

**RECOGNIZING
ALL BLEEDING
DISORDERS**

**WORLD
HEMOPHILIA
DAY 2024
APRIL 17**

EQUITABLE
access for all



On April 17, 2024, the global bleeding disorders community will come together to celebrate World Hemophilia Day. The theme of the event this year is “Equitable access for all: recognizing all bleeding disorders”. The World Federation of Hemophilia (WFH) vision of Treatment for All is for a world where all people with inherited bleeding disorders have access to care, regardless of their type of bleeding disorder, gender, age, or where they live. This April, let’s celebrate our community and continue working towards a world where everyone—with hemophilia A or B, von Willebrand disease (VWD) or any other bleeding disorder—has access to diagnosis, treatment, and comprehensive care.

#WHD2024 wfh.org/whd

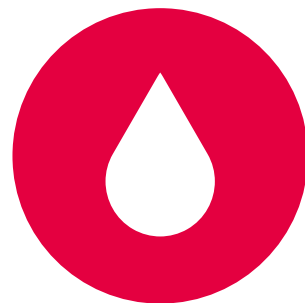


"At one time, when one said, 'bleeding disorder', people heard 'male with hemophilia'. In the last few years, the world has started seeing that a bleeding disorder means much more. It's hemophilia A and B, von Willebrand disease (VWD), and other conditions. It's men, boys, women and girls. It's the parents and the friends who support the person with a bleeding disorder. In short, 'bleeding disorder' means community—a community that deserves recognition, and one that needs our support. Please join us on April 17 to show the world that you care about equitable access for all."

— 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:



PARTICIPATE in the World Hemophilia Day Light it Up Red! campaign. Last year, thousands of people worldwide showed their support by lighting up over 150 landmarks red in cities across the world

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 access to treatment on [wfh.org/whd](#)

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

GET SOCIAL by posting about inherited bleeding disorders on Facebook, Twitter and LinkedIn using the **#WorldHemophiliaDay**, **#WHD2024**, and **#LightItUpRed** hashtags

DOWNLOAD resources like posters and social media banners from [wfh.org/whd](#) to help build your World Hemophilia Day Campaign

TAKE ACTION LOCALLY and use WFH World Hemophilia Day materials to send a letter to your local policymakers, set up meetings with elected officials and health ministers and engage with the local media



To learn more about
World Hemophilia
Day, please visit
[wfh.org/whd](#)

The WFH would like to thank our 2024 World Hemophilia Day sponsors for their continued support: Bayer, BioMarin Pharmaceutical Inc., Biotest, CSL Behring, F. Hoffman-La Roche Ltd., GC Pharma, Grifols, Kedrion, LFB S.A., Novo Nordisk, Octapharma, Pfizer, Sanofi, Sobi, Spark Therapeutics, and Takeda.

RAISE AWARENESS ON SOCIAL MEDIA



Like

Comment

Share



- Follow us to stay updated: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#)
- Use our hashtags [#WHD2024](#), [#WorldHemophiliaDay](#) and [#LightItUpRed](#) to join the conversation and create awareness
- Share your stories, photos, and videos with your social networks
- Use the World Hemophilia Day [social media toolkit](#)
- 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 friends, relatives, or coworkers to post pictures 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 other digital assets that can be translated and adapted to fit your local campaign needs!

You can access these and other resources at wfh.org/whd

[Download resources here](#)



Join the global community at
the **WFH WORLD CONGRESS!**

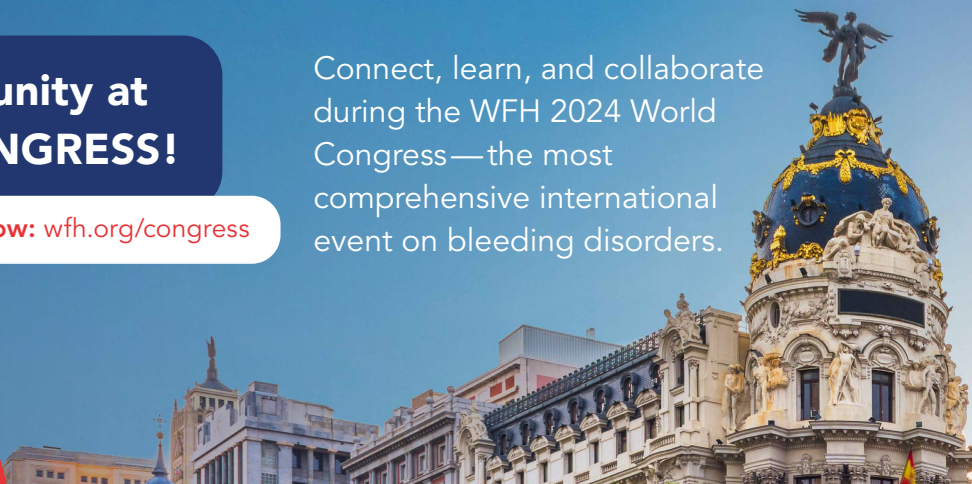
Register now: wfh.org/congress



WFH
WORLD CONGRESS

MADRID • APRIL 21-24, 2024

Connect, learn, and collaborate during the WFH 2024 World Congress—the most comprehensive international event on bleeding disorders.



ACT LOCALLY



[Download resources here](#)


- › 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 WFH national member organizations (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 individuals living with a bleeding disorder, 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



HAIDER ALI SHAH, 27

"No matter how long the night is, the morning is sure to come"
I don't know how to right a story but I will share my short story in my own...

♥ +11

[Read story](#)




GÉNESIS CEDEÑO, 27

Sufro de von willebrand, ya que la heredé de mi papá. Soy la tercera generación con esta condición, siempre pensé que era normal tener...

♥ +5

[Read story](#)



HAZRI ARIS, 35

Growing up was challenging, as I had to constantly worry about when my next bleed is going to occur. Being placed on on-demand treatment...

♥ +8

[Read story](#)

[Submit your story here: wfh.org/whd](https://wfh.org/whd)



STAY INFORMED

Learn more about bleeding disorders treatment and on access to treatment and care across the globe on the WFH eLearning platform.

Some topics of interest:

- › **Gene therapy**
- › **Prophylaxis**

[Access the WFH eLearning platform here](#)



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, over 150 landmarks around the world were lit up red 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, post them on social media, and 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 red!



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** to support us!
- › 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.

