Blood Cancer Awareness Month

Briefing guide

September 2021
Let’s talk about blood cancer

September 1–30, 2021

• This Blood Cancer Awareness Month, the MDS Alliance is proud to support the education and awareness of myelodysplastic syndromes, a rare group of blood cancers

• This year, the MDS Alliance is running an interactive 3-part campaign called Let’s talk about blood cancer:
  ○ Part 1: Raise general awareness of blood cancers and MDS specifically
  ○ Part 2: Encourage people to become blood and stem cell donors, with a particular focus on the diversification of these registers
  ○ Part 3: Educate people on clinical trials and modern blood matching technology
Part 1: Raise general awareness of blood cancers and MDS specifically

Objectives
• Educate people on what blood cancer is
• Educate people on blood cancer symptoms
• Educate people on MDS
• Educate people that MDS are a group of blood cancers
• Educate people on the symptoms of MDS

Materials
• Social media graphics
• Posters
• Digital badge for social media profiles
Part 2: Encourage people to become blood and stem cell donors

Objectives
- Educate people on why it is important to donate blood
- Educate people on why it is important sign up to become a stem cell donor
- Promote established stem cell donor registers (DKMS, Anthony Nolan, and Be The Match)
- Encourage the need for greater diversity in blood donations
- Encourage the need for greater diversity in stem cell donors
- Educate people on the impact of COVID-19 on these donations

Materials
- Social media graphics
- Posters
- Interviews
Part 3: Educate people on clinical trials and modern blood matching technology

Objectives
• Educate people on clinical trials and their importance
• Raise awareness within the patient community about ongoing clinical trials
• Educate people on modern blood matching technology

Materials
• Social media graphics
• Posters
• Interviews
Your involvement

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

How can you show **your support** using social media?

1. **Like** and **share** the social media posts on your social channels with the hashtag #LetsTalkAboutBloodCancer

2. **Read** and **share** the educational posters on your social channels with the hashtag #LetsTalkAboutBloodCancer

3. **Update** your Facebook profile with the Blood Cancer Awareness Month digital badge

4. **Watch** and **share** the interviews on your social channels

5. **Sign up** to become a blood and stem cell donor, and tell your followers!

**Materials are available to download on the MDS Alliance website here.**
Your involvement

How can you show your support without social media?

1. Download, print, and take a selfie with our graphics. Send your selfies to SES_MDSA@scientificeducationsupport.com for us to post on your behalf.

2. Download, read, and share the educational posters with your friends, family, and colleagues. You can also take a selfie with our posters; send your selfies to SES_MDSA@scientificeducationsupport.com for us to post on your behalf.

3. Watch the interviews and send to your friends, family, and colleagues.

4. Sign up to become a blood and stem cell donor and encourage your friends, family, and colleagues to do the same!

Materials are available to download on the MDS Alliance website here.
Thank you

mds-alliance.org