

WORLD THROMBOSIS DAY
Awareness to Action Partner Toolkit
13 October 2015

WELCOME

Last year, 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 proudly watched as the world took notice.

Nearly 200 organizations across 50+ countries joined the inaugural World Thrombosis Day (WTD). From flash mobs to health fairs, community clinics to educational seminars, WTD events were creative, inspiring, engaging and educational.

This year, we hope to expand our reach and further spotlight thromboembolic disease to the general public, healthcare professionals, countries, governments and health systems where awareness and education is 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 causes related to thrombosis, and to specifically raise awareness of venous thromboembolism (VTE), which is a major contributor to this burden.**

To create change and save lives, we must educate both the public and healthcare professionals about VTE, including signs, symptoms and risks – the leading risk factor being hospitalization. **That's why our 2015 focus is on hospital-associated VTE.**

- **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 **Think VTE** campaign and particularly the widespread need for VTE risk assessments. Every person admitted into the hospital has the right to a VTE risk assessment and to evidence-based preventive care. By detecting risk factors early and often, we can greatly reduce VTE-related events and save lives.

There is strength in numbers and together we can make a difference. We look forward to your partnership and encourage use of this kit as your events, activities and outreach take shape. And don't forget to visit the [WTD website](#) 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,

Gary Raskob, Ph.D.
Chair, WTD Steering Committee

Nigel Key, M.D.
ISTH Chairman of Council

Ingrid Pabinger, M.D., Ph.D.
ISTH Chairman-Elect

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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 chairmanship of Dr. Gary Raskob, Dean of the College of Public Health at the University of Oklahoma Health Sciences Center, USA. 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.

In 2015, WTD will come to life through more than 200 diverse [organizations](#) (and growing) around the world. Last year, 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. See how they did it by reading spotlight stories in Appendix A.

To help inspire your planning, take a look at this sampling of 2014 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**
- **Free webinars by partnering organizations in the U.S.**
- **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**

2. IMPORTANT INFORMATION

////// 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. These goals are consistent with the World Health Assembly's [global target](#) to reduce premature non-communicable mortality by 25 percent by 2025.

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.

What Is the Focus for WTD 2015?

One in four people worldwide die from causes related to thrombosis. Venous thromboembolism (VTE), a form of thrombosis, is a major cause of death and disability and affects people of all ages, genders and ethnicities. Many VTE cases (up to 60%) occur during or following a hospital stay, making VTE a leading cause of preventable hospital death.

Public awareness of VTE is low and awareness of hospitalization as a risk factor is even lower. Therefore, WTD 2015 is focused on **hospital-associated VTE** and encouraging healthcare professionals and patients alike to **Think VTE** and know the signs, symptoms and risk factors of potentially dangerous blood clots.

Who Is Our WTD Target Audience?

In our initial campaign years, we want to reach (in order of priority):

1. General public
2. Patients and families of individuals previously diagnosed with VTE
3. Healthcare professionals (generally) and hospital professionals (2015)

Our outreach for WTD in 2015 will be targeted to those involved in hospital stays. Future years may target 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.

///// KEY MESSAGES

What Are the Core 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 core messages for the general public in 2015 follow.

2015 “Elevator” Speech	2015 Key Messages
<ul style="list-style-type: none">• One in four people worldwide are dying from causes related to thrombosis, a blood clot.• VTE (blood clots in the leg and lungs) is a leading cause of death and disability worldwide and a major contributor to the global burden of thrombosis.• Being in the hospital is a leading risk factor for developing a blood clot; up to 60 percent of all VTE cases are hospital associated.• Blood clots <i>can be prevented</i>. Exercise your right as a patient and insist on a VTE risk assessment. (As a part of that assessment, ask for a pulse check to determine an irregular heartbeat, a sign of atrial fibrillation)• For World Thrombosis Day (13 October), Think VTE and share information and resources about VTE with your friends and family. Go to WorldThrombosisDay.org.	<ol style="list-style-type: none">1. One in four people worldwide are dying from causes related to thrombosis. VTE (blood clots in the leg and lungs) assumes a large share of this disease burden.2. Being in the hospital is a leading risk factor for developing VTE.3. VTE is the most common cause of <i>preventable</i> hospital death – ahead of infection and pneumonia.4. Anyone going into the hospital should Think VTE – make VTE risk assessment a priority for themselves and the hospital staff.5. Being checked for your risk of VTE while at the hospital is your right. Insist on it. <i>For some countries/cultures: You deserve to be checked for your risk of VTE at the hospital. Be persistent in asking to be assessed.</i>6. As part of that risk assessment, make sure the hospital staff also checks your pulse to assess if you have atrial fibrillation (AFib), a type of arrhythmia or irregular heartbeat.7. This World Thrombosis Day, take the pledge to Think VTE for yourself and your loved ones. Learn more about VTE risk factors, sign and symptoms and questions to ask your doctor. Act now – go to WorldThrombosisDay.org.

///// HOW TO JOIN THE GLOBAL MOVEMENT

Participate – Here's How

Thanks to nearly 200 partners, the inaugural WTD was a resounding success. Now in our second year, WTD hopes to increase partner participation and reach even more countries around the world. Help us by connecting 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 an online form at <http://www.worldthrombosisday.org/join/>. And remember to submit your activity details to our events page so that we can promote your information online!

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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3. GETTING STARTED

////// CORE 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.

We are looking for volunteers who are willing to translate key WTD materials. If you or your organization are able to help in this effort, please email wtd@isth.org and let us know what materials you can translate and into what language.

- **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.

- **Merchandise**

New this year, WTD has an online shop with official campaign products and merchandise. Partners can now order branded products, including t-shirts, tote bags, buttons, water bottles, bracelets, sunglasses, stickers and more for their in-country events and activities. Small orders can be made through the on-demand store option and bulk orders can be coordinated for partners needing large product quantities.

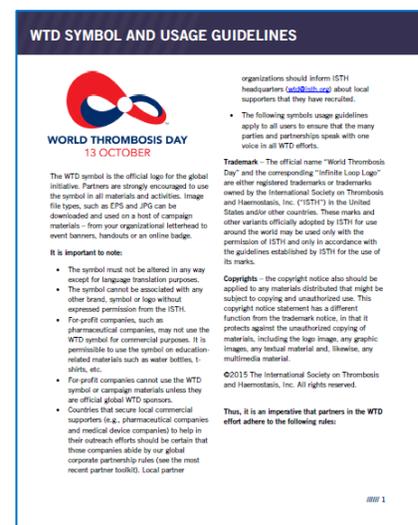
- **Journal Articles**

- **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. Embargoed for the ISTH 2015 Congress in Toronto, 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.

- **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).

- **WTD Pledge**

An online pledge for the public to know their rights related to VTE prevention and to ask for a VTE risk assessment during hospital. Link to the pledge from your website and encourage others to participate on social media.

SIGN THE PLEDGE

As a patient, it is my right to be assessed for my risk of developing VTE.

I pledge to exercise this right and ask a healthcare professional about my risk and proper preventive steps.

I pledge to know and take seriously the signs and symptoms of a DVT or PE and, if present, seek immediate medical treatment.

Name Email City Country

I am completing this pledge as a * Individual Organization

SUBMIT

- **Visual Materials/Templates**

- **Videos**

Brief PSA videos produced with WTD steering committee members can be loaded onto your website and shown at presentations, meetings and community events. An animated video describing the process of thrombosis can be used to educate audiences about thrombosis and VTE.

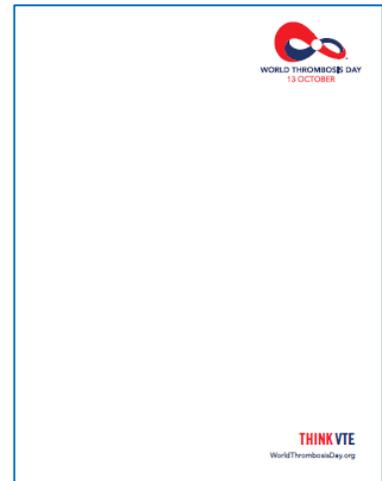
- **Infographics**

New infographics 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.

- **Letterhead**
A template document with the WTD symbol and 'Think VTE' tagline that can be used for letters, notices or other campaign-related correspondence.
- **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.



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



///// STARTER IDEAS FOR OUTREACH

Creativity and capacity are crucial to engaging the public on WTD. When building your event, 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 to host an event.
- 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 and other partners on social media.
- 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 CORPORATE SUPPORTERS

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 2015: Bayer HealthCare, Boehringer Ingelheim, The Bristol-Myers Squibb/Pfizer Alliance, Daiichi Sankyo, Grifols, Medtronic, Portola Pharmaceuticals Inc., Precision BioLogic, Siemens and Stago.

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 the 2016 WTD support.

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. 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 Organization

- 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 to jointly take the WTD pledge.
- 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 other 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).

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.

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 and our [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., sign the WTD pledge, exercise your right to a VTE risk assessment, 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 who are part of the diagnose-and-treat equation in the hospital setting etc.?

///// 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.

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, 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

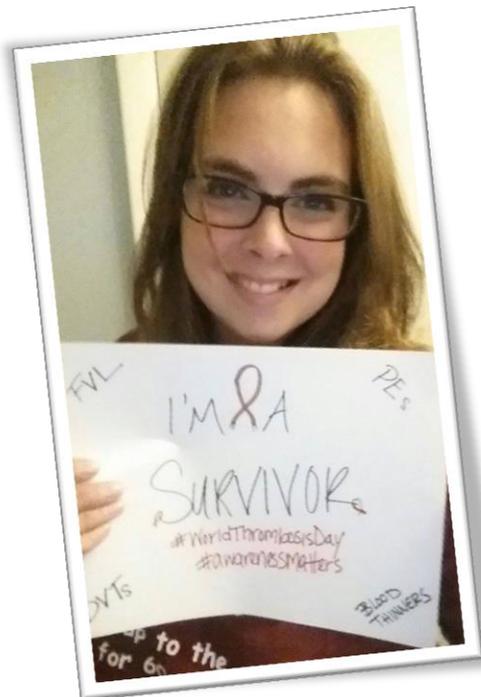
- World Thrombosis Day focuses attention on deadly blood clots. Too few people know what it is, too many doctors miss it or misdiagnose it, so too many people die from it especially in hospitals.



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 CHANNELS



WorldThrombosisDay



@ThrombosisDay



ThrombosisDay



WorldThrombosisDay



WorldThrombosisDay

///// SOCIAL MEDIA ACTIVITIES

Build Online Momentum through Social Media

- Connect with WTD and official WTD partners on 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, background or cover photo.
- Ask your followers to do something related to WTD (e.g., sign up to your event, take the WTD pledge, like or favorite a post that they can relate to).
- Include links back to the WTD website (use link shorteners like bit.ly to save space on Twitter).
- Participate in WTD Twitter Chats, including an ISTH Toronto chat (22 June) and our annual WTD chat (13 October); details to be released closer to October.
- Use our official WTD hashtags on Twitter, Instagram and Facebook (see below).
- Invite your 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.

WTD Hashtags

A hashtag is a word or un-spaced group of words with the “#” symbol in front of it. In social media, a hashtag denotes a searchable piece of content or a popular topic. It can be used on Twitter, Instagram and Facebook and can make a word or phrase “trend,” or become a popular and timely topic of conversation.

Following is a list of official WTD hashtags. Please use these in your posts and help us trend (again!) on 13 October.



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. Shortly after WTD, we will send out a **survey asking for metrics and measurements surrounding your participation.**

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">▪ Announce your participation as an official WTD partner▪ Map out plans to reach public and professional audiences on WTD▪ Piggyback on existing regional professional conferences (especially those that address patient safety or hospital environments) and health-related events as appropriate and available.▪ New WTD website to be unveiled!▪ Sign the WTD pledge; assert your right to a VTE risk assessment.▪ Official WTD merchandise will become available!▪ Follow WTD at the ISTH 2015 Congress in Toronto, Canada. We'll kick it off with a 5K fun run, share WTD activities at our global village, present during a formal program, and live-tweet during our 22 June Twitter Chat!
Jul	<ul style="list-style-type: none">▪ Order WTD campaign merchandise; allow plenty of time for international shipping.▪ Share a bylined article (online) from the WTD steering committee on findings from our global public awareness survey about DVT, PE and VTE.
Aug	<ul style="list-style-type: none">▪ Develop media lists; reach out to stakeholder organizations for presentation opportunities.▪ New video resources will become available on the WTD website!
Sept	<ul style="list-style-type: none">▪ Participate in our blogger briefing on hospital-associated VTE!▪ Consider issuing a news release or media advisory to tease planned hometown market activities and/or collaborative partnerships with area hospitals.
Oct	<ul style="list-style-type: none">▪ Countdown to WTD on social media.▪ Journal article (JTH) on VTE risk assessment to be published!▪ Send out press releases at least one week prior to WTD; conduct follow-up calls to reporters.▪ Recognize WTD; post messages online and in social media; share event photos and quotes with WTD.▪ WTD Twitter Chat will take place on 13 October. Join us!
Nov	<ul style="list-style-type: none">▪ Complete your post-WTD survey.

A. Appendix – 2014 Partner Spotlights

CHARITY
OARS



////// SPOTLIGHT: UNITED KINGDOM

Thrombosis UK Leads VTE Events

Leading up to WTD, [Charity Oars](#), a U.K.-based charity, asked athletes, artists and actors to sign handcrafted oars in support of thrombosis awareness. On 13 October, the oars were auctioned off to the public with proceeds donated to [Thrombosis UK](#), formerly Lifeblood the Thrombosis Charity. The effort was recorded on Charity Oars' blog and social media and resulted in widespread media attention.

Meanwhile, Thrombosis UK hosted its own WTD events and partnered with Anticoagulation in Practice on a WTD educational day at St. Thomas' Hospital. The event brought together health professionals and the public in a discussion around thrombosis and VTE. Chaired by WTD Steering Committee member Dr. Beverly Hunt, the event featured talks from 12 patients and medical experts and was streamed live on Thrombosis UK's website. The day closed with a VTE awards ceremony recognizing leaders in VTE prevention.





////// SPOTLIGHT: AUSTRALIA

ASTH Steps it Up for WTD

In support of WTD, delegates at the 2014 HAA meeting (Haematology Society of Australia and New Zealand, the Australian and New Zealand Society of Blood Transfusion, and the Australasian Society of Thrombosis and Haemostasis) participated in a breakfast seminar and 24-hour pedometer challenge – with the winner walking nearly 50,000 steps.

[The Australian Society of Thrombosis and Haemostasis \(ASTH\)](#) also spearheaded several of its own WTD activities. With support from Bayer HealthCare, Covidien and other Australian-based pharmaceutical companies, ASTH organized media interviews across the country. Members held WTD events in their workplaces and distributed posters, pamphlets and t-shirts promoting WTD key messages. The society also worked with Royal Hobart Hospital to develop VTE prevention presentations and meetings for junior medical staff, which resulted in two statewide television segments and a radio interview. As a part of the partnership, hospital staff participated in a VTE quiz and poster contest, creating and displaying VTE-prevention posters throughout the hospital ward.



TSTH Features Patient Presentations

On 13 October, in recognition of WTD, the [Taiwan Society of Thrombosis and Hemostasis \(TSTH\)](#) held a presentation at National Taiwan University Hospital in Taipei. Adults with VTE, the health authority, the general public and journalists were invited to attend the midday presentation which featured medical experts, patient testimonials and entertainment. TSTH President Ming Ching Shen, the pioneering scholar of hemophilia and thrombosis treatments in Taiwan, opened the ceremony and answered media questions during a post-event press conference.

