

INTEGRATED (MULTI-VEHICLE) COMMUNICATIONS CAMPAIGN



2014 Winner: International Society of Thrombosis and Haemostasis

Entry Title: World Thrombosis Day: Elevating the Global Conversation on Blood Clots

Project Overview/Elevator Pitch:

As the leading society in thrombosis and hemostasis, the ISTH was inspired to spearhead World Thrombosis Day and alert the public and health professionals alike to potentially deadly blood clots, including venous thromboembolism (VTE) – clots in the leg and lungs. VTE, the third largest cardiovascular killer worldwide, is largely under-recognized and misdiagnosed worldwide, resulting in preventable and unnecessary deaths. A key integrated campaign approach was needed to spread awareness.

Project Goals/Objectives:

- Increase public and health professional awareness of thromboembolic disease, including causes, risk factors, signs and symptoms, and evidence-based prevention and treatment strategies.
- Establish an observance day campaign that energizes communities worldwide to draw attention and action to thrombosis.

Objectives:

1. Declare October 13th “World Thrombosis Day” and launch the first annual observance day campaign in 2014.
2. Identify and underscore global unawareness of thrombosis and gaps in knowledge of risk factors, signs and symptoms, and prevention strategies.
3. Author a position paper on the burden of disease and secure publication in medical/scientific journals.
4. Create a truly global campaign; secure participation from organizations in at least 20 countries worldwide.
5. Develop a dedicated website (outfitted with campaign materials, guides and messages) where World Thrombosis Day partners and supporters have access to key information, facts and figures.
6. Utilize traditional and nontraditional communications (e.g., social media, internet, news media, video) to maximize public outreach.

Strategy:

The ISTH convened a Steering Committee of international leaders in hematology, thrombosis and hemostasis, vascular and general internal medicine and public health to guide World Thrombosis Day (WTD). Research set the campaign precedent. The committee led the most comprehensive scientific review on the global burden of venous thromboembolism, spanning 8,000 citations. A global public survey determined baseline awareness and highlighted a gap in awareness of risk factors and prevention. Four journals published the findings along with a commentary by The Lancet. A campaign identity (theme and logo vetted for cultural sensitivity) and messages on risks, symptoms and treatment options ensured that partners spoke with “one voice.” A turnkey kit provided partners with ready-to-run educational materials, activities, media templates and social media content. The campaign was multifaceted. A WTD-designated website, Facebook and Twitter kept partners engaged and alert and served as a “hot line” to technical help. The website features an interactive map, infographics, personal stories, downloadable campaign materials (e.g., fact sheets, posters), a news ticker, and an online pledge. Social media channels and an email campaign delivered WTD updates, and referred partners to new campaign materials (e.g., infographic,

videos, patient stories). A day-of Twitter chat, hosted in concert with the American Heart Association, brought together patient advocates, partners and healthcare professionals in an open dialogue around thrombosis. An aggressive media strategy was developed. Multi-language press releases were distributed internationally and local partners conducted market outreach with global support. Evaluation tools captured data and identified ways to further strengthen WTD.

Success Metrics:

Results included:

1. Securing and rallying high profile engagement by 175 partners in 50 countries;
2. Obtaining 10 corporate supporters;
3. Authoring and placing a pivotal burden of disease paper in five scientific journals worldwide
4. Fielding a global awareness survey, the results of which enabled countries to tailor their outreach; publishing 883 stories (153 television segments, 138 online and blog posts, 15 wire services) in 53 countries, generating 153.9 million impressions;
5. Creating social media engagement (1,000+ Twitter followers, 2,000+ likes and 150,000+ people reached on Facebook, and 1,875 views on YouTube);
6. Hosting a thrombosis-themed Twitter chat reaching 340,352 users and generating a potential of 10 million impressions (876 tweets and 259 contributors globally);
7. A trending healthcare hashtag (#WTD14); and driving strong traffic to a WTD campaign website (22,000 visits and 69,000 page views over the course of one month).
8. International partner engagement was critical to the campaign's success. A post-WTD partner survey found: 96 percent of the partners reported using elements of the online toolkit; more than half held local events including health screenings, free clinics, press events, scientific presentations, and education booths; corporate supporters engaged celebrity ambassadors, local society partnerships, PSAs, health club and airline partnerships, and much more; and 96 percent of corporate partners have pledged participation in 2015 and beyond.

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