

INTERNATIONAL THALASSAEMIA DAY



THALASSAEMIA
INTERNATIONAL
FEDERATION

MAY 8, 2022

On May 8, 2022, we are celebrating
International Thalassaemia Day.
The theme of this global event is:

Be Aware. Share. Care.
Working with the global
community as one to improve
thalassaemia knowledge.

By raising awareness, sharing knowledge and bringing thalassaemia to the attention of as many people as possible worldwide, we can increase understanding on **why** thalassaemia is a global public health concern, **how** it can be prevented, controlled and treated properly, and how everyone can **take action** to create change and help address existing challenges for all affected individuals.



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**INTERNATIONAL
THALASSAEMIA DAY**

THALASSAEMIA INTERNATIONAL FEDERATION



ITD2022
BeAwareShareCare

www.thalassaemia.org.cy/itd2022



Improving awareness is the first, critical step to any kind of change. Although its value has been jointly recognized by governments, civil societies and healthcare professionals alike as a key component of sensitization towards thalassaemia, we need to do more to achieve greater understanding of this serious and potentially debilitating genetic blood condition.



- Mr. Panos Englezos, TIF President



The International Thalassaemia Day (ITD) 2022 is an opportunity to help people with the condition live healthier, longer and more productive lives by empowering them through knowledge sharing, information exchanges, education and training.

No matter who you are; A thalassaemia survivor, a parent, a caregiver, a healthcare professional, a student, a friend; **YOU HAVE THE POWER** to reduce the impact of thalassaemia for yourself, your loved ones, and the world!

Here are some simple ideas and tips on how you can **GET INVOLVED in the ITD 2022** and contribute to creating meaningful change:

FOLLOW TIF ON SOCIAL MEDIA

Stay up to date with our Global Campaign and help build momentum around the International Thalassaemia Day 2022. Share, connect and engage with ITD supporters everywhere!



DOWNLOAD AND SHARE THE ITD2022 CAMPAIGN MATERIALS

Our Global Campaign resources, such as posters, banners, social media visuals, logos and gifs are **free to download** and use for the promotion of your ITD2022 events and activities! We also invite you to share our materials on your social media channels, while exchanging useful information on thalassaemia for everyone to know.



JOIN THE CONVERSATION

Sparking conversations about an issue that is essential to you can be powerful in raising awareness and understanding of thalassaemia, and ultimately help **create action**.

Not sure where to start?
Check out the [“Thalassaemia On The Rise” Infographic](#) and the [ITD2022 Infocards](#).

GET INFORMED

Step up your knowledge on thalassaemia and help others do the same! Accurate information about the disorder can empower us all to take preventative action, reduce disease-related stigma and make informed choices about our health. **Ace the basics of thalassaemia with our brand new [informational brochures!](#)**



ORGANISE YOUR OWN EVENT/ACTIVITY

However big or small, offline or online, International Thalassaemia Day events get people talking and learning about thalassaemia. Ideas are endless and can span from hosting a webinar, a workshop or a live-streaming event on social media, to

organizing a walk in your town or launching an art competition.

Make sure your activity is in and around ITD2022, May 8, so we can all join in together!



GET PERSONAL

Show your family, friends and networks that you're getting behind International Thalassaemia Day! Record a video message, share your story, actively participate in an event near you. Update your social media pages with the official ITD2022 profile and cover images. Download the official profile and cover images [here](#).



FUNDRAISE

Raising funds through social media platforms can offer an often easy way for organisations, businesses and individuals who are looking to **support thalassaemia organisations and charities** this International Thalassaemia Day. Learn more about '[How to Write a Funding Proposal](#)' and '[Understanding Fundraising Opportunities](#)'.



SHARE YOUR PHOTOS

A picture is worth a thousand words! Show us your experiences, everyday life and challenges with thalassaemia. You could even wear red, the TIF and International Thalassaemia Day key colour, take a selfie, and tell the world why you support the International Thalassaemia Day. **Share your ITD2022 pictures** with us!



ENGAGE WITH LOCAL MEDIA

Follow journalists in your country who cover stories and issues related to your mission and contact them with ideas for articles on thalassaemia. **Reach out** to local or regional newspapers, radio, and TV stations to get coverage of your event for International Thalassaemia Day - you can use our [key stats](#) to share messages with the media!

TRANSLATE MATERIALS

Valued members and volunteer translators help to make International Day materials and informational brochures **accessible to as many people as possible**. To help translate the International Thalassaemia Day materials and brochures, email thalassaemia-cs@thalassaemia.org.cy

Thank you for supporting the International Thalassaemia Day!

For more information visit:

www.thalassaemia.org.cy/itd2022

Have questions? Email us at: thalassaemia-cs@thalassaemia.org.cy