WORLD CML DAY
NEW CAMPAIGN FOR 2017

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WORLD CML DAY Toolkit 2017

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

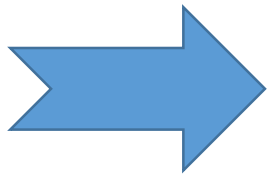
Target audiences and ONE key message for 2017

GENERAL PUBLIC

PATIENTS & RELATIVES

HEALTH CARE PROFFESIONALS

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 you 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:

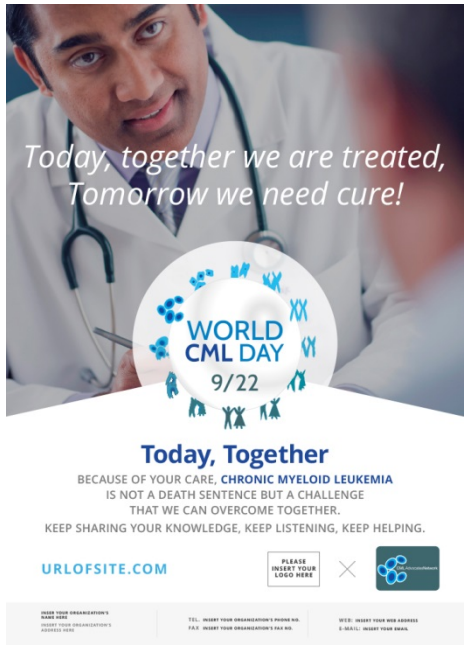
Detailed toolkit can be found at:

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

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 ; https://vimeo.com/168631360 .

POSTERS & FLYERS

POSTERS



HCPs

Patients & relatives

Policy makers

General public

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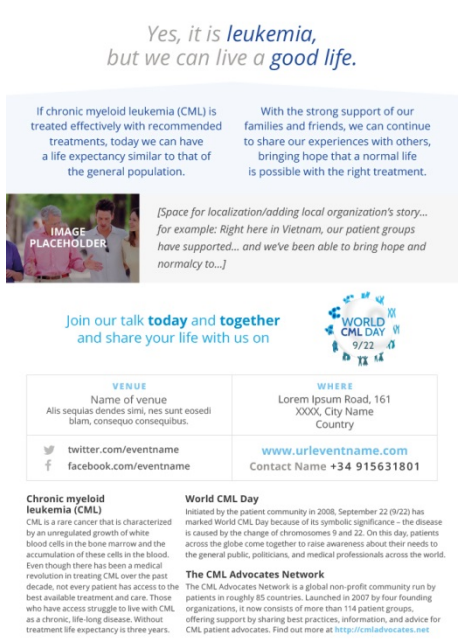
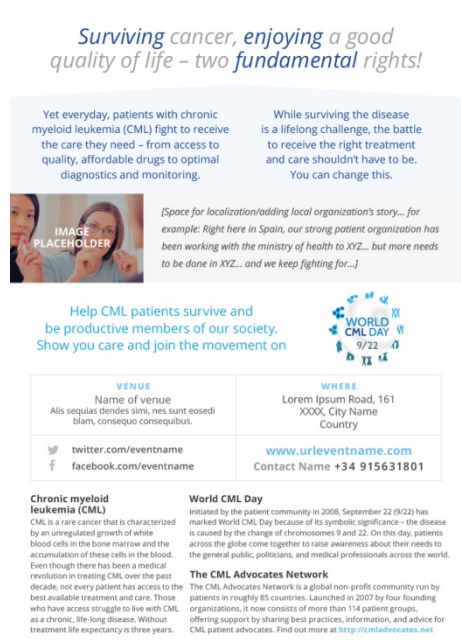
FLYERS

HCPs



Policy makers



CML AdvocatesNetwork

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 years 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.).

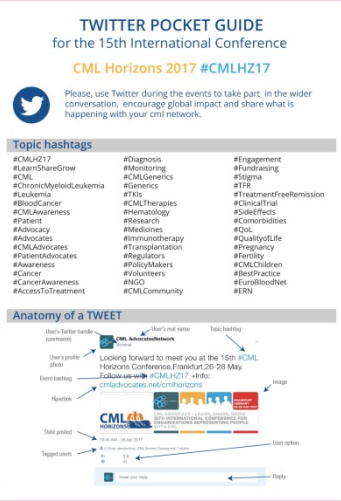
But, keep the same branding and messaging!

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.


TWITTER POCKET GUIDE
for the 15th International Conference
CML Horizons 2017 #CMLHZ17
Please, use Twitter during the events to take part in the wider conversation, encourage global impact and share what is happening with your cml network.
Topic hashtags
#CMLHZ17
#LearnShareGrow
#CML
#ChronicMyeloidLeukemia
#Leukemia
#BloodCancer
#CMLAwareness
#Patient
#Advocacy
#Advocates
#CMLAdvocates
#PatientAdvocates
#Awareness
#Cancer
#CancerAwareness
#AccessToTreatment
#Diagnosis
#Monitoring
#CMLGenerics
#Generics
#TKIs
#CMLTherapies
#Hematology
#Research
#Medicines
#Immunotherapy
#Transplantation
#Regulators
#PolicyMakers
#Volunteers
#NGO
#CMLCommunity
#Engagement
#Fundraising
#Stigma
#TFR
#TreatmentFreeRemission
#ClinicalTrial
#SideEffects
#Comorbidities
#QoL
#QualityofLife
#Pregnancy
#Fertility
#CMLChildren
#BestPractice
#EuroBloodNet
#ERN
Anatomy of a TWEET
Looking forward to meet you at the 15th #CML Horizons Conference,Frankfurt,26-28 May. Follow us with #CMLHZ17 - Info: cmladvocates.net/cmlhorizons

Hashtags to be used for World CML Day 2017:

#TodayTogether

#CML2017

#September 922

#WorldCMLDay

#ChronicCancer

#WCMLD

#ChronicLeukemia

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!

CML AdvocatesNetwork

Thank You!