



ACCESS FOR ALL Prevention of bleeds

AS THE
GLOBAL
STANDARD
OF CARE

WORLD HEMOPHILIA DAY APRIL 17, 2023

The theme for this year's World Hemophilia Day is "Access for all: Prevention of bleeds as the global standard of care". Building on last year's theme, the call to action for the community in 2023 is to come together and advocate with local policy makers and governments for improved access to treatment and care with an emphasis on better control and prevention of bleeds for all people with bleeding disorders (PWBDs). This means the implementation of home-based treatment as well as prophylactic treatment to help those individuals have a better quality of life.

#WHD2023 wfh.org/whd



“There is nothing more moving for someone in our community to hear about than a child with a bleeding disorder playing with friends, going to school, and simply enjoying a better quality of life because they have access to proper treatment. Controlling and preventing bleeds really is critical to a better quality of life.”

— Cesar Garrido, WFH President

HOW TO GET INVOLVED

There are many ways you can help increase awareness of the need for the control and prevention of bleeds for PWBDs in your community—and around the world. Whether you are a member of a national member organization (NMO), a healthcare professional, a PWBD, a caregiver or a member or supporter of the community, here are just a few things you can do to get started:

CONTACT your NMO to find out how you and other NMO members can work together on World Hemophilia Day

PARTICIPATE in the World Hemophilia Day Light it Up Red! campaign. Last year, thousands of people worldwide showed their support by lighting up 100+ landmarks in cities across the world.

ADVOCATE locally using WFH World Hemophilia Day materials—including our letter template—and educate elected officials and health ministers

SUPPORT our global advocacy efforts and be a part of what we are building today for future generations by donating [here](#)

SHARE your story about how your quality of life—or the quality of life of someone you know—has changed thanks to receiving home-based treatment or prophylactic treatment on wfh.org/whd

GET SOCIAL by posting about inherited bleeding disorders on Facebook, Twitter and LinkedIn using the [#WorldHemophiliaDay](#), [#WHD2023](#), and [#LightItUpRed](#) hashtags

DOWNLOAD resources to help build your World Hemophilia Day Campaign and learn more about the significance of the event



The WFH would like to thank our 2023 World Hemophilia Day sponsors for their continued support:

Bayer
BioMarin Pharmaceutical Inc.
Biotest
CSL Behring

F. Hoffman-La Roche Ltd.
Freeline Therapeutics
GC Pharma
Grifols
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Spark Therapeutics
Takeda

RAISE AWARENESS ON SOCIAL MEDIA



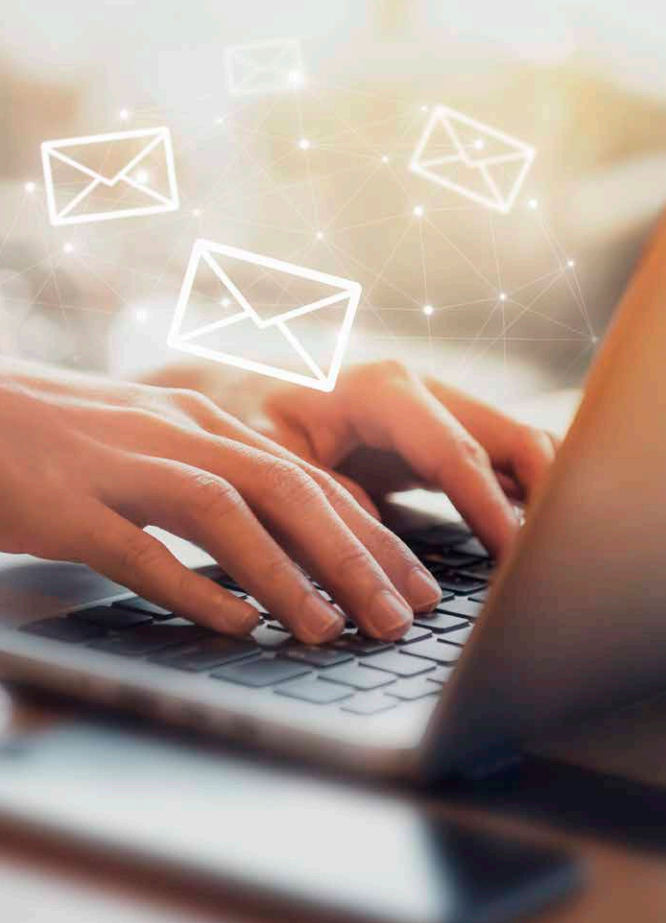
- Follow us to stay up to date: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Spanish Facebook](#)
- Use our hashtags [#WHD2023](#), [#WorldHemophiliaDay](#) and [#LightItUpRed](#) to join the conversation and create awareness
- Share your story, photos, and videos with your social networks
- Leverage the World Hemophilia Day social media toolkit
- Update your Facebook profile photo with the World Hemophilia Day frame
- Update your social media cover photos for World Hemophilia Day
- Go live on World Hemophilia Day and share your story
- Wear something red at home and share a selfie on social media
- Challenge your coworkers or schoolmates to post a picture of themselves wearing red for the day—or post a picture collage of everyone in your organization wearing red!
- Post pictures of landmarks you see lit up red on social media

DOWNLOAD OUR MATERIALS

Download and use posters, logos, and a range of digital assets that can be translated and adapted to fit your local campaign needs!

Download and access all these WFH resources at wfh.org/whd





ACT LOCALLY


- › Advocate by sending a letter to your local government, elected officials, health ministers or other healthcare decision makers. Find a letter template you can use [here](#).
- › Contact a patient organization in your country to find out how you can get involved locally
 - **Find the list of the WFH NMOs here**
 - Volunteer with your NMO and invite your friends. By engaging others, you are helping to educate others about our community!
- › Send a press release to media in your area:
 - You can find a sample press release from the WFH [here](#).
- › Share advocacy stories on social media, connect with other patients, learn about their story, and collaborate in getting your message to healthcare decision makers

TELL YOUR STORY

Share your story about how a bleeding disorder has impacted you or a loved one on the World Hemophilia Day story site and read about other inspiring experiences.

- › Write your own story
- › Submit a video story
- › Read the stories of others

Submit your story here: wfh.org/whd




TAI-IL KIM, 41

My name is Tai-il Kim.
I have severe hemophilia A. And I have two sons and a youngest...

+7

[Read story](#)
Lire l'histoire / Leer la historia




MOUDEN MOHAMED, 28

Yes, my story is no difference between it and most of the stories of hemophilia patients at the...

+30

[Read story](#)
Lire l'histoire / Leer la historia



CHARITY PIKITI

Celebrating World Haemophilia Day 2022

...

+4

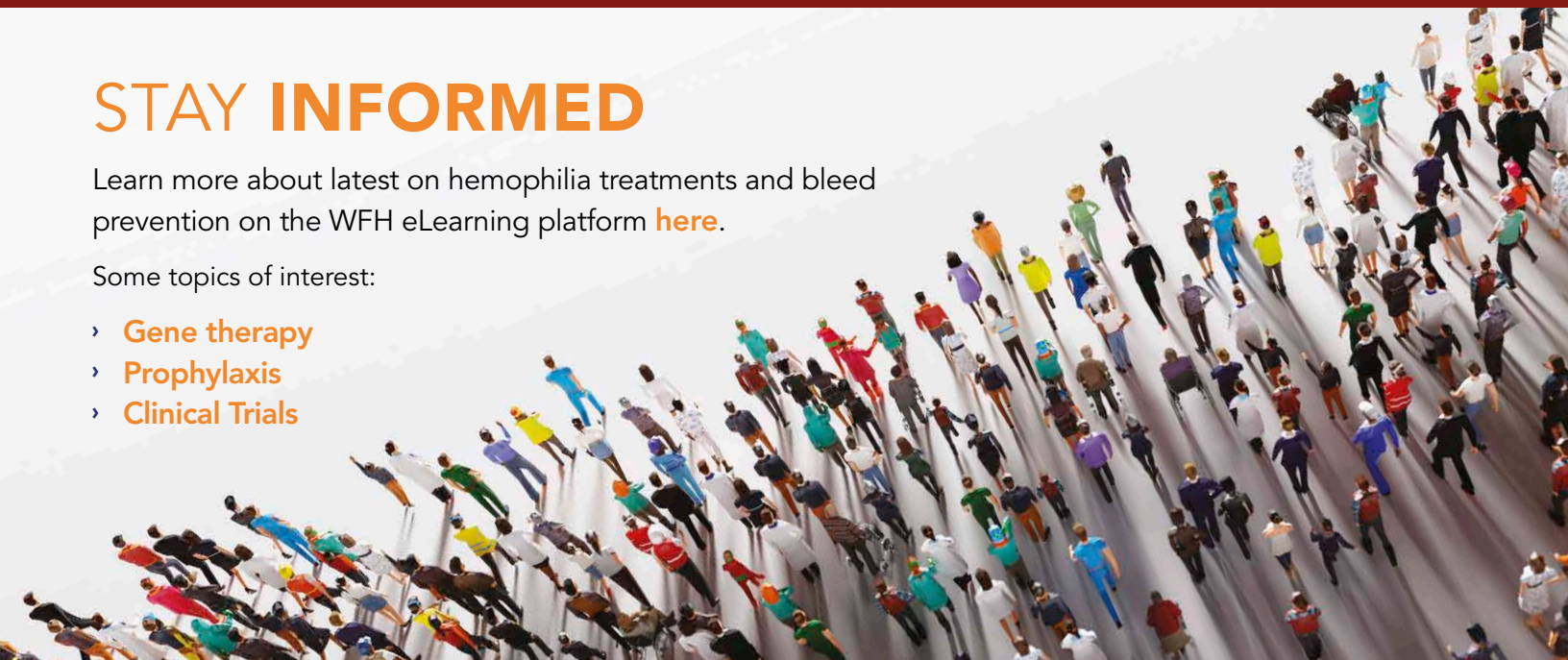
[Read story](#)
Lire l'histoire / Leer la historia

STAY INFORMED

Learn more about latest on hemophilia treatments and bleed prevention on the WFH eLearning platform [here](#).

Some topics of interest:

- › **Gene therapy**
- › **Prophylaxis**
- › **Clinical Trials**



LIGHT A MONUMENT UP RED



Every year, landmarks around the world are lit up in red as part of the World Hemophilia Day "Light It Up Red" campaign. Last year, 100+ landmarks around the world were lit up in a show of solidarity with the community.

- › You can use **this letter** to ask the person or group that is responsible for a monument or a building to take part in the campaign
- › If you take pictures of the moment or building and post them on social media, use **#LightItUpRed** or send us an email at **marcomm@wfh.org**
- › Email us at **marcomm@wfh.org** to tell us which moment or building you're helping to light up



SUPPORT THE WFH

- › You can support our global advocacy efforts and be a part of what the WFH is building today for future generations: a world in which all people with inherited bleeding disorders have access to treatment and care, regardless of their type of bleeding disorder, their gender or where they live. Donate [here](#).
- › Looking to do more? Consider joining the WFH Global Champions* community, reserved for our most dedicated supporters. Every month, you will receive a reminder of how your gift is impacting our global community. We'll bring you behind the scenes and show you how our healthcare development programs are creating transformational change in the lives of people with bleeding disorders around the world. Become a Global Champion [here](#).

*Individuals must make a gift of USD \$500 annually or \$40 monthly to become a Global Champion. Gifts can be made [online](#) or by cheque to 1425 René-Lévesque Blvd W Bureau 1200, Montreal, Quebec, H3G 1T7, Canada.

