

WORLD THROMBOSIS DAY

2018 IMPACT REPORT

World Thrombosis Day (WTD) is a year-long global movement that culminates on 13 October and focuses attention on the often overlooked and misunderstood condition of thrombosis.

A campaign of the International Society on Thrombosis and Haemostasis (ISTH), WTD seeks to educate patients, healthcare providers, and the general public about thrombosis, and ultimately, reduce death and disability caused by the condition.



WTD 2018 marked the fifth anniversary of the campaign – an important milestone as we reflect on the impact and success of the global campaign since its inception. To commemorate the anniversary, a new theme of “Five Years Flowing” launched for WTD 2018.

In just five years, WTD has expanded to a powerful global movement uniting more than 1,500 partners from 100+ countries to raise awareness about thrombosis and help save lives.

Today, WTD has become the leading global awareness campaign on blood clotting disorders and continues to inspire and empower billions of patients, survivors, partners, and advocates across the world.

2018 OBJECTIVES

- 1 Highlight the burden of disease and need for action.
- 2 Increase public awareness of the significant risks, signs and symptoms of thrombosis.
- 3 Empower individuals to talk with their healthcare providers about their risk for thrombosis and appropriate prevention.
- 4 Galvanize organizations in countries across the globe.
- 5 Begin the process of advocating for “systems of care” to properly prevent, diagnose and treat VTE and AFib.

GLOBAL CAMPAIGN REACH:
3 BILLION*

*Based on partner event attendance, media coverage, social media engagement, and website analytics

11% increase
from 2017

2018 TOP HIGHLIGHTS



Surpassed new record of **1,500 global partners** from 100+ countries



Launched inaugural **WTD Thrombosis Ambassador of the Year Award**



Co-hosted launch of **cancer-associated thrombosis awareness report**



Expanded education to healthcare professionals with **new e-learning modules and scientific sessions**



Recognized **5th anniversary** of the campaign



WTD 2018 THROMBOSIS AMBASSADOR OF THE YEAR **CHRISTINE ASHIMWE**

from Rwanda

VTE Survivor and Founder/Executive Director
of the Rwanda Clot Awareness Network

The ISTH launched the World Thrombosis Day Ambassador of the Year program in 2018 to recognize a passionate ambassador who is dedicated to building awareness about thrombosis in his/her community, region, country, and/or globally.

Ashimwe was selected following a competitive review process of more than 120 global nominations.

Learn more about Christine Ashimwe's advocacy efforts at

worldthrombosisday.org/forms/ambassador/

CONGRATULATIONS TO THE 2018 HONORABLE MENTION AWARDEES



ANN MARIE O'NEILL
Founder of
Thrombosis Ireland



KELLY BOND
Thrombosis
Advocate in UK

BUILDING A GLOBAL NETWORK OF CHANGEMAKERS



Expert Global Steering Committee Members



Total Global Partners
43% increase from 2017



Countries Represented



Activities held globally
11% increase from 2017

2018 PARTNERSHIP INSIGHTS

(according to a WTD 2018 evaluation survey)



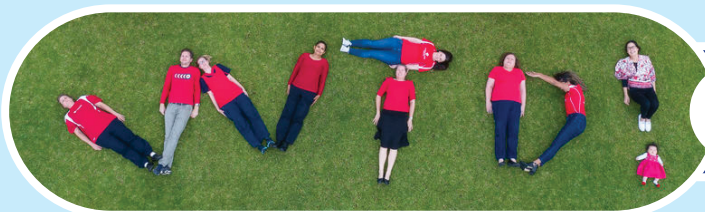
Hospitals, clinics, and/or healthcare facilities represented the highest percentage of partners



Access to downloadable online resources is ranked as the most valuable offering for WTD partners



48% of partners held an event at a hospital or with a local healthcare system



99% OF PARTNERS PLAN TO PARTICIPATE IN WTD 2019



GLOBAL ENGAGEMENT



Launched 3 new WTD 2018 profile picture badge designs

Downloaded and shared by 2,600+ supporters



Campaign partner resources created or refreshed

Including 30+ campaign videos




GLOBAL EFFORTS & ACTIVITIES

LONDON BRUSSELS NEW YORK CITY

LAUNCH EVENT

- ▶ Co-hosted launch event for cancer-associated thrombosis awareness report at the European Parliament in Brussels
- ▶ Published in partnership with the European Cancer Patient Coalition with support from LEO Pharma

VIDEO ENGAGEMENT

- ▶ Co-produced informational video on cancer-associated thrombosis
- ▶ Facebook LIVE broadcasts featuring partner activities around the world 

WEBINAR COLLABORATION

WTD 2018 Webinar “Hospital-Associated VTE: What You Need to Know” co-hosted with the Centers for Disease Control and Prevention (CDC)



Moderator:
DR. GARY RASKOB



Presenter:
DR. JEFFREY WEITZ

500+
Participants &
Archived Views

SCIENTIFIC MEETINGS

PRESENCE AT 6 GLOBAL MEETINGS
—100,000+ HEALTHCARE PROFESSIONALS REACHED

- ▶ American Society of Hematology
- ▶ American Heart Association Meeting
- ▶ Asian-Pacific Society on Thrombosis and Hemostasis Congress
- ▶ ISTH SSC 2018 Meeting
- ▶ World Federation of Hemophilia Congress
- ▶ World Stroke Congress
- ▶ WTD educational symposiums at APSTH Congress and World Stroke Congress



HEALTH EDUCATION

Launched two WTD e-learning modules for healthcare professionals on the topic of VTE in partnership with Medscape Education

10,000+
online learners participated in the modules (data as of October 24, 2018)



GLOBAL MEDIA ACTIVATION

35

Countries with media coverage

3,170

Total number of media stories

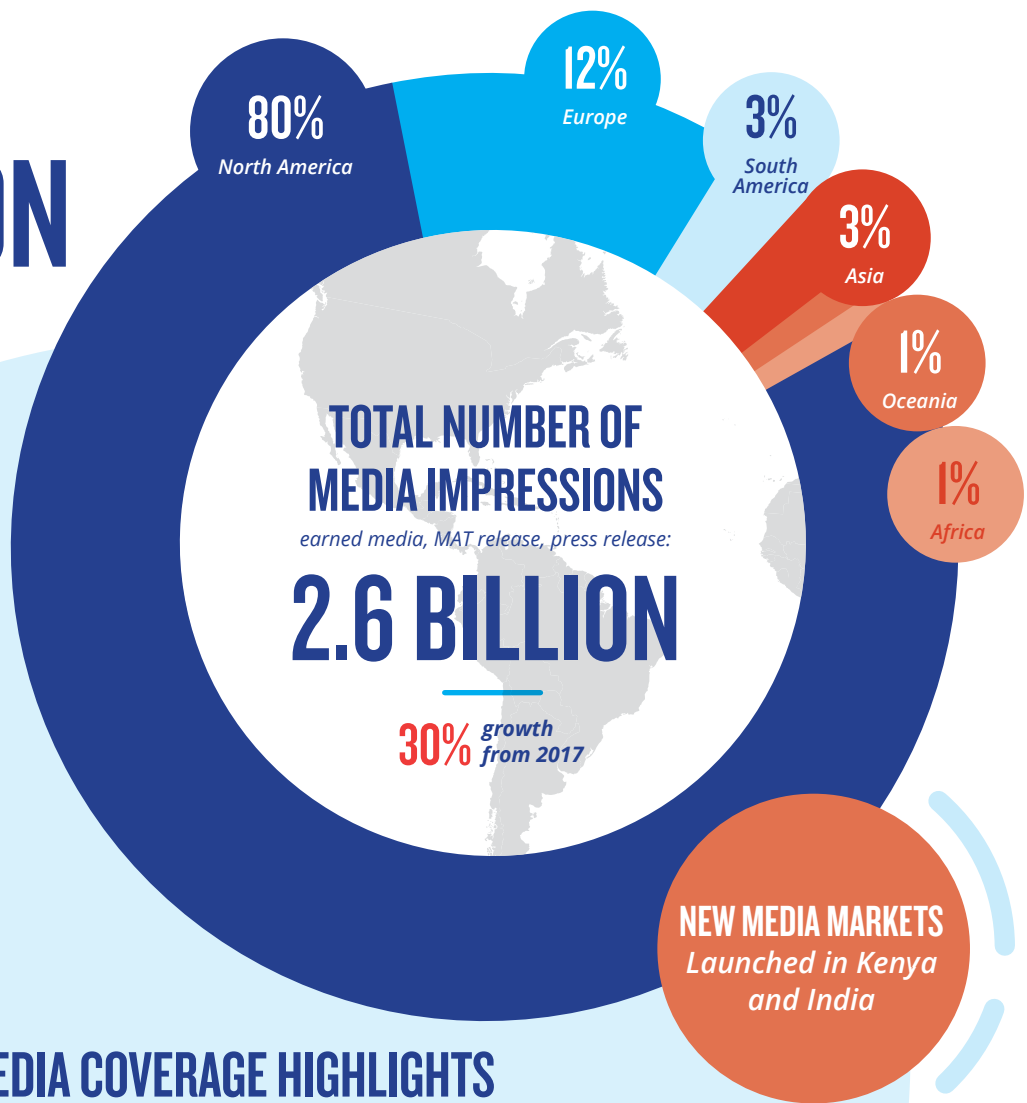
15IM+

MAT article impressions

A MAT article is a feature article distributed to publications across the U.S.

90M+

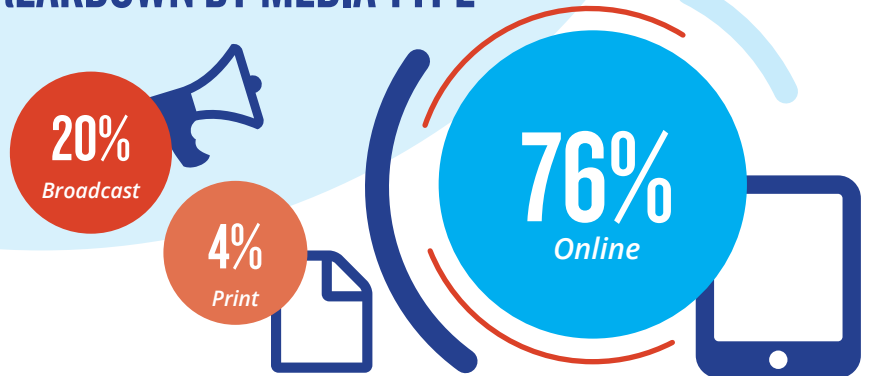
Press release impressions



MEDIA COVERAGE HIGHLIGHTS



BREAKDOWN BY MEDIA TYPE



EMPOWERING A COMMUNITY ON SOCIAL MEDIA



@CMichaelGibson

96 MILLION IMPRESSIONS

from the WTD 2018 Twitter Chat

Moderated by Dr. C. Michael Gibson
Co-hosted by:

Medscape
EDUCATION

@MedscapeCME



EVERYDAY
HEALTH

@EverydayHealth

The
Economist

INTELLIGENCE
UNIT

@EIUPerspectives

390 MILLION
TOTAL SOCIAL MEDIA
IMPRESSIONS

55 MILLION
impressions from
#WTD18 hashtag

SOCIAL MEDIA GROWTH FROM 2017



Twitter

6,696 FOLLOWERS

23% increase from 2017



Facebook

15,700 FOLLOWERS

7% increase from 2017



Instagram

1,025 FOLLOWERS

51% increase from 2017



Youtube

18,647 VIEWS

1.6 million impressions

RECORD
BREAKING
IMPRESSIONS!



100+ SURVIVOR SELFIES SHARED

NEW!

Launched countdown social media graphics featuring thrombosis survivor stories

DIGITAL ENGAGEMENT ON THE WEB

www.worldthrombosisday.org



87,200

Page Views



39,300

Sessions



29,000

Views on WTD 2018

NEW!

Provided WTD interactive digital toolkit for partners—utilized by 46% of all partners

WOW!
48% INCREASE
FROM 2017

29,400 unique
visitors

SPOTLIGHT ON WORLD PARTNER ACTIVITIES



UNITED PRAVAASA AATMEYULA SOCIETY OF AMERICA (UPASA)

USA - Educational and awareness events held across US cities for all ages to learn more about thrombosis, including its causes, risk factors, symptoms, and treatment options. Additionally, school students created presentations and posters about thrombosis.



SOCIEDAD MEXICANA DE TROMBOSIS Y HEMOSTASIA (SOMETH) AND COMITÉ DE TROMBOSIS Y HEMOSTASIA (CTH)

Mexico - Lighting of public monuments in red and blue to commemorate WTD anniversary, organized a press conference and educational seminar, and hosted city-wide bike ride to encourage others to “keep life flowing.”

Americas
665 PARTNERS

GLOBAL ACTIVITIES & EVENTS

 Press conferences

 Parades

 Photo booths

 Educational conferences

 Exercise competitions

 Webinars

 Poster contests

 Information booths

 Community health screenings

 Videos

 Interviews



GERMAN SOCIETY OF VASCULAR MEDICINE

Germany - Held a special event focusing on the connection between tumor diseases and thrombosis, including awarding a prize to a study on the topic.



THROMBOSIS IRELAND

Ireland - "Let's Talk Clots" thrombosis series provided education and support for patients and healthcare providers across Ireland.



NORTHERN STATE UNIVERSITY, ARKHANGELSK

Russia - In addition to an educational seminar, a WTD flash mob in a pool was organized to encourage others to keep life flowing.



IBRAHIM CARDIAC HOSPITAL AND RESEARCH INSTITUTE

Bangladesh - Hosted scientific seminar on WTD and held a Facebook live video to raise awareness.

Europe
439 PARTNERS

Asia
124 PARTNERS



RWANDA CLOT AWARENESS NETWORK

Rwanda - Held a press conference, visited thrombosis patients at two local hospitals, and organized a public event with 500+ attendees to raise awareness and share patient stories.



ASIAN-PACIFIC SOCIETY ON THROMBOSIS AND HEMOSTASIS (APSTH) AND JAPANESE SOCIETY OF THROMBOSIS AND HAEMOSTASIS (JSTH)

Japan - Organized a WTD "fun walk" through a local park at the APSTH 2018 Congress, and JSTH also conducted thrombosis education lectures in Tokyo and Osaka.

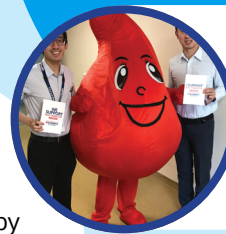
Africa
149 PARTNERS

Oceania
123 PARTNERS



NATIONAL CENTRE FOR HAEMOSTASIS AND THROMBOSIS; JESSENIUS FACULTY OF MEDICINE; COMENIUS UNIVERSITY; UNIVERSITY HOSPITAL

Slovakia - Engaged the local community by hosting a recreational run against thrombosis, exercise classes in gyms and swimming pools, trainings on the basics of respiratory physiotherapy and first aid, and showcasing examples of healthy eating options.



MONASH HEALTH

Australia - A blood clot mascot showed a fun way to raise awareness at Monash Health's educational booth.

WORLD THROMBOSIS DAY 2018 PROUDLY SUPPORTED BY

GLOBAL PARTNERS



Global Founding Partner



Bristol-Myers Squibb



Daiichi-Sankyo



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GLOBAL SUPPORTERS



CardinalHealth™



GLOBAL PATRON



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Boehringer
Ingelheim

SIEMENS
Healthineers

GLOBAL CONTRIBUTORS



BD
Advancing the
world of health

PrecisionBioLogic



HOW TO CONTINUE TO SUPPORT WORLD THROMBOSIS DAY

1

Become an official campaign partner and invite your network to get involved

2

Plan an awareness event or activity any day of the year

3

Share resources and tools to increase awareness about thrombosis

4

Join the discussion on the WTD social media channels

JOIN THE GLOBAL MOVEMENT TO STOP BLOOD CLOTS & SAVE LIVES

Visit WORLDTHROMBOSISDAY.ORG/JOIN/ and sign up as a partner!

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WORLD THROMBOSIS DAY
13 OCTOBER