Sharing best practice

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AMAL Morocco
World CML Day 2018

• World CML Day 2018 was organized with 2 countries.
• Egypt and Morocco were connected via webcast.
• The purpose was purely educational and aimed to inform, educate and enlighten CML patients and their relatives about the disease and its management.
• It was also the occasion of meeting patients and sharing experiences.
• 65 min was diffused in Live on the official facebook pages of Power of CML Egypt and AMAL Morocco.
• Pannel discussion with Frequent questions asked by patients to CML experts from Morocco and Egypt.
• The LIVE on social media has raised awareness of CML patients around the Arabic world.
• Started on 15/09/2018, based on the Facebook Communication Plan

• Event created on “Power of CML” and « AMAL » Facebook Pages (agenda, pick time and place, event address, contacts)

• We agreed on using #اليوم_معا_ضد_اللوكيميا_المزمنة for all communications (program, posters on FB, ...).

• # tracked to evaluate the campaign impact and results.

• Educational video published (TFR, CML Management)
Results and impact

- 300 attendees
- Benefits of broadcasting
- The event page reached 7.8 K people
- Event Live Video: Uploaded Live on 22 Sep 2018 (45 min)
  - Number of views till 24 Sep 2018: 4.3 K Views
  - Comments: 22
  - Shares: 19 Shares
  - Reactions: 38
- Telling a story is good to promote your event
World CML Day 2019
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Today, together for a CML free world.