



# Sharing best practice



Bahija GOUIMI  
AMAL Morocco

2015



2017



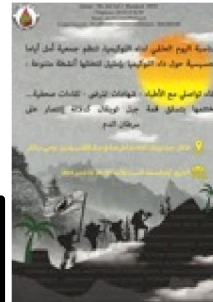
2018



2016



2014



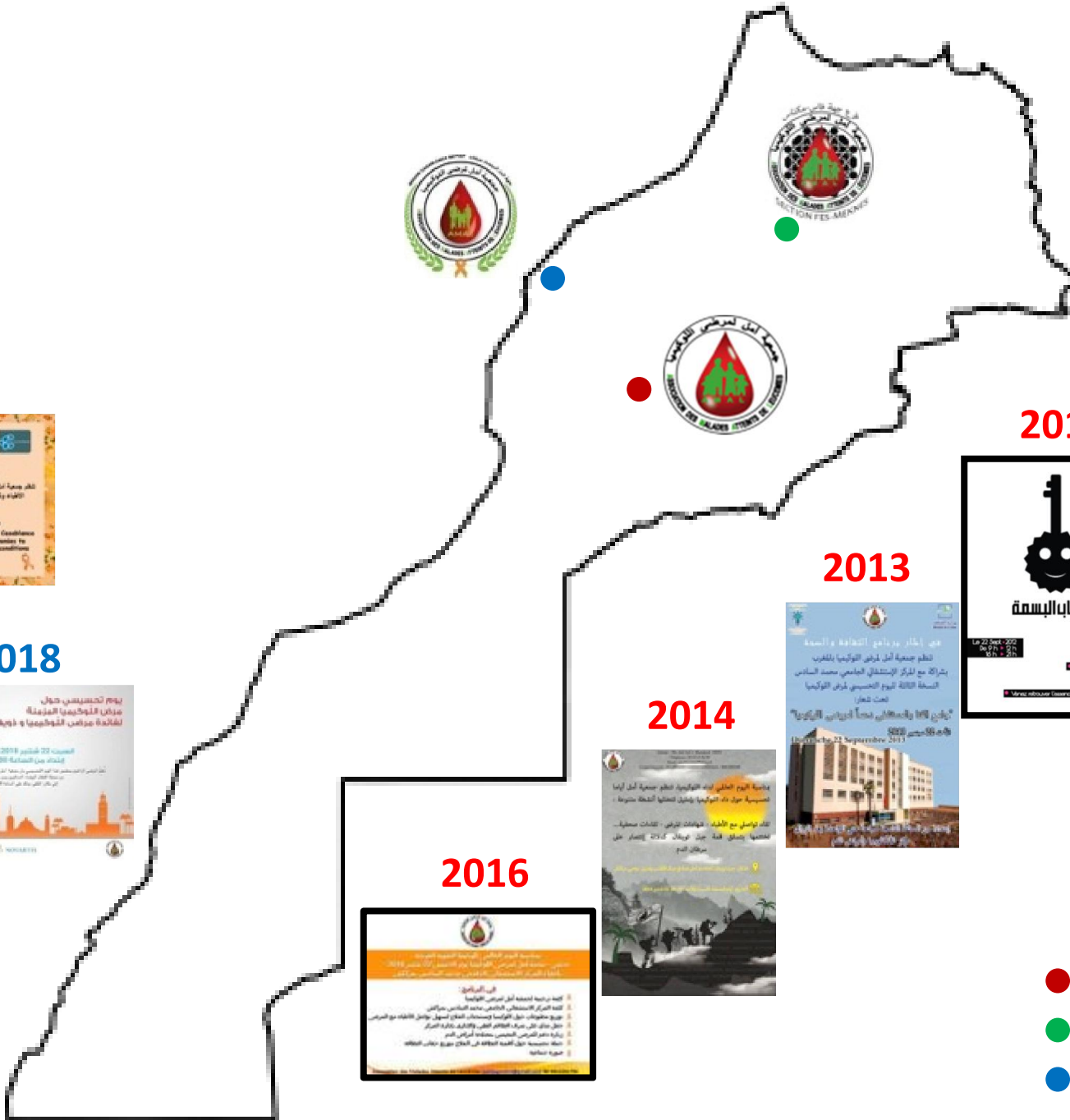
2013



2012



2011



- Marrakesh
- Fès
- Casablanca

## 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.

World CML  
Day 2018



- 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.

# facebook campaign

ردود	محتوى	ملاحظات
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	
*****	محتوى نصي عربي	

- 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\_معاً\_ضدَّ\_الْأوكيميا\_المُزمنة** 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

Celia Marín

CML Advocates Network Programme Manager  
@CMRancel #CMLHZ19

Today, together  
for a CML free world.

