This toolkit is designed to encourage various stakeholders involved in World Leukemia Day, such as patient advocates, pharmaceutical companies, and healthcare professionals, to use common #WLD24 messages on their social media platforms and websites.

No time or resources to implement this toolkit? You can still engage your audience by reposting and resharing our posts!
World Leukemia Day on 4th September is a yearly global campaign 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 leukemia and educating the world on the signs and symptoms of the 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.

Leukemia is the 13th most common cancer in the world. Over 437,000 people are diagnosed with leukemia 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 leukemia worldwide.

Our campaign is vital because survival rates for leukemia are significantly lower than most common cancers and these rates are worsened by the high rates of emergency diagnosis.
The campaign will continue to address the previous years’ campaign topics, sharing knowledge about signs, symptoms and early detection, and underlining the importance of visiting the doctor when experiencing symptoms. It will also include contents dedicated to patients (highlights on diagnosis and therapy steps, last acknowledgements, etc.) and training dedicated to GPs to correctly address new diagnosed patients.
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.

Key Messages

1. 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.

2. Healthcare professionals must be trained to better manage and address potential patients and new diagnosed patients.

3. 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.
USE THIS HASHATAG:

#BeLeukemiaAware

#WLD24

#WorldLeukemiaDay

#Leukemia

#PatientAdvocacy

#bloodcancerawarenessmonth

MATERIALS

All materials for use can be found on

https://acutelukemia.org/downloads/

https://www.worldleukemiaday.org
WHY USE SOCIAL MEDIA?

In 2023, there are approximately 4.9 billion active social media users globally, accounting for about 62% of the world’s population. This vast audience offers an enormous opportunity to reach people of different ages, cultures, and backgrounds. Social media provides advanced analytical tools that allow us to monitor the effectiveness of the campaign in real-time. Metrics such as views, clicks, shares, comments, and conversion rates can be measured, enabling us to quickly adapt our strategy based on the results obtained.

Social media content can go viral, reaching millions of people in a short period. A well-designed awareness campaign with engaging and shareable content can rapidly spread beyond the initial audience. Using social media for awareness campaigns is supported by numerous advantages, including broad reach, active engagement, cost efficiency, viral potential, and the ability to monitor and adapt campaigns in real-time. These factors, backed by concrete statistics, make social media an extremely effective tool for spreading awareness messages.

And this is precisely our goal with the Awareness Campaign, which from June to September aims to raise awareness about acute leukemia, culminating on September 4th, which is World Leukemia Day.

Follow us on social media and tag us in your posts!

FACEBOOK
@ALANacuteleuk
@CMLAdvocates
@CLLAdvocates

INSTAGRAM
@alan_acuteleuk
@clladvocates
@cmladvocates

LINKEDIN
@acute-leukemia-advocates-network/
@cml-advocatesnetwork

TWITTER
@AcuteLeuk
@CLLAdvocates
@cmlnet
ADD A FRAME TO YOUR PAGE'S PROFILE PICTURE

1. Go to www.facebook.com/profilepicframes

2. Click your profile picture in the bottom left and select your Page.

3. Search for a frame by entering the frame's name, the creator's name or related words.

4. Choose the frame you want to use from the results.

5. Click Use as Profile Picture.

You can also share a frame on your Page if it was created by that Page.
Symptoms of Leukemia can be difficult to detect since they may be common to other unrelated illnesses.

Check out the most common symptoms and #BeLeukemiaAware: https://acuteleuk.org/acute-leukemia-info/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

Do you know how to spot Leukemia? "Name of the symptom" is one of the most common symptoms. Learn the symptoms and #BeLeukemiaAware: https://acuteleuk.org/acute-leukemia-info/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

Are you listening to your body? Learn the symptoms and #BeLeukemiaAware: https://acuteleuk.org/acute-leukemia-info/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

Across the world, over 300,000 people are diagnosed with Leukemia every year. Learn the symptoms and #BeLeukemiaAware: https://acuteleuk.org/acute-leukemia-info/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

AN EARLY DIAGNOSIS SAVES LIVES. IF YOU DON'T FEEL WELL, SEE A DOCTOR: https://acuteleuk.org/acute-leukemia-info/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

September 4th is #WorldLeukemiaDay! Discover how you can get involved and #BeLeukemiaAware: https://www.worldleukemiaday.org/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

September 4th is #WorldLeukemiaDay! Discover how you can get involved and raise awareness of non-specifics symptoms of #Leukemia: https://www.worldleukemiaday.org/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy

September 4th is #WorldLeukemiaDay! Help us raising awareness and go spotty: https://www.worldleukemiaday.org/
#BeLeukemiaAware #WLD24 #WorldLeukemiaDay #Leukemia #PatientAdvocacy