



Myelodysplastic syndromes (MDS) World Awareness Day - 25 October

Briefing guide

October 25, 2022

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#MDSWAD2022

Overview



All you need to know about MDS World Awareness Day



What is
myelodysplastic
syndromes
(MDS)



Why are we
involved in a
world awareness
day



Who
are we trying to
communicate with



The MDS World
Awareness Day
campaign details



How you can get
involved

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What are myelodysplastic syndromes (MDS)

Myelodysplastic syndromes (MDS) are an often unrecognised, under-diagnosed rare group of bone marrow failure disorders, where the body no longer makes enough healthy, normal blood cells in the bone marrow. The disease is also known as a form of blood cancer.

- Also known as myelodysplasia.
 - Also know as myelodysplastic neoplasms (2022)
 - There are many different types of MDS. Some types can stay mild for years and others are more serious.
 - MDS can affect people of any age but is most common in adults over the age of 60.
- MDS develops into acute myeloid leukemia (AML) in approximately 30% of patients. The time to developing AML varies; some patients move slowly toward AML, some quickly, and some don't get AML at all.
 - Treatment options depend on the subtype of MDS that patients have, their outlook (risk group), and age/ general fitness. Treatment options include stem cell transplant, chemotherapy, and supportive care such as transfusions to control the symptoms of MDS.
 - A stem cell transplant (SCT) – also referred to as a bone marrow transplant – is considered the only way to potentially cure MDS.

Source:

<https://www.mds-foundation.org/what-is-mds/>

<https://www.mds-alliance.org/>

<https://www.cancer.org/cancer/myelodysplastic-syndrome/about/what-is-mds.html>

<https://www.macmillan.org.uk/cancer-information-and-support/blood-cancer/myelodysplasia-mds>

<https://www.nature.com/articles/s41375-022-01613-1/tables/3>

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Why are we involved in a world awareness day?

The MDS Alliance represents over 40 patient advocacy groups worldwide. Our shared voice as a group with common causes allows us to support the education, resources and knowledge of **Myelodysplastic syndromes** (MDS) globally and highlight the issues impacting the lives of those people living with MDS.

MDS is **difficult to diagnose**, by raising awareness of MDS and taking action to get a blood test if you are experiencing symptoms - we aim to improve diagnosis.

<https://www.mds-alliance.org/>

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Who are we speaking to? Why?



loved ones, care givers, family members, partners

We may not notice ourselves just how frequently we are feeling tired, or how quickly we get out of breath for activities that used to feel easy. But our loved ones can notice these changes much more easily.

The world awareness day campaign will look to engage with the loved ones of those **experiencing symptoms** to encourage them to act and get checked out via a blood test with a full blood count/complete blood count.

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MDS World Awareness Day 2022 – October 25

Every year on **October 25**, the MDS Alliance and their member groups around the world, come together to raise awareness of **Myelodysplastic syndrome (MDS)**, which is a type of rare blood cancer, wherein the bone marrow does not produce enough healthy blood cells.

There are a number of types of MDS, some of which stay mild and can be undetected for years, others are more serious and progressive, and symptoms are felt and seen.

This **World Awareness Day**, we are sharing information on the signs and symptoms of MDS and highlighting that getting a blood test, with a full blood count analysis can confirm a diagnosis. As with all cancers, the earlier the diagnosis, the better. So please get involved in sharing the materials on the signs of MDS below and help spread this information.

- Highlighting one of the signs – **bruising**
- Highlighting one of the signs – **fatigue**
- Highlighting one of the signs – **breathlessness**
- Highlighting one of the signs – **weakness**

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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
- Educate people on signs and symptoms of MDS
- Educate people that MDS are a group of blood cancers
- Encourage action to get a blood test with a full blood count

Materials

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



MDS World Awareness Day
October 25

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Does your partner
bruise easier
than normal?

Don't let them ignore it.

Bruising easily is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A healthcare provider can carry out a complete blood count to see if further action is required.

Get a #BloodCount

Shout global – act local

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

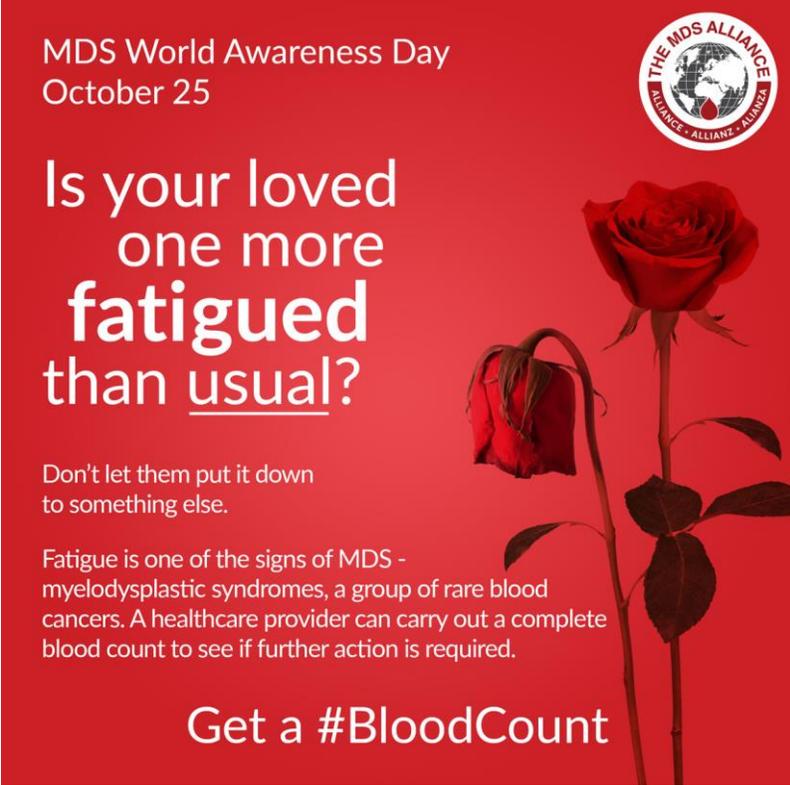
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Is your loved one more fatigued than usual?

Don't let them put it down to something else.

Fatigue is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A healthcare provider can carry out a complete blood count to see if further action is required.

Get a #BloodCount

Shout global – act local

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

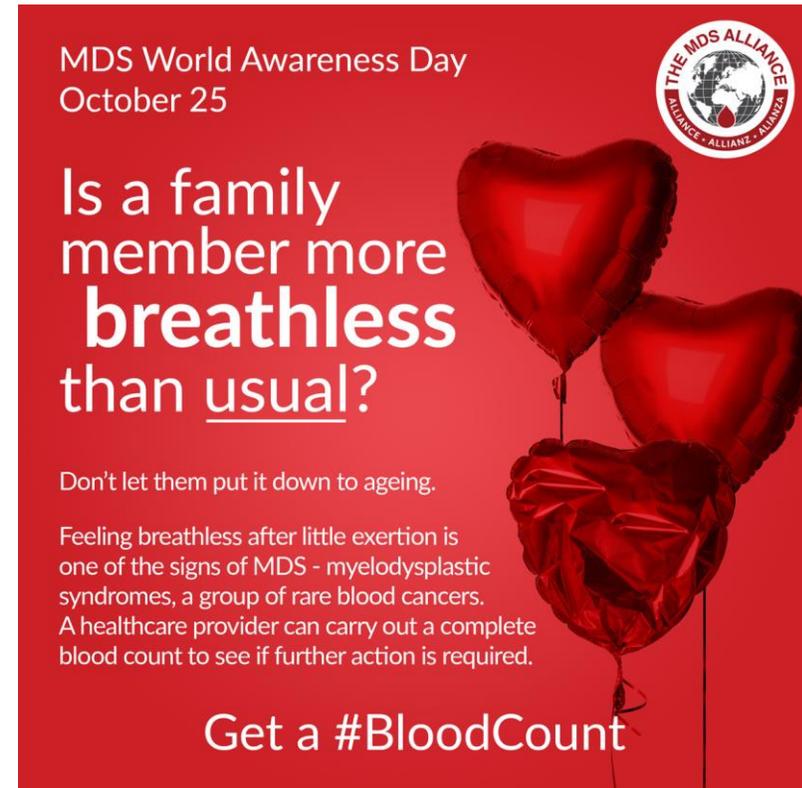
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A red poster for MDS World Awareness Day. At the top left, it says "MDS World Awareness Day October 25". At the top right is the logo for "THE MDS ALLIANCE" which includes a globe and the words "ALLIANCE ALLIANCE ALLIANCE". The main text asks "Is a family member more **breathless** than usual?" with "breathless" in a larger font. Below this, it says "Don't let them put it down to ageing." and "Feeling breathless after little exertion is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A healthcare provider can carry out a complete blood count to see if further action is required." At the bottom, it says "Get a #BloodCount". On the right side of the poster, there are three red heart-shaped balloons of different sizes.

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October 25

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Is a family member more **breathless** than usual?

Don't let them put it down to ageing.

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

Get a #BloodCount

Shout global – act local

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

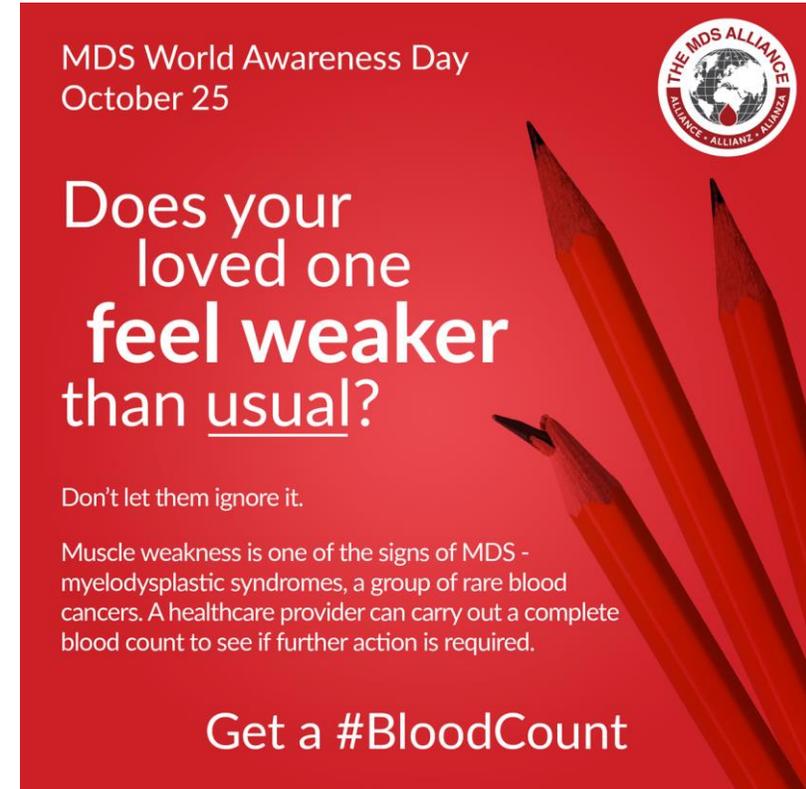
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A red poster for MDS World Awareness Day. At the top left, it says "MDS World Awareness Day October 25". At the top right is the logo for "THE MDS ALLIANCE ALLIANCE • ALLIANTZ • ALLIANZA". The main text reads "Does your loved one feel weaker than usual?" with "usual" underlined. Below this, it says "Don't let them ignore it." and "Muscle weakness is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A healthcare provider can carry out a complete blood count to see if further action is required." At the bottom, it says "Get a #BloodCount". On the right side, there are three sharpened pencils of different colors (red, orange, yellow) pointing upwards.

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Does your loved one
feel weaker
than usual?

Don't let them ignore it.

Muscle weakness is one of the signs of MDS - myelodysplastic syndromes, a group of rare blood cancers. A healthcare provider can carry out a complete blood count to see if further action is required.

Get a #BloodCount

Shout global – act local

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Overview of resources available on <https://www.mds-alliance.org/mds-world-awareness-day>

Social media graphics



Posters to print and put up



Information graphics x 10 facts



twibbon start something



Canva

Online Language graphics editor

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How you can get involved



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

Show **your support** on your social media channels and by downloading and printing posters to stick up in your local community



You can also support by adding the **MDS Twibbon** to your profile picture. Go to the **Twibbon website** for 'MDS World Awareness Day 2022' and add to your Twitter or Facebook profile



Like and share the social media posts on your social channels with the hashtag **#MDSWAD2022** and tag **@MDSAlliance**



Read and share the posters on your social channels with the hashtag **#MDSWAD2022** and **#bloodcount**



Print and display the posters in your locally community

Download the graphics from the MDS Alliance website [here](#)

#MDSWAD2022

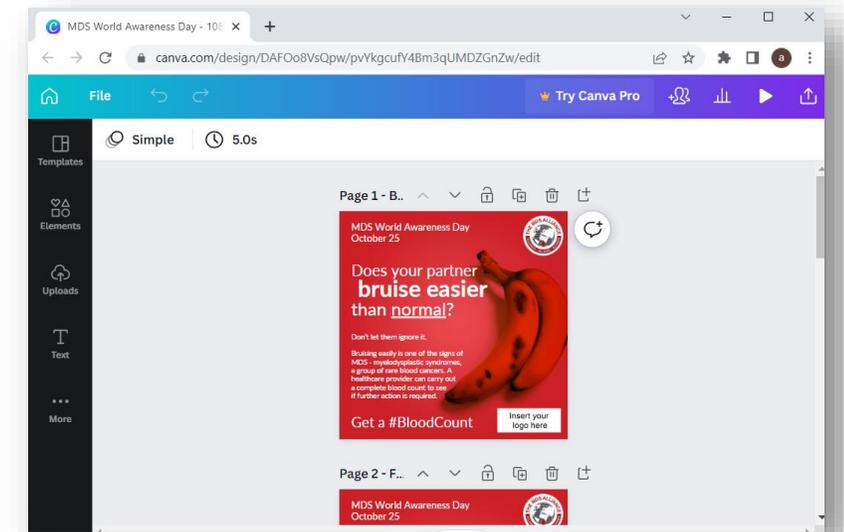
Canva: How to create your custom MDS graphics

CANVA is a graphic design platform, which will allow you to **personalise** the MDS Alliance graphics by adding your own message and logo of your organisation.



You can **customise graphics** with editable file options using Canva as below:

1. Access the Canva-files by clicking on the **design link**. If you don't have a Canva account yet, you can get one for free at Canva website
2. Click in the text boxes (clearly identified), delete the English text and replace with local language
3. Click logo box and upload your logo image
4. When you have finished editing the graphics, click the 'Share' icon (located on the right-hand side of your screen) to either share the graphics on your social media platforms or download them for future use



MDS Canva web page view

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Get in touch

If you would like more information and support the MDS Alliance please contact the secretariat - Lumanity

commseu-mdsa@lumanity.com

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