



Blood Cancer Awareness Month 2024

United for MDS

Campaign Briefing Guide

Supporters



Bristol Myers Squibb™

#United4MDS

Blood Cancer Awareness Month 2024 by the MDS Alliance

September is Blood Cancer Awareness month and myelodysplastic syndromes (MDS) is a rare form of blood cancer.

In previous years, we focused on raising awareness about the disease itself – its causes, symptoms and treatments.

This year, we bring **our members** to the forefront of the campaign with the key messaging focused on:

**THE IMPORTANCE OF PATIENT ORGANISATIONS
IN THE MDS PATIENT JOURNEY**



#United4MDS

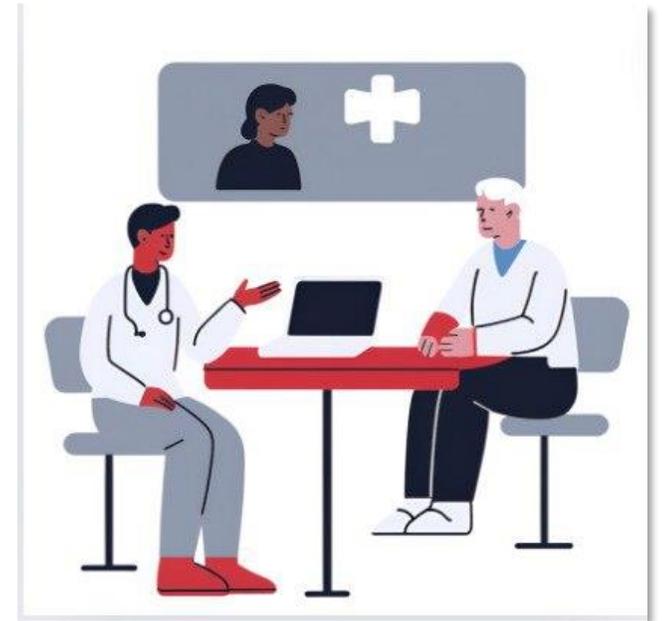
The “WHY?”

Myelodysplastic syndromes (MDS) are a rare form of blood cancer with no known cure. When diagnosed, patients and their loved ones often feel isolated and unsure how to navigate life with the disease.

While **patient organisations** and **support groups** can provide crucial help to patients and their families both at the time of diagnosis and throughout the MDS journey, there is limited awareness about this opportunity and the services and benefits offered to those affected.

One of the key ways for patients to find out about patient organisations is a referral by a **healthcare professional (HCP)**. However, HCPs also often lack awareness of the importance of these groups in the patient journey and omit a timely referral.

To combat the above issues and ensure that all patients get the support they need, this September we unite the voices of the MDS community and raise awareness amongst both patients and the HCPs of **the importance of patient organisations in the patient journey.**



#United4MDS

The “HOW?”

Throughout the month of September, the MDS Alliance will be running an online Awareness Campaign titled **United for MDS**.

The content will consist of:



Interviews with HCP key opinion leaders in the field of MDS, sharing their views about MDS patients and patient organisations and highlighting the role HCPs play in informing their patients about the support provided by patient organisations.



Testimonials of MDS patients sharing the day-to-day challenges of their condition and the benefits they gained by getting referred to a patient organisation.



Spreading awareness about **the members of the MDS Alliance** and the services they provide to patients.



Informational posts highlighting helpful facts and resources for MDS patients.

#United4MDS

Campaign Planner

Campaign launch

1st September

Structure

Every week, we will share a combination of materials including a HCP interview, a patient testimonial and an informational post, covering different aspects of how each goes through an contributes to the MDS patient journey.

Access to Campaign materials

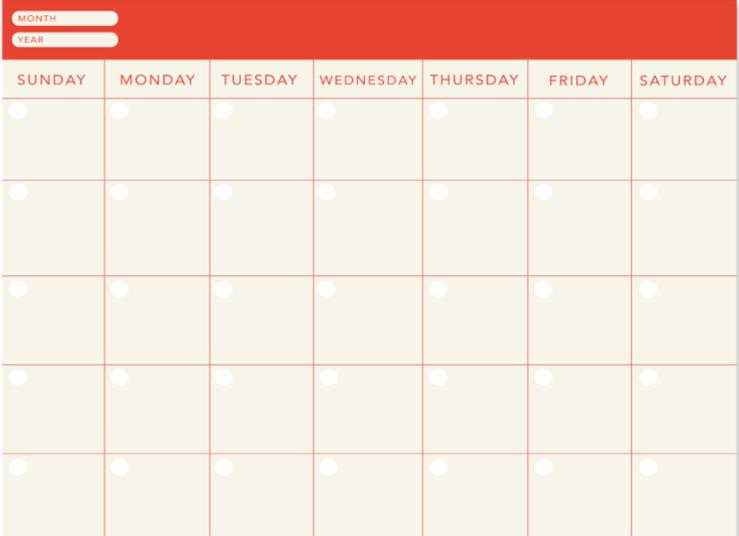
- ✓ A detailed posting calendar can be found [here](#)
- ✓ Campaign materials can be found [here](#)
- ✓ Instructions for the visuals can be found [here](#)

Hashtags

Throughout the campaign, we will be using thematic hashtags including **#United4MDS** and **#ThinkMDS** to highlight the sense of collective drive and togetherness in support of MDS patients.

Channels

Our posts will be shared on @MDSAlliance SM channels including [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#)



MONTH						
YEAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

#United4MDS

Campaign Content: Informational Posts

Using clear and simple content to raise awareness around **helpful information and resources for patients and caregivers** to support their MDS patient journey.

Objectives:

- To ensure patients and caregivers are informed on key information and resources available (or questions to ask).
- To educate the public about MDS and how it impacts them.
- To highlight patient organisations as important sources of support and the benefits of connecting with them.

Materials:

- Visuals to enhance informative social media posts.



Example of a social media post

#United4MDS

Campaign Content: Healthcare Professional (HCP) Insights

Feature videos of healthcare professionals (HCPs) speaking about their views on **MDS care and how patient organisations can play a key part.**

Objectives:

- To inform patients and caregivers on approaching HCPs regarding MDS treatment and care.
- To illustrate to patients and caregivers how MDS patient organisations can be integrated into their experience.
- To engage other HCPs and raise awareness on how patient organisations can support their crucial work with patients.

Materials:

- Visuals to enhance informative social media posts.



Example of a social media post

Campaign Content: Patient & Caregiver Experiences

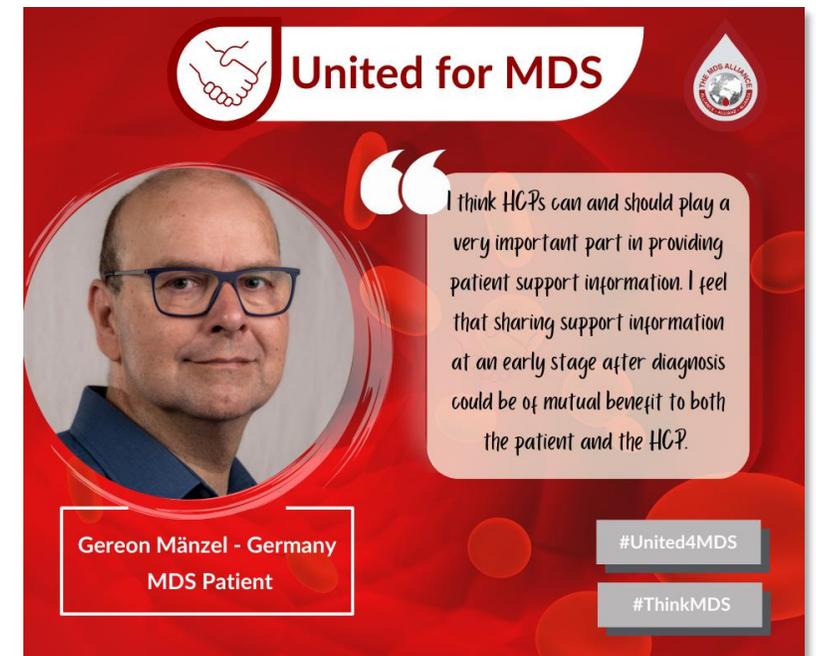
Highlight patient and caregiver **perspectives on their treatment and care experiences**, and **the role of patient organisations in their MDS journey**.

Objectives:

- To share patient and caregiver perspectives on how HCPs and patient organisations can collaborate to positively benefit their MDS experiences.
- To provide further useful information for patients and caregivers related to specific challenges they may face around MDS.

Materials:

- Visuals to enhance informative social media posts.



Example of a social media post

#United4MDS

Campaign Content: Posters about MDSA Members

Share a campaign poster template that members of the MDS Alliance can customise **to feature information about organisation and the services + resources they offer.**

Objectives:

- To provide an opportunity for members to share more information about the support and benefits they can provide for MDS patients and caregivers.
- To help enhance the visibility of member organisations within their respective countries and communities.

Materials:

- Poster Template to be customised by each member organisation for their further use.
- It can be found [here](#)



Example of poster template with content

#United4MDS

How can YOU get involved?



FOLLOW

Follow the social media channels of the **MDS Alliance**: Facebook, X/Twitter, Instagram and LinkedIn



ENGAGE

React to, comment and share our posts to increase their reach



INPUT

Input information about your organisation and the services you provide into the **poster template** and share in on your social media! Don't forget to tag **@MDSAlliance** and use **#United4MDS** to amplify the campaign messaging



POST

Add your logo to our graphics, **translate** and **edit** our posts based on your needs using the Canva links and share with your community!



👉 SOCIAL MEDIA CHANNELS



👉 TO CUSTOMISE VISUALS



#United4MDS



Blood Cancer Awareness Month 2024

This September, let's stand United for MDS

#United4MDS #ThinkMDS

Thank you to the campaign sponsor:

