



ALAN

Acute Leukemia Advocates Network



# 2021 AWARENESS CAMPAIGN

[www.acuteleuk.org](http://www.acuteleuk.org)

# Introduction



World Leukemia Day on 4th September is a yearly global campaign started by Leukemia Care in collaboration with patient groups across the globe.

It's the one day of the year people from all around the world can come together to help raise awareness of leukemia. By raising awareness of leukaemia and educating the world on the signs and symptoms of the condition, we can work together to help leukaemia patients get diagnosed and provide better outcomes for them. You can make a difference no matter who you are and where you live.

Leukaemia is the 13th most common cancer in the world. Over 437,000 people are diagnosed with leukaemia each year, that's over 1000 people every day. However, the non-specific signs and symptoms make it difficult to spot. There are over 300,000 deaths caused by leukaemia worldwide.

Our campaign is vital because survival rates for leukaemia are significantly lower than most common cancers and these rates are worsened by the high rates of emergency diagnosis.

# 2020 Awareness Campaign



- Concept
  - Creation of World Leukemia Day on 4th September
    - World Leukemia Day on 4th September is a global campaign run in collaboration by patient groups from across the globe
  - Raising awareness about (acute) leukemia and symptoms awareness with a focus on the importance of early diagnosis.

## Results



Document



Feuille de calcul

Microsoft Word Microsoft Excel

- YouGov survey
  - Ran in 11 countries
  - Questions (see word document) and merge results (see excel document)
- [www.worldleukemiaday.org](http://www.worldleukemiaday.org)
  - What is leukemia
  - About World Leukemia Day
  - How to get involved
    - [Videos](#)
    - [Materials for social media](#)
  - Find support near you
- #BeLeukemiaAware #WLD
- <https://acuteleuk.org/4th-september-is-world-leukemia-day-wld20/>
- <https://acuteleuk.org/world-leukemia-day-is-approaching-wld20/>

## The Numbers

10.151M Impressions

1,513 Tweets

909 Participants

63 Avg Tweets/Hour

2 Avg Tweets/Participant



Twitter data from the #WLD20 hashtag from Thu, September 3rd 2020, 10:35PM to Fri, September 4th 2020, 10:35PM (Europe/London) – Symplur.

# 2021 Awareness Campaign



The campaign will continue to address the 2020 campaign topics, sharing knowledge about symptoms, risk factors, prevention and early detection, and underlining the importance of visiting the doctor even during the pandemic.

Once again, we will disclose the most common symptoms of leukemia, highlighting that these are not normal symptoms and that being timely and going to the doctor can save lives.

## 3 steps:



# Key messages



- By raising awareness of leukemia and educating the world on the signs and symptoms of this condition, we can work together to help leukemia patients get diagnosed and provide better outcomes for them. You can make a difference no matter who you are and where you live.
- Encourage people to get seen by a healthcare professional - This will help reduce the numbers of preventable leukemia deaths across the world and provide patients with greater outcomes.
- Keywords
  - #BeLeukemiaAware
  - Awareness
  - Engagement
  - Action
  - Promptness
  - Rapidity can save lives

# Campaign



## Social Media

- Q&A videos
- Social media challenge #BeLeukemiaAware

## Website

- Printable materials to download and share on social medias
- Updated graphics to share and raise awareness

## Spot

- Realization of a 1,5 minutes spot showing the main symptoms and encouraging audience to visit the doctor

# Social Media Plan (Facebook, Instagram, Twitter, LinkedIn)

## #WLDTalks

- Realization of 6 video interviews with the main opinion leader of the sector, to raise awareness

## Challenge

- Color your #BeLeukemiaAware image and share it!

## Social media campaign

- Social media calendar focused on informing the public and raising awareness.
- Social media frames to be added to users' profiles to support the campaign

# Spot



Realization of a 1,5 minutes spot with an high-emotional impact, to encourage users to feel the need to contact their doctor when one on more symptoms occur.

We often get so busy with our daily life, that we forget the importance of listening to our body.

Prevention can help us treat potential health problems before they develop or worsen, so we really need to stress the importance of visiting our doctor even during the Covid-19 pandemic.

# Materials / Visuals

