



WORLD THROMBOSIS DAY
13 OCTOBER

WELCOME TO THE WORLD THROMBOSIS DAY MEDIA ELITE TEAM!

Thursday, April 18, 2024





WORLD THROMBOSIS DAY 2024 STRATEGY

In its 11th year, World Thrombosis Day (WTD) is revolutionizing the fight against blood clots!

In 2024, we are prioritizing awareness of hospital-acquired thrombosis, highlighting our partnerships and global outreach, strengthening capacity building, launching monthly awareness campaigns, and transforming our website into a comprehensive resource hub in multiple languages.



WORLD THROMBOSIS DAY 2024 STRATEGY PILLARS



Enhance thrombosis research initiatives

Highlight and amplify Steering Committee science and research work through promotional campaigns on and offline.

Collaborate with ISTH journals to spotlight the scientific research from the Steering Committee.



Partner collaboration and engagement

Create a systematic process for WTD partnerships and provide call to interactive action to participate in WTD.

Collaborate to provide training to expand capacity around social media, media relations, advertising and more.



Optimize Campaign Content

Streamline campaign materials and leverage the Steering Committee to author and develop new content for the website.

Incorporate new technology to offer improved resources, including a broader range of translated materials.



Global media activation

Focus on the research and stories, not specific locations, to assist partners in working with the media and telling their stories.

Consider various content formats such as blog posts, videos, infographics, podcasts and interactive experiences.

Our New WTD Media Program



Collaborate

Empower partners around the world to actively engage in media relations efforts, amplifying our collective voice.



Educate

Provide our partners with media relations education and coaching to effectively pitch news, announcements and stories to the media.



Advocate

Together, we'll find and tell inspiring patient stories. Storytelling is impactful and leads to the success of our media campaign around the world.

MOBILIZING GLOBAL AWARENESS STORIES

- Leading up to World Thrombosis Day, we will be scheduling WTD Media Elite Team meetings to strategize and coordinate our efforts effectively.
- Additionally, we will be sharing media relations educational resources, including topical webinars, with all partners to equip everyone with the necessary tools and knowledge for successful media engagement.



MEDIA ELITE TEAM PARTICIPATION

➤ WORK DIRECTLY WITH US

Work directly with the ISTH and the media elite team to brainstorm and discuss your media projects. Let us know your media plans for 2024.

➤ SHARE YOUR MEDIA WINS

Share your media wins with us so we can spotlight them on WTD social media channels, the Beat newsletter and on the WTD website. We want to showcase your hard work.

*Email Melissa with your media placements:
melissa_dimercurio@isth.org*

➤ PROVIDE MENTORSHIP AND GUIDANCE

As the Media Elite Team, we would like to share your successes, advice and guidance to empower all our partners to their enhance media outreach strategies.





FIRST PROJECT | MEDIA CASE STUDIES

What is a media case study?

A media relations case study is a detailed examination of an institution or organization's interaction with the media, focusing on a specific event, campaign, or issue - in this case World Thrombosis Day. It typically outlines the objectives, strategies, tactics, implementation process, results, and lessons learned from the media engagement. These case studies provide insights into how effective media relations practices can impact awareness, visibility, and communication outcomes.

Why create these for the World Thrombosis Day campaign?

We want to spotlight your successes over the course of our 11 year campaign. These case studies will be shared widely to showcase challenges overcome and creative stories you placed to inspire other partners to do the same. Let's empower everyone across the globe to get involved with their local media to continue to create global massive impact and awareness.



What is outlined in a media case study?

- A brief overview of the organization and its media challenge and what was hoped to be achieved through media outreach
- Description of the media relations strategy
- Overview of actions taken to implement the media strategy
- Inclusion of media materials created (press release, pitches, infographic) or collaborations involved.
- Summary of the media results or engagement online

CASE STUDY EXAMPLE: THE TODAY SHOW

- **Overview:** The World Thrombosis Day media campaign strategically aimed to secure a feature on the Today Show, recognizing its unparalleled reach and influence as a globally renowned morning news program. Given its massive viewership spanning across nations, landing a segment on the Today Show offered a prime opportunity to significantly amplify awareness about blood clots on an international scale. Securing such a prestigious platform would not only enhance the campaign's visibility but also underscore the urgency and importance of thrombosis awareness and prevention efforts worldwide.



CASE STUDY EXAMPLE: THE TODAY SHOW

- **Media Relations Strategy:** In early 2023 during the WTD 10th anniversary year, the Today show spotlighted the 20th anniversary of the late anchor, David Bloom, that died from a blood clot while on a news assignment. Also, the Today Show's anchor, Al Roker, has also experienced a blood clot in late 2022. Blood clots were a timely and relevant topic for the news channel.
- **Actions taken:**
 - Developed relationship with Melanie Bloom; collaborated for the campaign
 - Pitched several Today producers with new story angle from the family that we uncovered; all 3 daughters had Factor V.



CASE STUDY EXAMPLE: THE TODAY SHOW

- **Media Materials:**

- Special tribute video to David Bloom
- Press release of collaboration with Bloom family
- Shared video reel of ISTH expert to be included in the interview

- **Results:**

- The Today Show in the U.S. alone has a 5.5 million viewership reach
- The Today Show is broadcast internationally in the Middle East, North Africa, Australia, Philippines, United Kingdom (on Sky News), Europe, Asia and Indonesia through its international affiliates.
- The Today show is live streamed on Peacock which has 20 million paid subscribers around the globe.





WORLD THROMBOSIS DAY UPCOMING

- ISTH 2024: June 22-26, Bangkok Thailand
- WTD Media Elite Team Check-In Call in July (after Congress)
 - Report your 2024 media plans
 - Share patient stories available
 - Brainstorm story ideas and topics
- WTD Media Elite Team Countdown Call in September

