WORLD CML DAY
NEW CAMPAIGN FOR 2017

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KEY MESSAGE for WCML:

TODAY, TOGETHER

• Today, together, WE can make World CML Day even more visible and engaging.
• The aim of this toolkit is to support you in making more people care and talk about CML.
• This toolkit includes customized message for 2017 World CML Day, artwork for posters and flyers and social media, for print and online use and guidelines how to use all of them.
TODAY, TOGETHER: why?

TODAY
• Today covers the CML practical agenda for all audiences point of view:
  • Where we are
  • Facts
  • Needs
  • Best practices
  • Calls for actions

TOGETHER
• Together covers the CML community and emotional aspect, globally and in close networks around individuals.
  • We are a community
  • There is a support
  • Beyond the disease
Target audiences and ONE key message for 2017

GENERAL PUBLIC

PATIENTS & RELATIVES

HEALTH CARE PROFESSIONALS

POLICY MAKERS & GOVERNMENTS

TODAY, TOGETHER
we are treated,
TOMORROW
we need cure!
Target audiences and ONE key message for 2017

TODAY, TOGETHER
we are treated,
TOMORROW
we need cure!

Rationale:
• Today we are all together united and we, the patients, are mostly treated and monitored well!
• But, there is more that we want from tomorrow. We want and need cure!
• Use the same message for all audiences.
How to utilize the key message as an advocate?

1. THIS YEAR do not forget to use just ONE message for ALL audiences:

   TODAY, TOGETHER we are treated, TOMORROW we need cure!

2. Determine your audience(s) from the four options:
   - General public
   - Patients & relatives
   - HCPs
   - Policymakers

   Choose the audience(s) and treat them in the specific way for them, but the message stays the same for all. (see the toolkit from 2016)
How to utilize the key message as an advocate?

3. Determine what types of activities you want to engage in (or do them all):
   - Poster making
   - Flyer making
   - World CML Day Event(s)
   - Social Media

4. Look at the parts of the toolkit that correspond with your desired activities for guidelines, samples and templates:

   Detailed toolkit can be found at:
   

   The training-video and explanation of the toolkit is also available here:
   
   http://www.cmladvocates.net/cmlhorizons/cmlhorizons2016 (Advocacy session #4) and here:
   
   https://vimeo.com/168631359 ;
   https://vimeo.com/168615952 ;

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Detailed toolkit can be found at: [Link](http://www.cmladvocates.net/download/world-cml-day-922/world-cml-day-toolkit-2015/toolkit-training/582-world-cml-day-toolkit-training-08-2015-v2/file)

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- [Link](https://vimeo.com/168615952)
- [Link](https://vimeo.com/168631360)
POSTERS & FLYERS
POSTERS

HCPs

Policy makers

Patients & relatives

General public
FLYERS

HCPs

Policy makers
How to use posters & flyers for World CML day 2017

1. Detailed explanation on how to use posters & flyers you will find in our toolkit or on video streams from last year's conference.

2. Design with the new message for 2017 will be available in: PDF, InDesign and PowerPoint files on:
   http://cmladvocates.net/world-cml-day-9-22

Do not forget to be creative!

Best posters and flyers are those customized to your countries (photos etc.).
But, keep the same branding and messaging!
5. Put information about your organization on posters and flyers
6. Update flyers with the stories about your organization
7. Print poster & flyers
8. Hang posters in your office and everywhere you find appropriate (exp. doctors office, event place, etc.)
POSTERS & FLYERS: How to use?

10. Distribute flyers in your office, send them by mail, etc.

11. Post e-versions of posters and flyers on your webpage, Facebook, Twitter, … & call people to share them.

12. Send them by email to the target audience (patients, doctors, nurses, government offices, media, etc.)

AND:

13. Do not forget to share your translations with CML network and help other organizations speaking same language!

Send your translations to: celia@lepaf.org
POSTERS & FLYERS: Notes

• Posters and flyers can be used during the whole year not only for 22/9.

• Use them to raise awareness about CML and point out those issues patients in your country are facing in communications with different target audiences.

• When the World CML day 2017 passes, the new World CML Day 2018 is to come!

• Use these materials in 2018 too!
SOCIAL MEDIA
How to use social media for World CML Day 2017

1. Detailed explanation on how to use social media you will find in our toolkit or on video streams from last years conference.

2. Learn new tips and tricks from the Twitter pocket guide you got on the conference.

Hashtags to be used for World CML Day 2017:
#TodayTogether
#CML2017
#September 922
#WorldCMLDay
#ChronicCancer
#WCMLD17
#ChronicLeukemia
SOCIAL MEDIA: general rules

WHY? Social Media will increase the visibility and the impact of your communication, and will help you build long-term relationships and support for your cause. Social networks also allow you to interact with your audience.

When you choose your social media channels, keep in mind 4 things:

- Your AUDIENCE
- Your GOALS
- Your TIMINGS
- Your RESOURCES
AUDIENCE & GOALS

Identify **who** are you going to speak with:

- ✔ Different **audiences** need different **messages** and even different communication **channels**. This can vary depending on countries and local contexts.

- ✔ **Go where your audience IS**, not try to serve what YOU like best. You are not expected to like the platforms they are using.

- ✔ Select the content of your **message** according to your **target** and always try to put yourself in receiver's place – think what you want your audience to **learn** and what **emotion** you want to **evoke**.
SOCIAL MEDIA: general rules

AUDIENCE & GOALS

Identify **who** are you going to speak with:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalists &amp; media</td>
<td><img src="https://via.placeholder.com/50" alt="Twitter Logo" /></td>
</tr>
<tr>
<td>General public</td>
<td><img src="https://via.placeholder.com/50" alt="Facebook Logo" /> <img src="https://via.placeholder.com/50" alt="Twitter Logo" /></td>
</tr>
<tr>
<td>Patients</td>
<td><img src="https://via.placeholder.com/50" alt="Facebook Logo" /> <img src="https://via.placeholder.com/50" alt="Google+ Logo" /></td>
</tr>
<tr>
<td>Healthcare professionals</td>
<td><img src="https://via.placeholder.com/50" alt="LinkedIn Logo" /></td>
</tr>
<tr>
<td>Policy makers</td>
<td><img src="https://via.placeholder.com/50" alt="LinkedIn Logo" /> <img src="https://via.placeholder.com/50" alt="Twitter Logo" /></td>
</tr>
</tbody>
</table>
SOCIAL MEDIA: general rules

TIMING & RESOURCES

✔ Running a hotline helps only one person at a time and is most staff intensive. Printing and circulating printed information is very resource and money intensive. Social Media is probably most efficient, even though also requires time and resources to feed and moderate.

✔ Prioritize channels and expand them as you grow. Avoid opening new channels just because others are using them - they might even not be relevant for your audience or local context!

✔ It’s better to invest more time in fewer channels than to start big and minimize them later on.
HAPPY WORLD CML DAY 2017

Do not forget to SHARE your campaigns in 2017 with CML network and speak about your best practices! Other advocates can learn from you!

Send them to
Celia: celia@lepaf.org

If you have any questions regarding the World CML Day Toolkit or need any advice, please do not hesitate to ask:
Jelena: jelena@cugura.rs
Erin: e.lindsay.schneider@themaxfoundation.org
Celia: celia@lepaf.org
Sofia: sofiasacardoso@apcl.pt

or the representative of your region!
Today, together we are treated,
Tomorrow we need cure!