAR ONE IMPACT
Elevating the Global Conversation

CAMPAIGN IMPACT HIGHLIGHTS

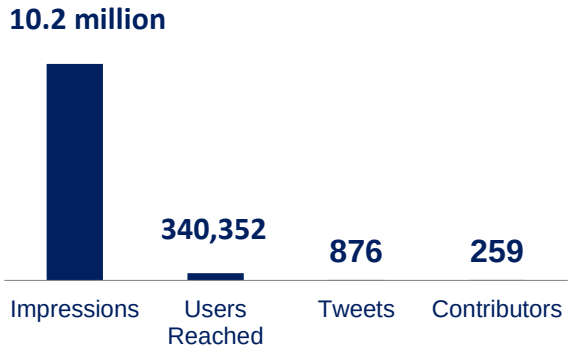
Key Activities

- Declaration of WTD
- Engagement and collaboration with 175 partners in 50+ countries; 10 corporate supporters
- Authoring of a BOD paper and its publication in 5 journals
- Conduct a global awareness survey
- Development of resources and tools
- Global traditional and social media engagement

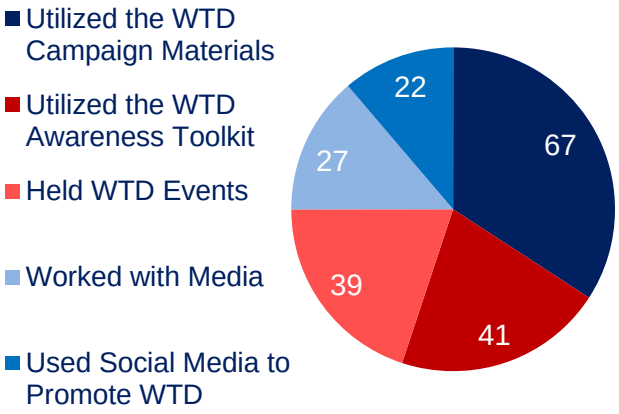
Media Coverage



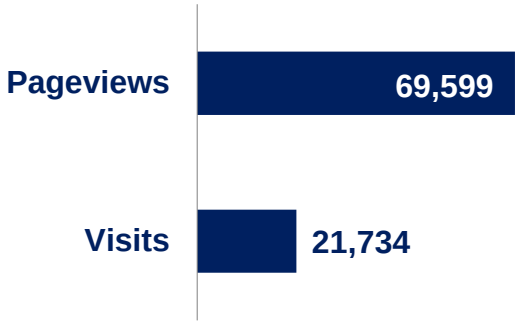
Twitter Chat



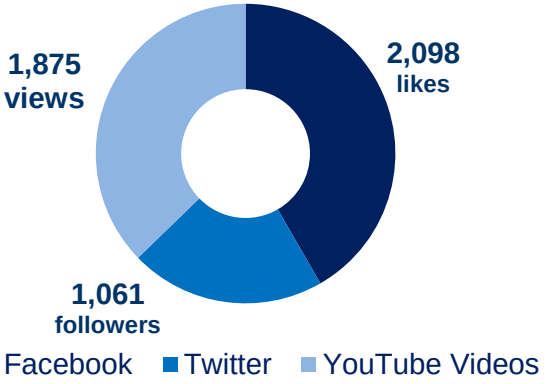
Partner Conducted Activities



Website Traffic



Social Media Engagement



WTD Year One Impact

On Oct. 13, over 150,000 people were reached via the WTD Facebook page!

STAKEHOLDER IMPACT

COUNTRIES FUELING GLOBAL CONVERSATION

- Built local partnerships and offered free public clinics in and around Moscow.
- Numerous presentations, workshops, public education events and professional exhibits were held throughout the Middle East and South Asia region including Iran, Egypt, Israel, Turkey, U.A.E., Pakistan and India.
- Large scale media events around the world, including in Argentina, Germany, Poland, Russia, Greece and other locations.
- Free webinar hosted by partnering organizations in the U.S. and a live Twitter Chat was held with leaders of North American organizations.
- Numerous hospitals joined forces with the Australian Society of Haematology to organize a week of awareness activities and exhibits.
- Awareness materials were distributed at hospitals in Abuja, Nigeria and a roundtable discussion was held in Johannesburg, South Africa.
- Clinical conversations with health care providers, presentations and exhibits were featured in Brazil.
- A public event and marathon was held in Mexico City.

CORPORATE SUPPORTERS FUELING GLOBAL CONVERSATION

- Bayer HealthCare conducted a consumer “movement” push in Berlin, Brazil, Japan, Mexico, Singapore and Pakistan. Activities included: press events, media outreach, celebrity ambassadors, society partnerships, radio interviews, PSAs, health club partnerships, educational booths and airline partnerships. An estimated 85 million people reached via activities.
- Boehringer Ingeheim participated in social media activities and distributed information to employees internally.
- The BMS/Pfizer Alliance held an internal event for 70,000 employees around the world with keynote speakers, including Jeffrey Weitz, WTD Steering Committee member.
- Covidien spearheaded media outreach in North America, held internal awareness activities, games and prizes and conducted 100+ activities in Australia & New Zealand with other WTD partner organizations.
- Grifols provided research scholarship awards and provided campaign resources

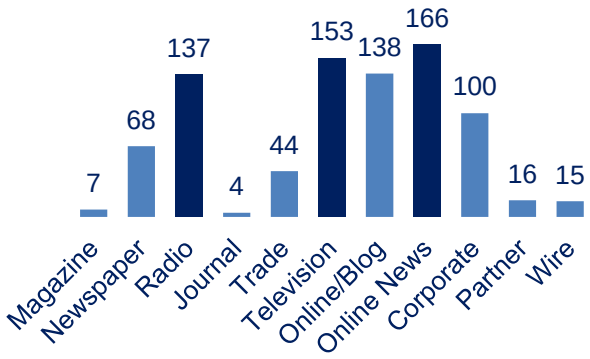
EARNED MEDIA DASHBOARD

Media Impressions

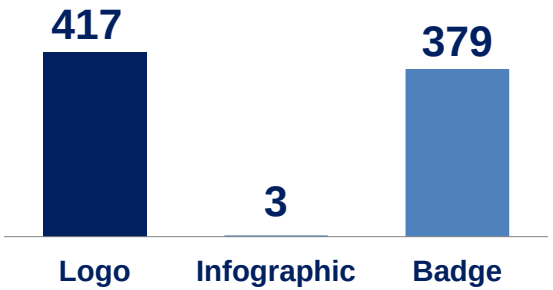
848
stories

153.2 million
impressions

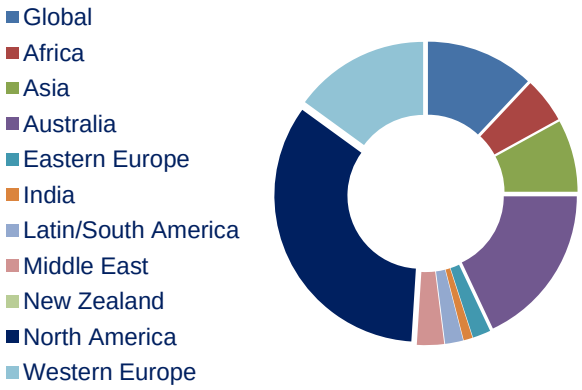
Coverage by Outlet Type



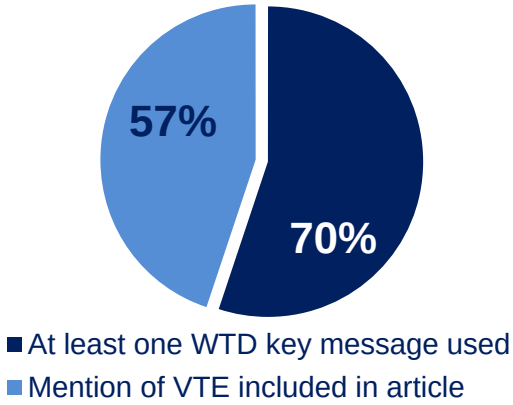
Visual Assets



Geographical Coverage



Key Message Inclusions



Spokesperson Quotes

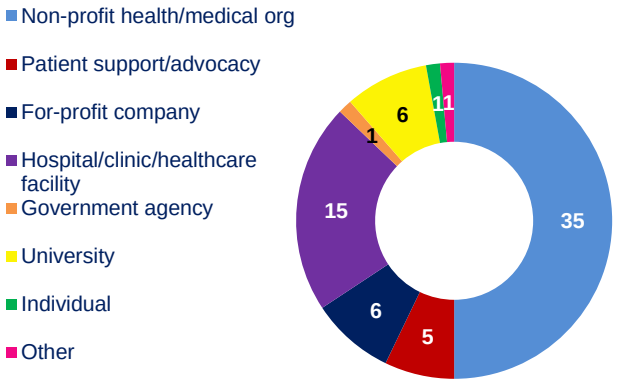
520

Approximately 520 official WTD quotes were used in media placements around the world.

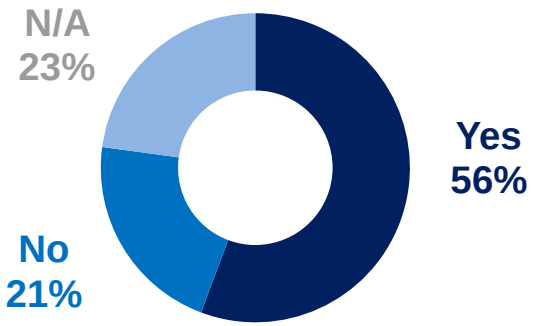
WTD Year One Impact

PARTNER ACTIVITY DASHBOARD (GIZMO SURVEY RESPONSES)

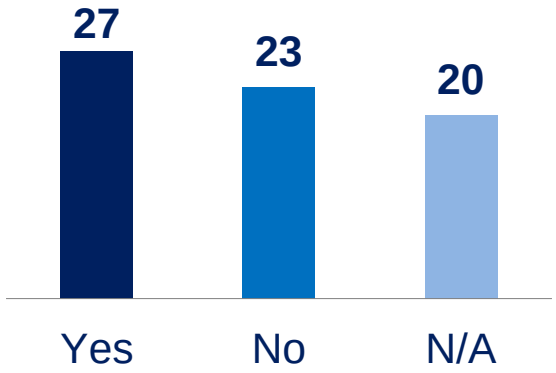
Partner Profile



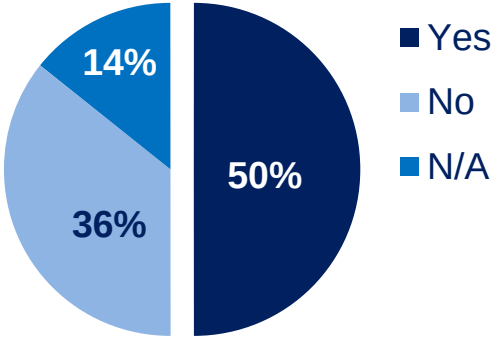
Events



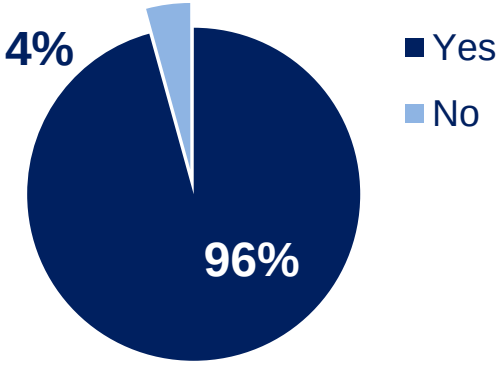
Media



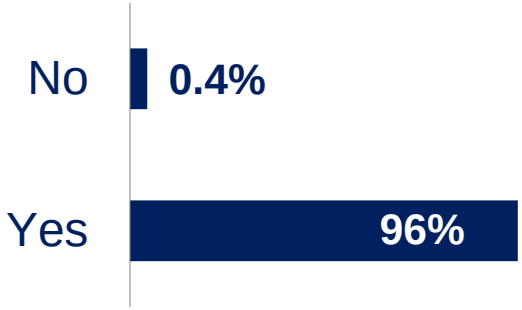
Partnerships Obtained



Use of WTD Materials



Plans for 2015 Participation



WTD Year One Impact

Information is based on 50 partner surveys received following the first WTD (November 3, 2014).

WTD WEBSITE DASHBOARD (Oct. 1 – Nov. 1)

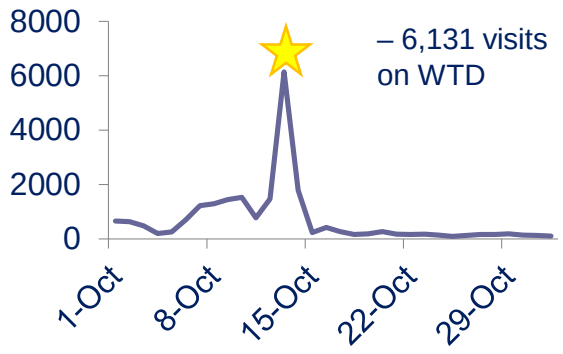
Website Traffic

69,599
total page views

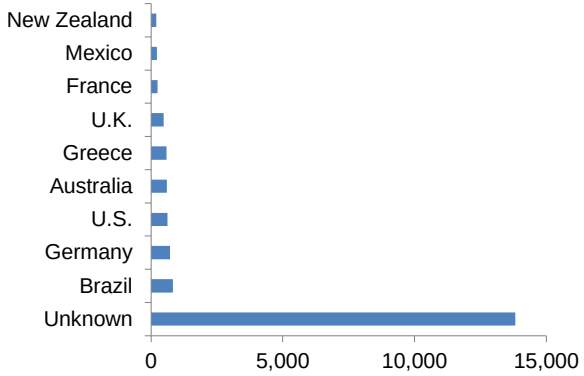
21,734
unique and returning visits

2:32 min
avg. time spent on website

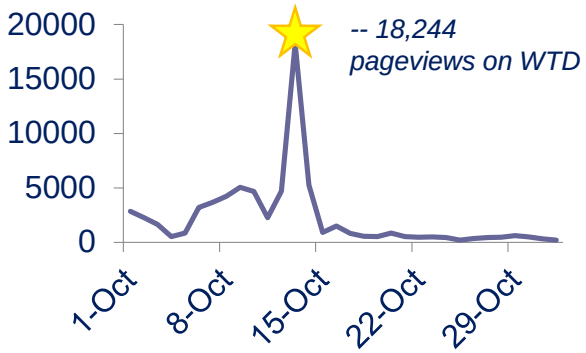
Visits Over Time



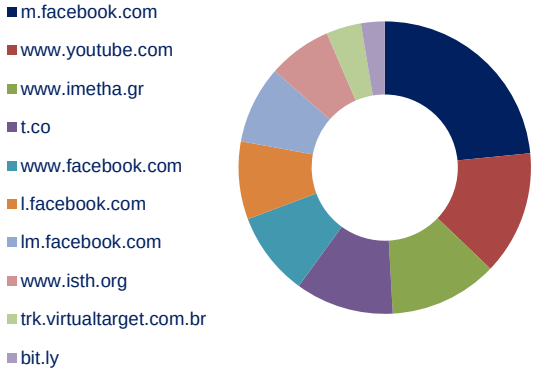
Geographic Distribution



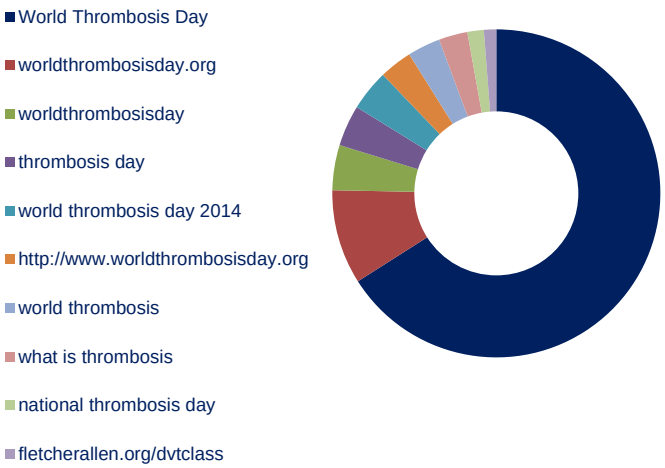
Pageviews Over Time



Top 10 Referrers



Top Keywords



WTD Year One Impact

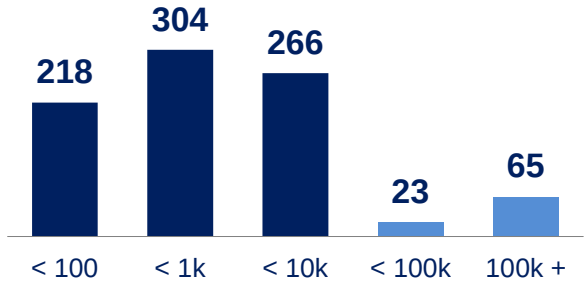
TWITTER CHAT DASHBOARD

Estimated Reach

340,352
accounts reached

10.2 million
impressions

Engaged Influencers



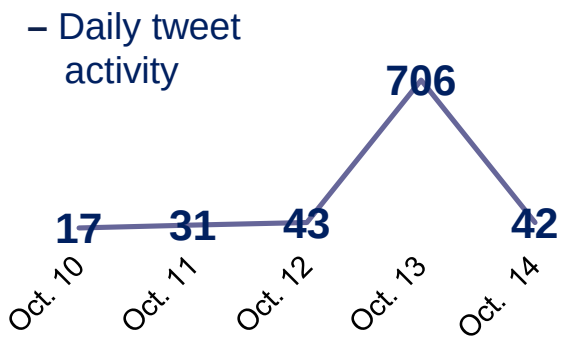
*Bars show number of tweets sent by users based on following

Highlights

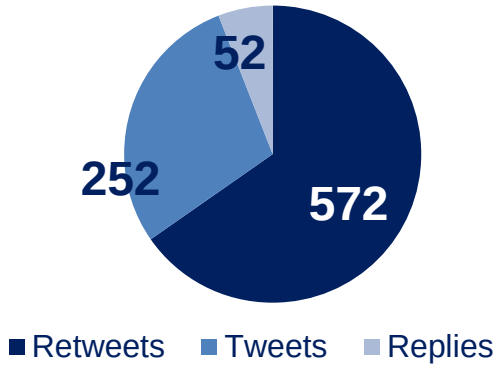
876
tweets

259
contributors

5-Day Forecast



Participant Engagement



#ClotChat Resource Promo

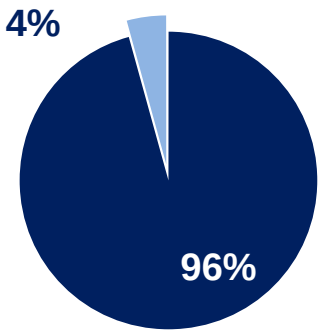
- WTD website
- ISTH website
- Personal thrombosis stories
- WTD fact sheets
- Signs and symptoms
- Infographic
- Support badges
- Patient materials
- Social media

WTD Year One Impact

The #WTDay14 hashtag was the #1 trending healthcare hashtag on October 13, according to Symplur!

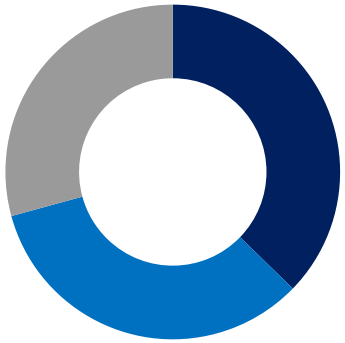
USE OF WTD RESOURCES BY PARTNER ORGANIZATIONS

WTD Campaign Materials



- 59% used the how-to toolkit
- 41% reported they adapted campaign materials

WTD Website



Top 3 Uses

- Source of information (79%)
- To download materials (71%)
- A reference to direct people to (62%)

WTD Social Media

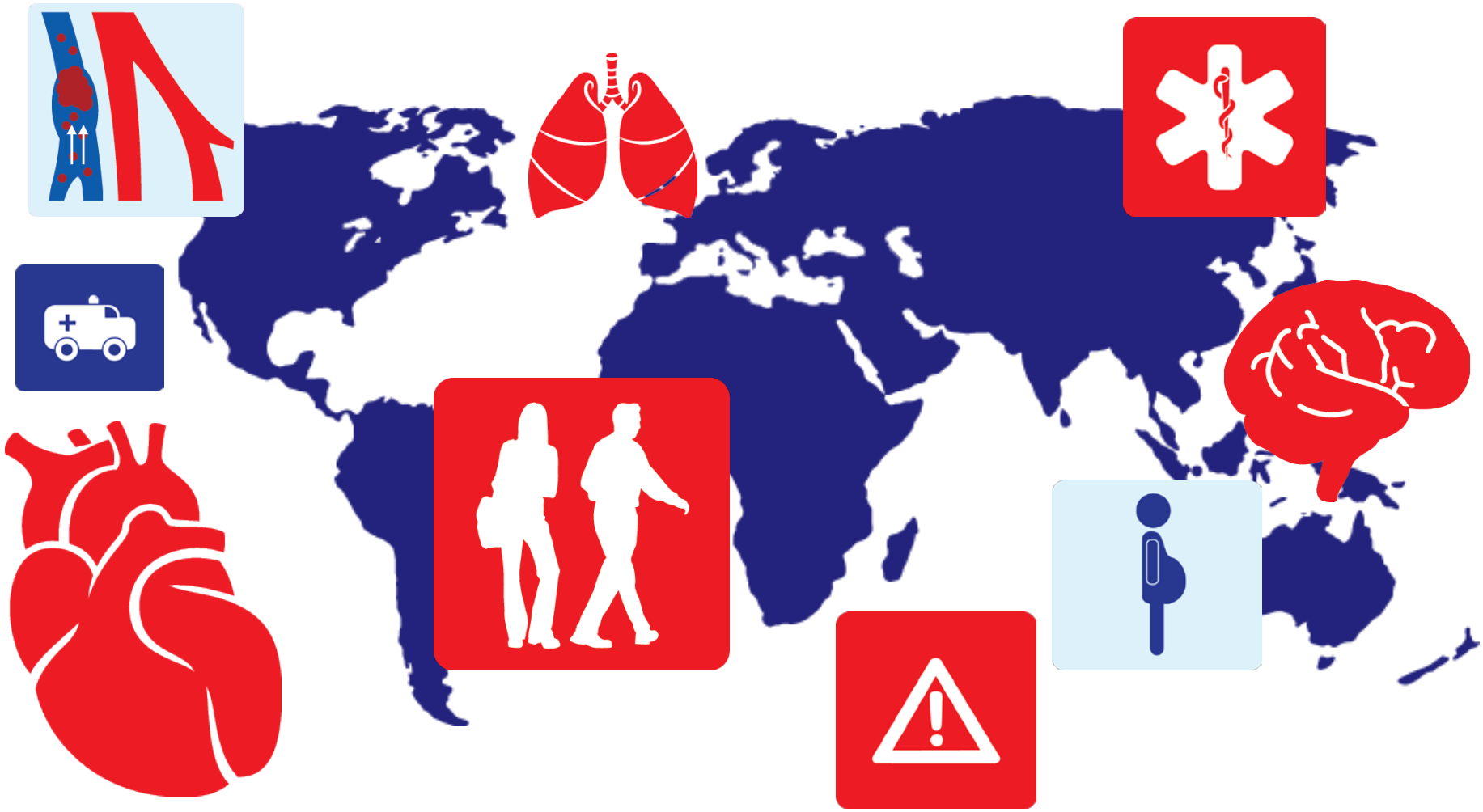
Of those who participated via social media:

- 49% joined WTD online to share information with others on social media.
- 43% took part because WTD is a thrombosis/VTE community.
- 43% Joined WTD online to find information about the campaign.
- 41% participated with WTD online to share info about activities.

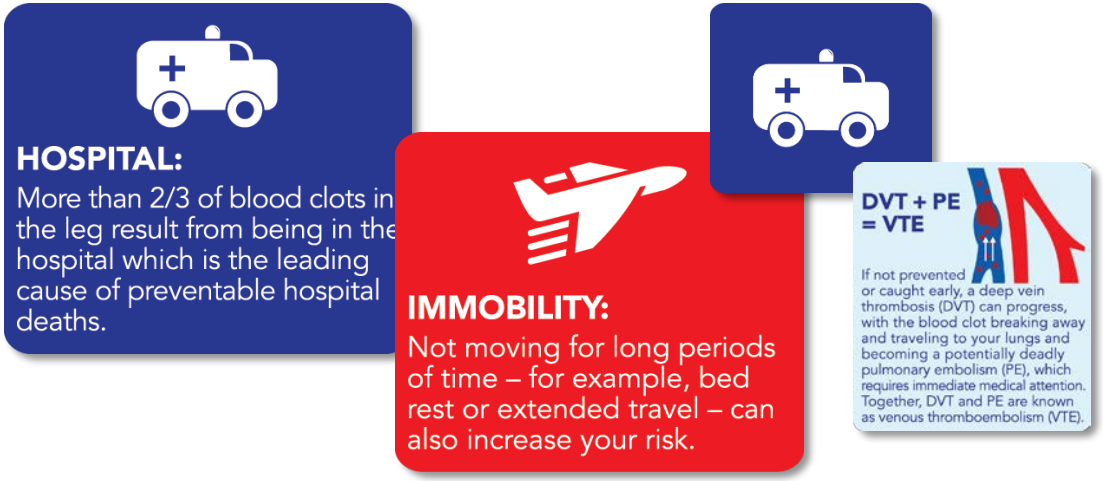
Sample Feedback

- “The elevator speech and media bullet points were most helpful.”
- “The materials, especially the infographic, were awesome!"
- “The WTD website had fantastic resources!”
- “Given our internal review process, it would be helpful to get the template materials sooner (mid-Sept.).”
- “Having a template of flyers, posters without text would be easier to prepare other language versions.”

WTD Year One Impact



WORLD THROMBOSIS DAY
Global Communication, Tools & Resources



Building healthier communities by increasing awareness of thrombosis and VTE demands a substantial collaborative effort. Campaign tools were created to help communities take the message to the public and engage individuals, neighborhoods, districts, workplaces, business communities, media, faith and philanthropy leaders and government and policy officials to work together on solutions to reduce the burden from thrombosis and help achieve the World Health Assembly's global target.

The World Thrombosis Day campaign developed the following tools:

- Website
- Key Messages
- How-To Awareness to Action Toolkit
- Infographic
- Flyers and Posters
- Templates
- Videos
- Social Media Platforms & Graphics
- Burden of Disease Paper
- Ipsos Pulse Survey

Global Communication, Tools & Resources

WEBSITE

As part of the inaugural WTD launch, the ISTH has developed WorldThrombosisDay.org, a central informational resource to help the public understand the two types of blood clots that comprise VTE – those in the leg, called deep vein thrombosis (DVT), and those in the lungs, called pulmonary embolism (PE).

Global Communication, Tools & Resources

KEY MESSAGES

1 We are starting an urgent conversation about the one disorder that causes the world's top three cardiovascular killers. Thrombosis refers to a blood clot that forms in your artery or vein. It is the underlying condition that causes heart attack, stroke and venous thromboembolism (or VTE) – a blood clot that forms most often in the leg and lungs.

2 When a blood clot forms in a deep vein (most often in the leg), this is called a "deep vein thrombosis." When the clot breaks off and travels from the leg up to the lungs, it is called a "pulmonary embolism." This is a potentially life-threatening emergency in need of immediate medical attention. Together, these two types of dangerous blood clots are known as the condition called VTE.

3 To reduce the suffering from blood clots, two steps are crucial: Early diagnosis and treatment in those with symptoms, and prevention is crucial in those without symptoms but who may be at risk. If we stop life-threatening blood clots, think what it could mean to our health.

4 For our first annual World Thrombosis Day on October 13, we are asking the public to take three important action steps: (1) Go to WorldThrombosisDay.org to learn about the risks, symptoms of blood clots and questions to ask your doctor; (2) Be proactive – talk to your doctor about your concerns if you are at risk, ask about preventing blood clots; and (3) Please share this information with friends and family. Join the World Thrombosis Day movement to stop unnecessary deaths from blood clots.

Global Communication, Tools & Resources

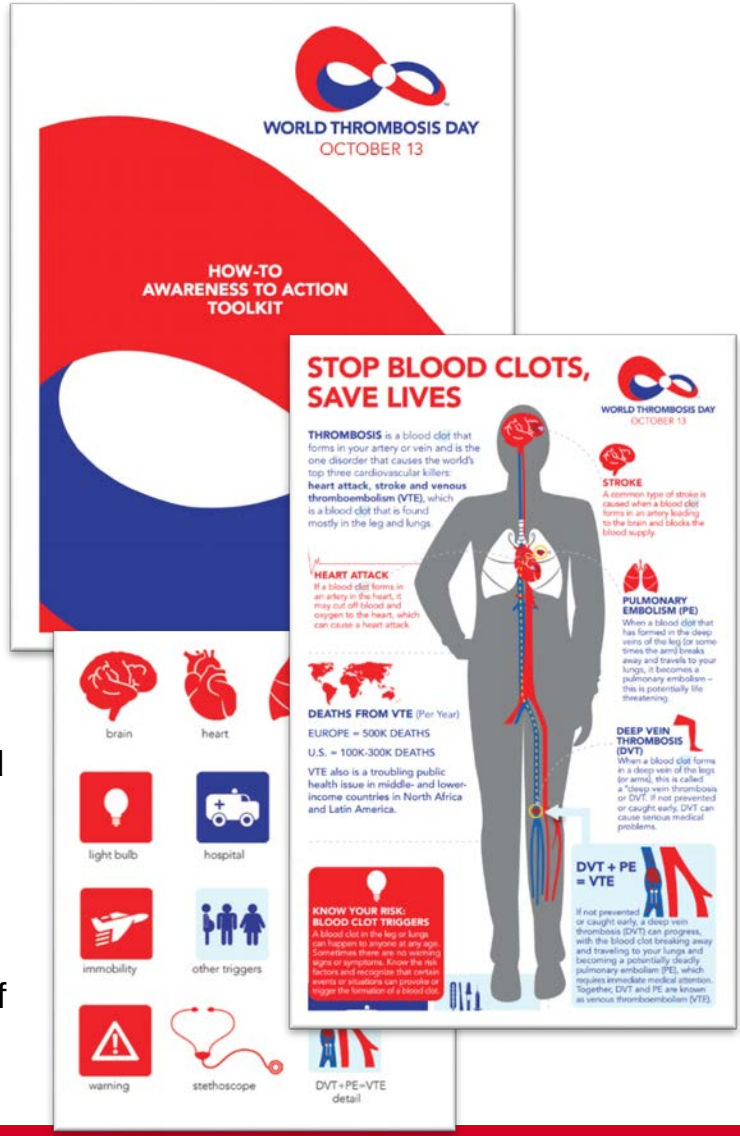
HOW-TO AWARENESS TO ACTION TOOLKIT

The toolkit addresses key campaign elements, from messages to media angles to campaign collateral to sample social media content. These materials were designed to be easy to use and flexible for tailoring by target audience and setting, whether you are a professional society, nonprofit organization, patient group, institution, government agency or health care provider.

INFOGRAPHIC

We developed the WTD infographic to help visually communicate this potentially medically complex and technical condition in a sophisticated yet understandable manner for the general public and media alike.

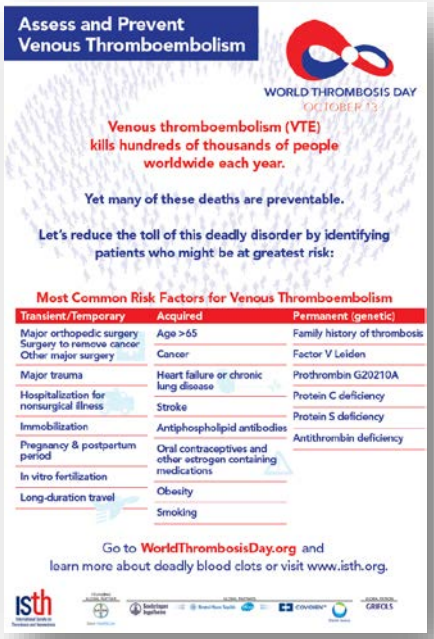
Large amounts of information have been condensed into a small and creative space. This simplified visual will help facilitate the understanding of the problem, process and important action steps. The infographic can be further segmented into visual “snapshots” of key information from the overall message that thrombosis is the common pathology of the three leading cardiovascular killers.



Global Communication, Tools & Resources

FLYERS & POSTERS

The WTD flyers and Posters can be used as a handout at meetings and events to open conversations and generate interest among organizations in joining our effort. The WTD poster can be used to call attention to the problem and engage the public and healthcare providers as partners around campaign messages. It can be tailored by participating organizations at the local events they hold, or it can be used for placement in local communications channels from e-newsletters to the website.



TEMPLATES

Each speaking invitation is a platform for broadening the awareness of the WTD movement. As such, PowerPoint templates and letter head were created and provided for download.

Global Communication, Tools & Resources

WTD VIDEOS

USA

Vietnam

Malaysia

USA

UK

Germany

Global Communication, Tools & Resources

SOCIAL MEDIA

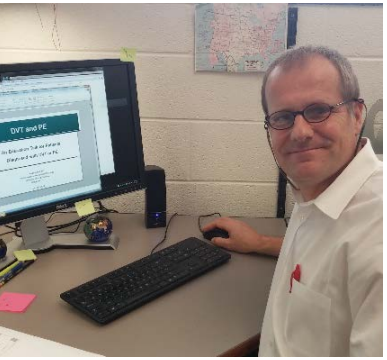
Social media platforms were created on Facebook and Twitter to help build the WTD campaign community and elevate the conversation around potentially deadly blood clots around the world.

Pre-created messages were shared with all partners and sponsors prior to WTD.

GRAPHICS

WTD social media graphics were also created for partners and supporters to utilize on all social media platforms. The badge of support encouraged participation, involvement and action.

Global Communication, Tools & Resources

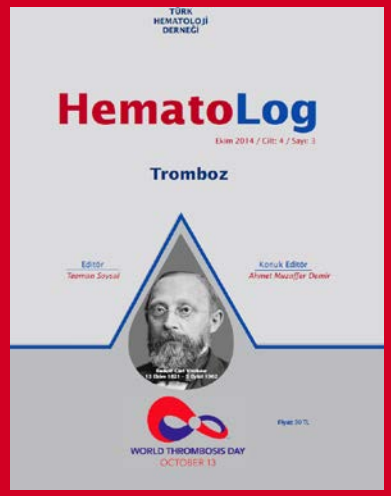


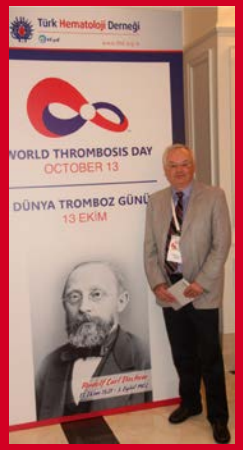
WORLD THROMBOSIS DAY
OCTOBER 13

WTD YEAR ONE IMPACT

A Glimpse Around the World

I SUPPORT


TÜRK
HEMATOLOJİ
DERNEĞİ
HematoLog
Ekim 2014 / Cilt: 4 / Sayı: 3
Tromboz
Editör
Tamrat Soysal
Konuk Editör
Ahmet Muzaffer Demir
WORLD THROMBOSIS DAY
OCTOBER 13


Türk Hematoloji Derneği
WORLD THROMBOSIS DAY
OCTOBER 13
DÜNYA TROMBOZ GÜNÜ
13 EKİM

HDA

DIA MUNDIAL DE LA TROMBOSIS
13 DE OCTUBRE

第一届
世界血栓日

MENDOZA

Türk Hematoloji Derneği

PREVENIR LA TROMBOSIS
SALVA VIDAS
www.diamundialtrombosis.com
Dia mundial de la Trombosis

isth

Greece

The Institute for the Study and Education on Thrombosis and Antithrombotic Therapy held a press conference on October 9 and October 13. They also distributed materials (leaflets, posters, awareness bracelets) in six cities where university hospitals are located.

By the numbers in Greece:

- 125 Clippings with over 8.5 million impressions
- 11 TV Reports with over 6.7 million viewers
- 3 Radio Reports with over 104,000 listeners
- 33,000 leaflets sent to approximately 100,000 consumers and 3,500 leaflets on thrombosis handed out in the airports
- 3 million impressions from banners
- 13 partner organizations and more than 35 Municipalities and governmental authorities
- 40+ TV channels showed ad at least three times per day from October 9 - November 9
- 45+ radio channels broadcast ad at least three time per day from October 9 - November 9

WORLD THROMBOSIS DAY
Year One Impact

United Kingdom

MORE THAN 20 EVENTS TOOK PLACE ON OCTOBER 13 THROUGHOUT THE UNITED KINGDOM.

Charity Oars collected celebrity signatures on a handmade oars to be auctioned off to support thrombosis research. Oars have been signed by Billy Connolly, Steve Coogan, Stephen Merchant (pictured here), Clare Balding, Fern Britton and many others.

LifeBlood: The Thrombosis Charity organized an event through Parliament. The event took place in the Thames Pavilion in the House of Commons and was hosted in collaboration with Andrew Gwynne MP, the chair of the All-Party Parliamentary Thrombosis Group. Awards were presented and attendees also heard speeches from Beverley Hunt, Director of Lifeblood, and Helen Morrison, Manager of NHS England's National VTE Prevention Program. A video is on Lifeblood's YouTube page. Lifeblood also hosted an educational event at St. Thomas' Hospital. It featured had 12 speakers, a mixture of patients and healthcare professionals and 113 attendees. The event was streamed live to the internet via Lifeblood's website, which recorded 233 PC views (77% from the UK; 16% US; 6% Ireland & 1% Spain) and 160 mobile views. The video will be on Lifeblood's YouTube page.

Additional events took place at Cardiff Airport in Wales, UK, at numerous hospitals, and universities.

WORLD THROMBOSIS DAY
Year One Impact

United Arab Emirates

WORLD THROMBOSIS DAY **Year One Impact**

"It was a total success with great turn out! Everybody was keen to learn about thrombosis, it's symptoms and how to prevent it. It was a wonderful team effort and a brilliant idea from the ISTH to unite the nations around the world to participate in raising awareness of this scale. In fact, everyone in UAE and some friends even outside the UAE showed their solidarity by using the 'I support WTD' on their social media!"

– Asma Sultan Alolama, MD President of Emirates Society of Hematology

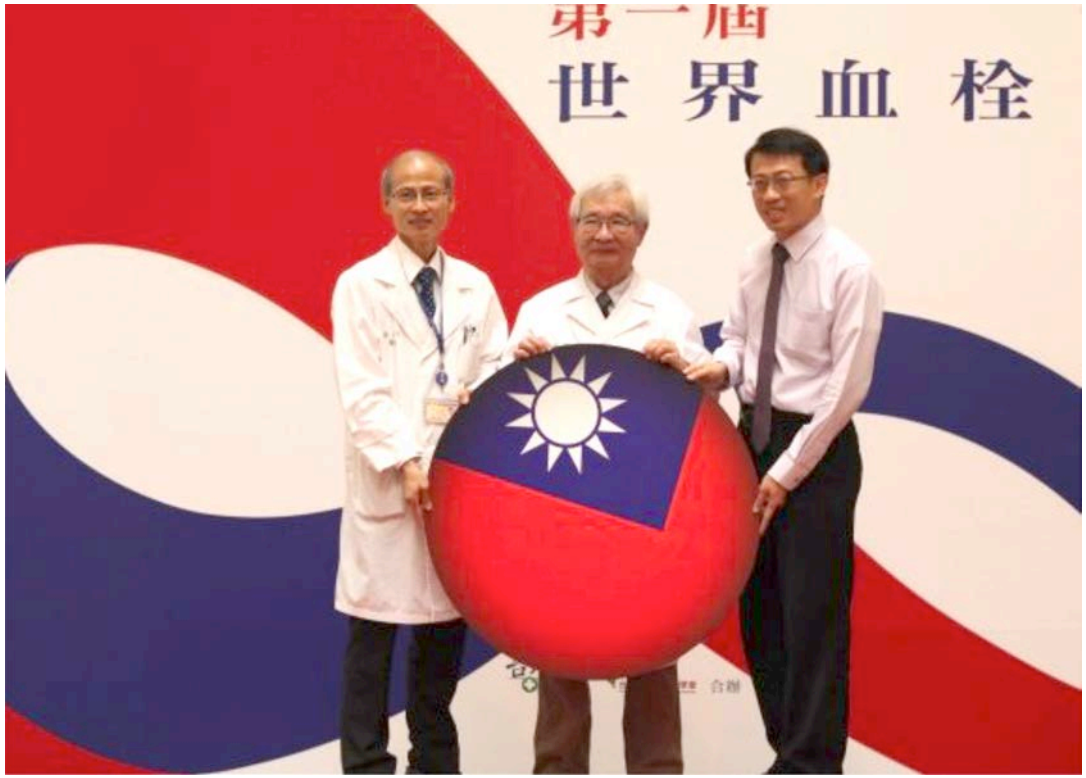
Emirates Society of Hematology

- Held WTD campaign in six hospitals in different cities throughout the UAE
- Planned an educational day for health care providers in November
- Translated all World Thrombosis Day materials into Arabic
- Conducted media outreach activities
- Assisted with social media awareness building activities

Taiwan

The Taiwan Society of Thrombosis and Hemostasis (TSTH) held a presentation at National Taiwan University Hospital in Taipei. Patients of VTE, the health authority, general public and journalists were invited.

The event featured educational presentations as well as patient testimonials and entertainment. TSTH President Ming Ching Shen opened the ceremony, and a press conference followed.



WORLD
THROMBOSIS DAY
Year One Impact

United States

More than 40 partners throughout the United States conducted events and awareness campaigns.

A WTD #ClotChat on Twitter with Steering Committee Chairman Dr. Gary Raskob achieved 10 million impressions. The Twitter Chat was in collaboration with the ISTH, American Heart Association and the American Society of Hematology.

UNC Clot Connect, the National Blood Clot Alliance and the Anticoagulation Forum presented a joint webinar for patients diagnosed with DVT or PE. More than 400 people participated.

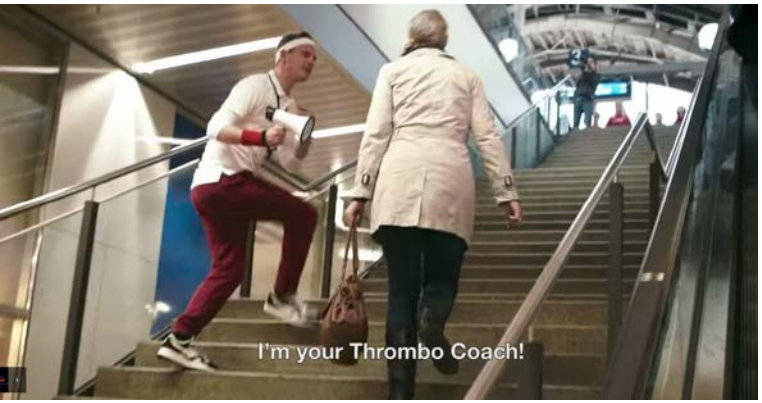
The Asher James Congenital Heart Disease & Thrombosis Foundation held a Blood Clot Awareness Walk in Chicago, IL.

The Centers for Disease Control (CDC) posted online resources including a slideshow widget on DVT.

The Blood Clot Recovery Network, an online community, held “Have A Heart” for WTD from October 1 through October 31. The group unveiled a new awareness bracelet to support WTD and all proceeds from the sale of that bracelet through the month of October went to the global World Thrombosis Day campaign.

WORLD THROMBOSIS DAY
Year One Impact

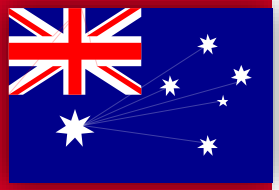
Germany



In Germany, Charité Hospital held a symposium in Rudolf Virchow's original institute along with a press conference and full day of activities involving physicians and other health professionals in thrombosis care. The German, Austrian and Swiss Society on Thrombosis and Haemostasis (GTH) managed a patient information day on Oct. 12 and press conference with national media October 13, 2014. In addition, the German Society of Vascular Medicine held a press event with national media on WTD.

Thrombosis Adviser, a Bayer-sponsored resource, conducted a flash mob blood clot in Brandenburg Gate in Berlin and posted the video online. They also staged a "Thrombo Coach" at Alexanderplatz to encourage pedestrians to take the stairs. Again, they posted the video online in addition to other informational videos, and spread the word via social media networks.

WORLD THROMBOSIS DAY
Year One Impact



Australia

WORLD THROMBOSIS DAY **Year One Impact**

The Australasian Society on Thrombosis and Haemostasis (ASTH) partnered with Bayer, Covidien and other Australian based pharmas to develop media materials, including the recent Bayer survey results from about public knowledge of blood clots. The ASTH nominated a spokesperson in different states to help with media interviews and identified suitable case studies. Then, they approached national and suburban media, plus medical media across the country to secure coverage in both consumer and medical media.

The ASTH encouraged their members to conduct events in their workplaces by providing posters, pamphlets and T-shirts to assist in highlighting the key messages of WTD locally. In addition, the ASTH highlighted World Thrombosis Day at HAA (the joint scientific meeting of the ASTH, the Haematology Society of Australia and New Zealand, and the Australia and New Zealand Society of Blood Transfusion) through a breakfast seminar. The organization also supported the Royal Australian College of General Practitioners accredited meetings for GPs in the run up to WTD, and they provided information packs to GPs for use with patients.

At Royal Hobart Hospital, organizers held a VTE prevention dinner on Oct. 9 for junior medical staff in addition to two more educational presentations for medical and nursing staffs. The Hospital secured appearances on two state-wide TV stations servicing a population of 520,000 as well as a radio interview. On WTD, the staff created several displays to raise awareness for patients and staff about preventing VTE. The displays were part of a competition amongst wards in which the winner received a mini iPad. There was also a staff quiz competition in which first and second place won gift cards. They also produced a patient education video featuring “Tom Brosis,” a private detective who solved the case of the deadly blood clot, which was well received by consumers.

Mexico

The Committee on Thrombosis and Haemostasis (AMEH-CLAHT) was very active on and around World Thrombosis Day in Mexico.

Leading up to WTD, the group held a press conference on Oct. 7 which resulted in at least 10 media placements in Mexico City.

In addition to sharing WTD information at events in September and October as well as translating materials, the organization celebrated WTD on Oct. 13 in the monthly academic session of AGRUPACION MEXICANA PARA EL ESTUDIO DE LA HEMATOLOGIA (AMEH) with speakers: Dr. Kenneth Bauer, Dr. Carlos Martínez-Murillo and Dr. Gabriel Aceves-Castilla.

Working with Bayer, the group also held a patient awareness event which was followed by group activities, balloons and information. The event received broad community support!

In addition to AMEH-CLAHT activities, the Iberoamerican Society of Cerebrovascular Diseases and the InterAmerican Society of Cardiology participated via social media and provided information regarding thrombosis awareness to their networks.

WORLD THROMBOSIS DAY
Year One Impact

Argentina

4 TUSALUD

AFECCIÓN COMÚN Y POCO CONOCIDA

TROMBOSIS

Sólo el 38% de los argentinos reconoce los signos de la principal causa de muerte evitable

¿QUÉ ES TVP?

WORLD THROMBOSIS DAY

Year One Impact

The Argentine Cooperative Group on Hemostasis and Thrombosis (CAHT Group) went above and beyond to build awareness on WTD!

In addition to translating and adapting all materials, they worked with the media, developed presentations, created a brochure and video for the general public and partnered with a well-known Argentine hockey player. The National Ministry of Health also declared WTD to be of national interest!

Sporting Events: CAHT Group worked with the Ñandú Foundation, which organizes the Buenos Aires Marathon. They granted CAHT Group a booth at two marathons on Sept. 7 and Oct. 12. For the second marathon, 40 runners from the Italian Hospital wore a sign on their shirts that read “Preventing Thrombosis Saves Lives.” In collaboration with the Argentine Society of Hematology, CAHT Group also had a booth at the semifinals of the National Rugby Championship on Oct. 18. And on Oct. 19 the football (soccer) players of San Lorenzo displayed a banner which read “Preventing Thrombosis Saves Lives.” The San Lorenzo players are the reigning champions of the most important football championship in South America.

Spokesperson: After searching for a famous spokesperson, the Ñandú Foundation contacted Mrs. Magdalena Aicega, former captain of the Argentine Female Hockey Team, that won the Hockey World Cup, and a medal at the Olympics. She is also a nutritionist by profession, and she engaged in solidarity and educational activities.

Local Talks: Through their membership, CAHT Group helped organize 16 informative talks to the general public in seven different provinces and the city of Buenos Aires.

Media: CAHT Group used a press agency which helped to get articles in five print newspapers/magazines, 15 online newspapers and 22 other online sites. Board members also took part in two TV interviews and 12 radio interviews. CAHT Group also created a local website, Facebook account and Twitter account.

Resources: CAHT Group convened a group of 25 colleagues to write an updated guide for the management of VTE. It is available in print and also for free download on the website.

WORLD THROMBOSIS DAY

2014

THANK YOU TO EVERYONE WHO SUPPORTED WORLD THROMBOSIS DAY!

Thank you to everyone who joined together to support WTD! Hundreds of people and organizations from around the world joined together to stand in solidarity and raise awareness as well as elevate the conversation about the number three cardiovascular killer, venous thromboembolism (VTE) or blood clots in the leg and lungs.

While year one was impactful, there is still much to do in 2015 and beyond. Thank you to everyone for their dedicated support, collaboration and enthusiasm. Congratulations to you all!

What's Next? Take a look at the inspiring photographs on our WTD website, worldthrombosisday.org, from around the world. If you are not already a partner or financial contributor, please contact us today. And, of particular importance, remember that WTD is a year long campaign! Please continue to show support by sharing our awareness messages and participating on social media using the hashtag #WorldThrombosisDay.

WORLD THROMBOSIS DAY
OCTOBER 13

THANK YOU

WORLD THROMBOSIS DAY
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