



INTERNATIONAL
THALASSAEMIA
DAY 2021

PLANNING GUIDE

 **8th May**
**INTERNATIONAL
THALASSAEMIA DAY**
THALASSAEMIA INTERNATIONAL FEDERATION

ABOUT THIS GUIDE:

The COVID-19 pandemic is presenting International Thalassaemia Day's supporters and heroes around the world with a unique set of opportunities and challenges. The public health situation is constantly fluctuating and varies greatly from place to place, and the way in which you choose to celebrate ITD 2021 may differ according to the framework set by local public health guidance.

A safe and appropriate way to conduct your thalassaemia awareness activities would be to TAKE THEM ONLINE!

The present Planning Guide contains information and resources to push out and amplify your social media campaign to raise awareness about thalassaemia and spread the ITD 2021 messages. It provides a starting point and ideas on how to create your own activities social media campaigns, including visuals and wording that you can use for your social media posts.



INTERNATIONAL THALASSAEMIA DAY 2021 THEME:

The International Thalassaemia Day 2021 will focus on:

“Addressing Health Inequalities Across the Global Thalassaemia Community”

Its primary objective is to highlight both existing and emerging inequalities and heterogeneity in healthcare and services provided to patients with thalassaemia, a sad fact affecting the vast majority of individuals with this severe blood disorder who reside mainly in developing, low- to middle-income countries across the world.

Published evidence and TIF-collected data suggest that most patients with thalassaemia residing in those areas still face increased risk of morbidity and mortality at a young age, often lack access to basic care and proper medication, receive blood of disputable quality and safety for their required transfusions, and even today remain undiagnosed or under-diagnosed, and have surprisingly low levels of health literacy with regard to their disease.

As a result, for the majority of patients with thalassaemia access to quality and holistic care is not possible.

The International Thalassaemia Day also aims at raising awareness and knowledge on thalassaemia at a global level, and celebrating the achievements of those living with the disorder.

Whilst effective measures to prevent thalassaemia are of key importance, patients with thalassaemia and their care-partners should feel supported and empowered, especially during pandemics and other challenging periods, by the concerted efforts of thalassaemia communities.



STEP 1: JOIN US ON SOCIAL MEDIA



The promotion of the theme, messages and activities of the ITD 2021 relies heavily on social media participation to spread the word about thalassaemia all over the world.

> **Follow and Tag us:**

Stay up to date with the latest news from this year's International Thalassaemia Day by following us on Facebook, Twitter and Instagram!

> **Find TIF on Social Media with the handles:**

 **Facebook:** @tif.thalassaemia

 **Twitter:** @thalassaemiaTIF

 **Instagram:** @tif_thalassaemia

 **YouTube:** @Thalassaemia TIF

(Tagging our profiles (“@”) in your social media content will instantly notify us of your mention, thus, making it easier for us **to discover your content and to engage with you!**)

> **Use the ITD 2021 hashtags #:**

Use the below hashtags to start getting social for the International Thalassaemia Day 2021!

#InternationalThalassaemiaDay

#ITD2021

#HealthEquityMatters

#ThalHeroes



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STEP 1: JOIN US ON SOCIAL MEDIA

By following and using the aforementioned hashtags, you become part of the conversation, you can follow the campaign process and you can help build momentum around the ITD 2021 global campaign.

Share, connect and engage with International Thalassaemia Day supporters everywhere!

DON'T FORGET: You don't have to limit posting on just International Thalassaemia Day! Post in the days and weeks leading up to the 8th of May.

For questions regarding the International Thalassaemia Day or any of the steps inside this toolkit:

- visit the International Thalassaemia Day page on TIF website <https://thalassaemia.org.cy/itd2021/>
- or contact us at: thalassaemia-cs@thalassaemia.org.cy



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STEP 2: SHARE THE FACTS

One of the best ways to spread awareness about thalassaemia and the striking health inequalities that patient communities have to face while struggling with the disorder is through the Info Cards we have carefully prepared and designed especially for the International Thalassaemia Day 2021!

Discover them [HERE!](#)

These Info Cards call attention to key statistics and data, based on findings from TIF's Global Thalassaemia Report to be officially launched on the 8th of May.

We encourage you to like, share, and comment on as many Info Cards as possible to help gain momentum throughout the web!



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STEP 2: SHARE THE FACTS

Apart from the Info Cards, you can find below already made posts that you can reuse and share on your social media channels:

- **Mark your calendars – May 8 is [#InternationalThalassaemiaDay](#) [#ITD2021!](#)**
- **Help raise awareness and empower people living with thalassaemia! [#InternationalThalassaemiaDay](#) [#ITD2021](#) [#ThalHeroes](#)**
- **[#InternationalThalassaemiaDay](#) calls on everyone to advocate for concrete measures in every country to promote health equity for patients living with [#thalassaemia!](#) [#ITD2021](#) [#HealthEquityMatters](#)**
- **People living with [#thalassaemia](#) want to be able to live well, maintain an active social life, and have a sense of control over their [#health](#) and [#well-being!](#) [#InternationalThalassaemiaDay](#) [#ThalHeroes](#)**



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STEP 3: PERSONALIZE YOUR SOCIAL MEDIA ACCOUNTS

Add the Official ITD 2021 **Facebook Frame** to your social media profile to let your connections know about the International Thalassaemia Day on the 8th of May and how it affects you.

You can also use and share our pre-prepared social media post and cover templates for Facebook and Twitter to deliver a powerful personal message for the International Thalassaemia Day as far and wide as you can!





STEP 4: SHARE YOUR PHOTOS

Leading up to the International Thalassaemia Day is a time when you can enter the spotlight!

Whether you are a patient, a healthcare professional or a caregiver, visit the **“Share Your International Thalassaemia Day Photos”** section on TIF website and show us your experiences, everyday challenges and life with thalassaemia.

You could choose to celebrate the daily victories and achievements you have accomplished, despite your condition, and encourage thousands of other individuals who are struggling with thalassaemia!

You could even wear as much red – the TIF and International Thalassaemia Day key colour- as possible, take a selfie, and tell the world why you support the International Thalassaemia Day!

Also share your photos from your International Thalassaemia Day activities!

We will showcase as many as we can on our social media channels prior, during and after the 8th of May!



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STEP 5: ORGANISE AN EVENT OR ACTIVITY

Inspire others by organising your own event or activity in and around the International Thalassaemia Day!

You can opt for hosting a webinar or virtual workshop with a thalassaemia-related topic, creating a fundraiser, planning a socially distanced walk, help others learn more about thalassaemia by writing a blogpost about your personal experiences with the disorder, or launch an art competition. The sky is the limit to one's creative ideas!

REMEMBER to always tag TIF and use our dedicated ITD 2021 hashtags, when communicating about your event or activity on social media, to further spotlight the awesome work that you are planning!



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STEP 6: DOWNLOAD OUR CAMPAIGN MATERIALS

The International Thalassaemia Day campaign materials, such as posters, banners, social media graphics, and logo are free to download and use for the promotion of your ITD 2021 events and activities!

Make sure you use them fairly by tagging [#InternationalThalassaemiaDay](#) or [#ITD2021](#) and mention [@TIF](#) channels!

Visit the Official ITD 2021 page on the TIF website to find the Campaign Materials and all the latest updates!

Join us to create a stronger, united voice for addressing health inequalities and safeguarding the rights of the global thalassaemia community on 8 May.

