



Blood Cancer Awareness Month

Briefing guide

August 2022

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#ThinkMDS

Let's talk about blood cancer, let's think about MDS

September is Blood Cancer Awareness month

This **Blood Cancer Awareness Month**, the MDS Alliance is supporting the education and awareness of myelodysplastic syndromes, a rare group of blood cancers.

The MDS Alliance is running a 4-week campaign called **#ThinkMDS**:

This campaign raises awareness of blood cancer, and educating about MDS, a rare group of blood cancers. The focus is specifically for HCPs or caregivers to notice the signs and take next actions.

Week 1: Highlighting one of the signs – **bruising**

Week 2: Highlighting one of the signs – **fatigue**

Week 3: Highlighting one of the signs – **breathlessness**

Week 4: Highlighting one of the signs – **weakness**

Information on signs of MDS are underpinned by highlighting that a complete blood count (CBC) can determine if further investigation is required. A complete blood count test is one of the most common laboratory tests performed today, and as such is a globally inclusive message for the MDS Alliance to share.

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Week 1: Raising awareness of blood cancer and MDS – highlighting one of the signs – bruising

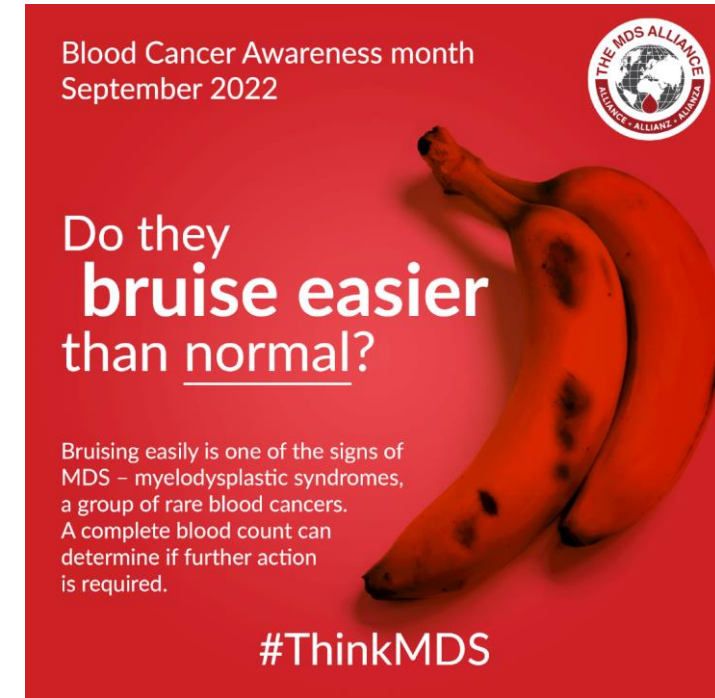
Using everyday objects that people recognise, and highlighting how these can look out of kilter compared to their ‘normal’ counterparts, to encourage recognition of the signs and not to ignore them.

Objectives

- Raise awareness of MDS in the HCP or caregiving community
- Educate people on signs and symptoms of MDS
- Educate people that MDS are a group of blood cancers

Materials

- Social media graphics to use and share
- Posters to download, print and share in local communities



Week 2: Raising awareness of blood cancer and MDS – highlighting one of the signs – fatigue

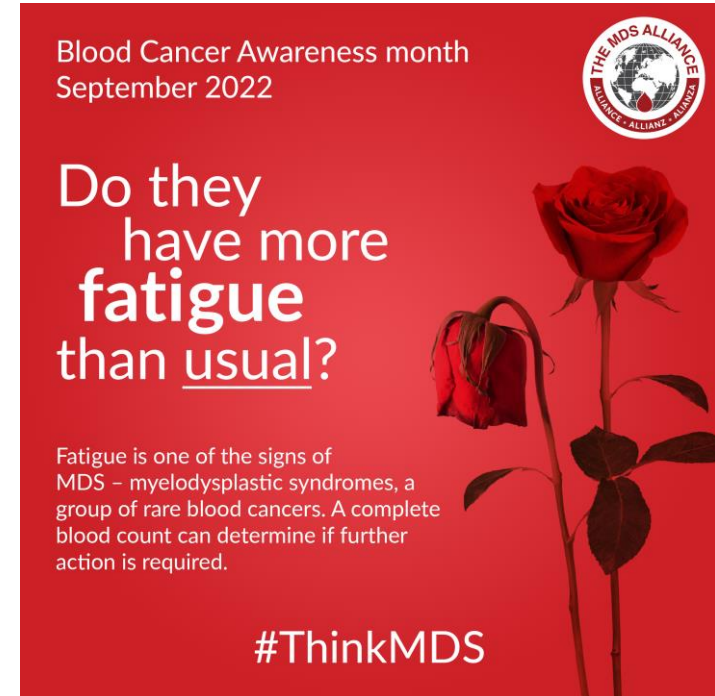
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Shout global – act local

#ThinkMDS

Week 3: Raising awareness of blood cancer and MDS – highlighting one of the signs – **breathlessness**

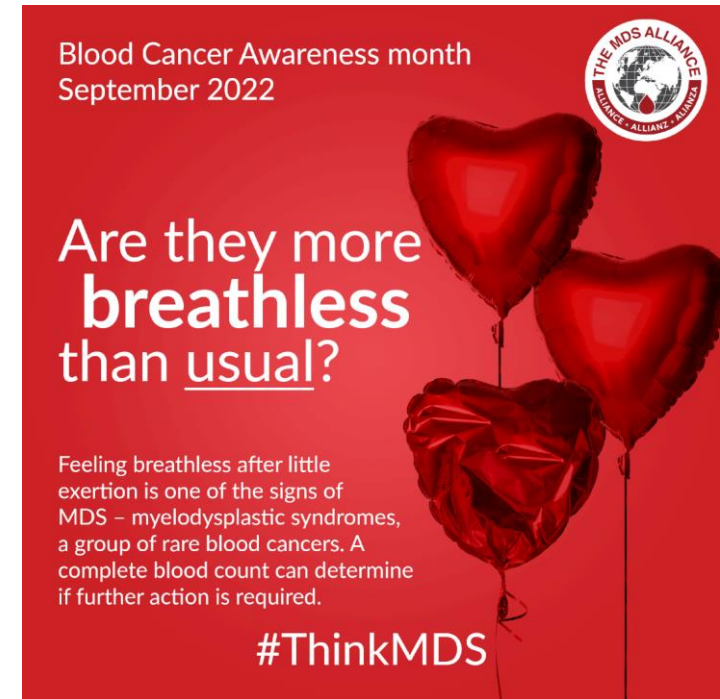
Using everyday objects that people recognise, and highlighting how these can look out of kilter compared to their ‘normal’ counterparts, to encourage recognition of the signs and not to ignore them.

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Shout global – act local

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Week 4: Raising awareness of blood cancer and MDS – highlighting one of the signs – weakness

Using everyday objects that people recognise, and highlighting how these can look out of kilter compared to their ‘normal’ counterparts, to encourage recognition of the signs and not to ignore them.

Objectives

- Raise awareness of MDS in the HCP or caregiving community
- Educate people on signs and symptoms of MDS
- Educate people that MDS are a group of blood cancers

Materials

- Social media graphics to use and share
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Shout global – act local

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September is Blood Cancer Awareness month

myelodysplastic syndromes

a rare group of blood cancers


#ThinkMDS

Blood Cancer Awareness month
September 2022



Do they have more **fatigue** than usual?

Fatigue is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A complete blood count can determine if further action is required.



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Do they feel **weaker** than usual?

Muscle weakness is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A complete blood count can determine if further action is required.



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Are they more **breathless** than usual?

Feeling breathless after little exertion is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A complete blood count can determine if further action is required.




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Do they **bruise easier** than normal?

Bruising easily is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A complete blood count can determine if further action is required.



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How you can get involved



We encourage you to **get involved** and support the campaign on behalf of patients with blood cancer, globally!

You can show **your support** using social media and by downloading and printing posters to stick up in your local community

Customisation - live in September

Need to add your own message or logo? – Now you can customise these graphics with editable file options.

Using the Canva board - <https://www.canva.com/>



Like and share the social media posts on your social channels with the hashtag **#ThinkMDS** and tag **@MDSAlliance**



Read and share the posters on your social channels with the hashtag **#ThinkMDS**



Print and display the posters in your locally community

Download the graphics from the MDS Alliance website [here](#)
Edit the graphics directly in Canva [here](#)

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