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February 10, 2014

Dr. Patricia Casais  
President  
Argentine Group on Thrombosis and Haemostasis  
Luis Sáenz Peña 342 Piso 9, Dto. A.  
Buenos Aires  
Argentina 1110

**Subject: Invitation to Participate in World Thrombosis Day**

Dear Dr. Casais,

On behalf of the International Society on Thrombosis and Haemostasis (ISTH), we want to thank you for your continued partnership and collaboration throughout the last year. Together, we've built awareness, increased education, enhanced capacity and laid an important foundation for working together.

As part of our continued collaboration, we would like to share with you the exciting plans that we have for establishing an annual World Thrombosis Day with its launch in 2014 and formally invite the Argentine Group on Thrombosis and Haemostasis to participate.

Further to calls from various organizations and individuals for such an initiative to be led by the ISTH, World Thrombosis Day will be an annual worldwide public and professional education program with the goal to ultimately reduce the significant disease burden caused by thrombosis. It will also be a focused awareness event that the ISTH will build along with engaged national organizations such as yours and other health advocates to foster public and professional educational activities to heighten awareness and ultimately save lives.

**Of note, October 13 is our day of choice for World Thrombosis Day because it is the birthday of Rudolf Virchow, the pioneer in the pathophysiology of thrombosis.**



### **We Invite You to Participate**

In collaboration and support of World Thrombosis Day, we formally invite the Argentine Group on Thrombosis and Haemostasis to pledge to be a partner of this global initiative with launch in 2014.

As a formal partner, we would ask your organization to share its name as part of the overarching promotion of the day, utilize one or several of the many tools that will be offered as part of the World Thrombosis Day campaign (free of charge) and to consider conducting one or more activities in the name of the day.

We realize that each national organization is different in its capacities and resources, so we only ask that you conduct activities within your realistic ability. This may mean simply issuing a press release about thrombosis, or it may include multiple activities in coordination with other medical professionals and patient groups, all the way to engaging politicians in discussions about access to care. It will be up to you and your organization to decide how to best celebrate World Thrombosis Day.

### **Your Organization's World Thrombosis Day Toolbox**

At this time the ISTH is busy creating educational resources for your organization to use in the promotion and celebration of World Thrombosis Day. Between April and July of this year, we will make the following tools available to you and your organization for planning purposes and use:

- World Thrombosis Day logo and graphic standards
- World Thrombosis Day "How To Build Awareness" guide
- World Thrombosis Day website & social media pages
- Media materials including customizable press releases, media kit, strategies for outreach to local reporters and more
- Fact sheets on the prevalence and impact of undiagnosed or misdiagnosed VT and Q&A documents
- Key messages, scientific facts and figures
- Infographics and images for use including logos, letterhead and website banners, etc.
- Strategies for mobilizing patient advocates and other medical societies
- Evaluation mechanisms

*(Please know that our resources currently only allow us to make these available in English and we would ask that you undertake the necessary translations and adaptations for your respective use).*





If there is another tool that would be helpful to you, please contact us and we'd be happy to review any request for additional resources.

In the attachment, we provide you with an overall World Thrombosis Day Campaign Plan and timeline and a list of our Steering Committee.

**Call for Collaboration**

We look forward to working alongside you and hope that we can count on you to become involved in this crucial and unique health awareness campaign to reduce thrombosis-related events.

**Please take the first step by reviewing the attached pledge to be part of World Thrombosis Day as a formal partner.** The pledge takes less than five minutes to complete. Once finalized, please email, mail or fax to:

**Louise Bannon**

ISTH Director of Marketing & Membership

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In addition, we are pleased to announce that Alicia Blanco is a member of the WTD Steering Committee and will be pleased to be available to you for any questions, ideas or to assist in assessing your plan or executing your activities.

We appreciate your leadership and look forward to our continued collaboration and support of thrombosis and haemostasis initiatives and work. Should you have any questions, please don't hesitate to contact us.

Sincerely yours,

**Michael Berndt**

ISTH Chairman of Council

**Nigel Key**

ISTH Chairman Elect

**Gary Raskob**

Chair, World Thrombosis  
Day Steering Committee



## **PLEDGE TO PARTNER IN WORLD THROMBOSIS DAY**

We, the **Argentine Group on Thrombosis and Haemostasis**, are committed to being an active partner in the global effort to launch **World Thrombosis Day**, a worldwide public and professional education initiative to address thrombosis, the common underlying disorder that precipitates the three leading causes of cardiovascular death, including heart attack, stroke and pulmonary embolism.

By signing this pledge, we agree - within our means and abilities - to help build awareness and understanding about thrombosis, to reduce the worldwide disease burden and the unnecessary disabilities and deaths caused by it.

We understand that the ISTH will provide us with ready-to-use educational resources and media materials (in English) and a toolkit to help us in our outreach.

Also, as part of our pledge, we agree to share our progress and results of activities before and after October 13 and will include formal recognition of global sponsors of World Thrombosis Day as indicated in the How-To guide.

We are proud to play a part in this urgent World Thrombosis Day initiative.

**Signature(s) of Support:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Name of Primary Contact:** \_\_\_\_\_

**E-mail Address of Primary Contact:** \_\_\_\_\_

**Phone Number of Primary Contact:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Comments:** \_\_\_\_\_