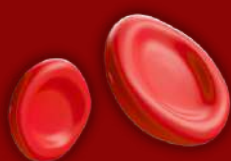
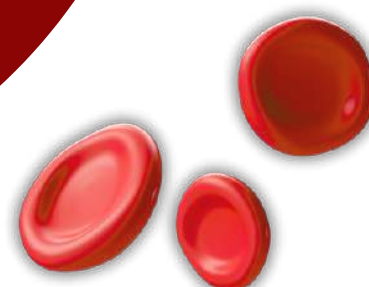


# WORLD INHERITED BLOOD DISORDERS



Global Action Network for Sickle Cell  
and Other Inherited Blood Disorders

**DIGITAL  
TOOLKIT**



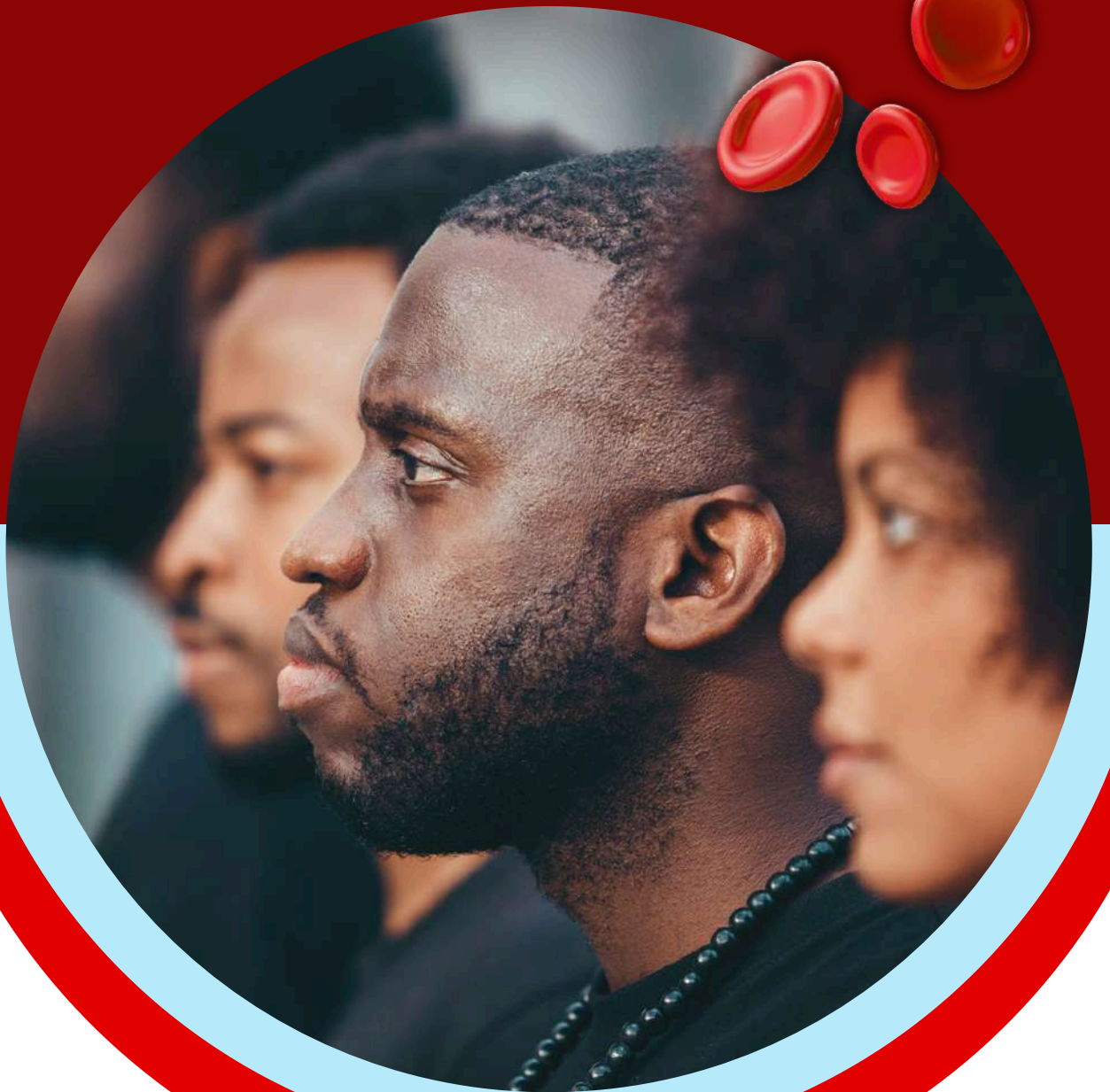
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**WIBDs DAY IS  
SPONSORED BY:**





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# What are Inherited Blood Disorders?

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Inherited Blood Disorders (IBDs) represent a diverse group of serious blood diseases associated with significant morbidity and mortality and requiring early diagnosis and prompt implementation of comprehensive and preventive therapies.

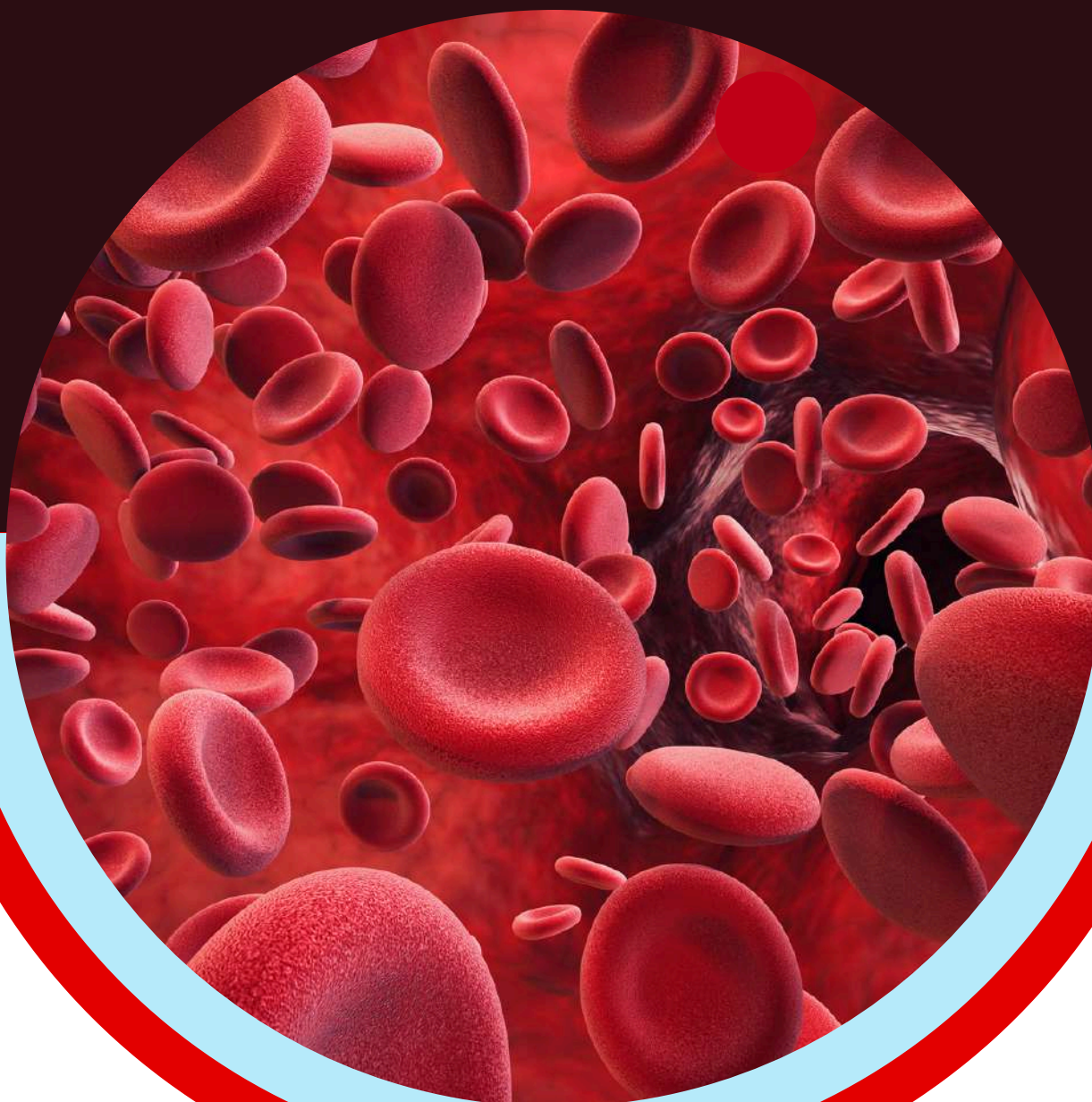


# Most Common Categories of Inherited Blood Disorders

- Hemoglobin Disorders
- Red Cell Membrane Disorders
- Red Cell Enzyme Disorders
- Bone Marrow Failure Syndromes
- White Blood Disorders
- Platelet Disorders
- Thrombocytopenia (CAMT)
- Coagulation Factor Deficiencies
- Thrombophilia



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## DID YOU KNOW?

Canada is the first country in the world to introduce a bill recognizing October 18 as National Inherited Blood Disorders Day. Although the bill must be reintroduced following the recent election, this historic milestone has:

- ✓ Given a stronger voice to Canadians living with inherited blood disorders.
- ✓ Raised awareness and visibility for marginalized communities.
- ✓ Promoted equitable access to care, treatment, and research.

Similar to Canada, you can start the conversation with your parliamentarians about enacting October 18 as National Inherited Blood Disorders Day in your country. A landmark step in advocacy, equity, and better health for all.

**Watch the full video here:** <https://www.youtube.com/watch?v=ouMtHVldRDo>

**World Inherited Blood Disorders Day**, observed annually on **October 18**, is a global opportunity to recognize the challenges and celebrate the resiliencies of individuals and families affected by inherited blood disorders.

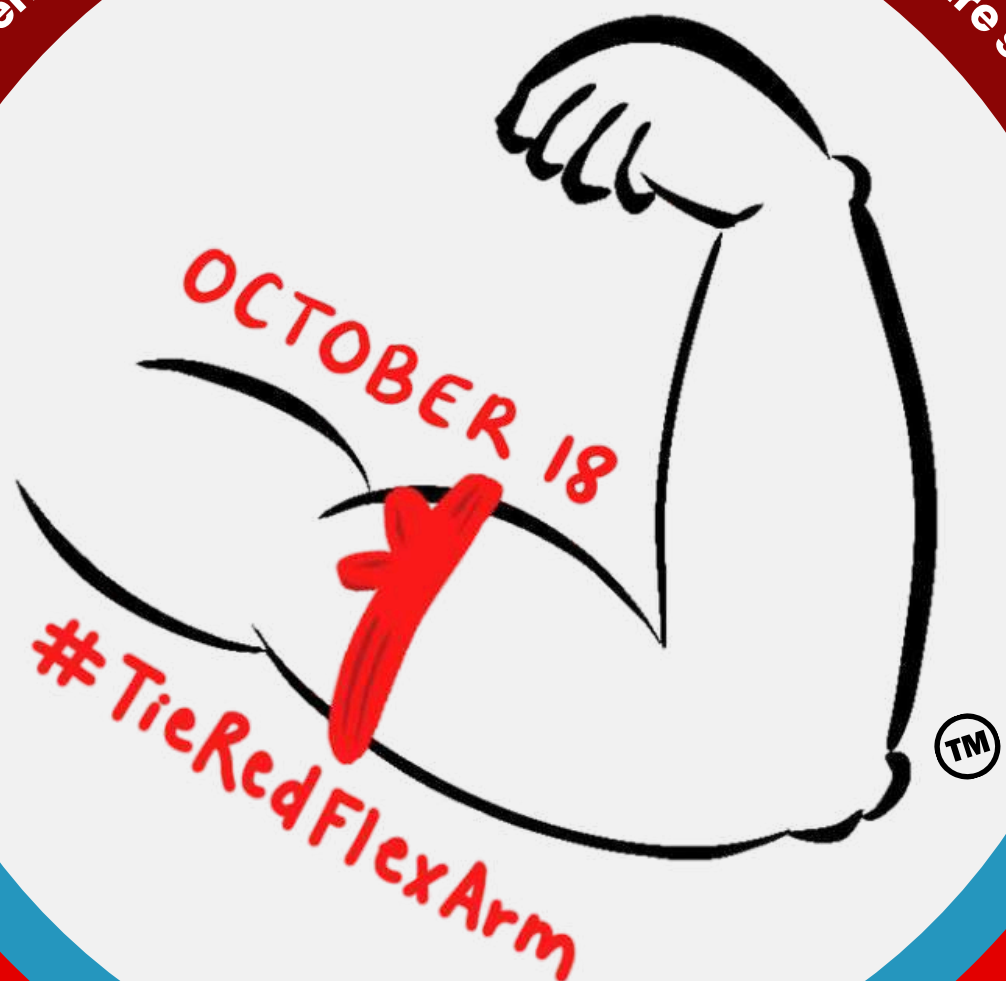
We're bringing back #TieRedFlexArm to raise awareness, show solidarity, and support advocacy.

**Tie a Red Ribbon or Scarf, flex 💪, and share with us on social media using the #TieRedFlexArm hashtag.**



Global Action Network for Sickle Cell  
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Amplifying awareness, inspiring action, and showing that we are stronger united.







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# SAMPLE PHOTOS FROM LAST YEAR







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# Campaign Objectives

## **Raise Awareness**

Educate the public about IBDs and encourage participation in events, screenings, blood donation throughout the month of October.

## **Humanize the Cause**

Share patient and caregiver stories to highlight real-life impact.

## **Promote Advocacy**

Advance policy changes and enactment of October 18 as National Inherited Blood Disorders Day

## **Build Community**

Foster solidarity through hashtags, interactive posts, and user-generated content.



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# CAMPAIGN TIMELINE OVERVIEW

OCT 01-15

OCT 16-19

OCT 20-30

## PHASE 1:

### **Building Awareness Toward October 18.**

Share your activities with your global community and send them to GANSID for inclusion in the newsletter and on social media by October 10. Remember to tag **@iblooddisorders** on your posts!

## PHASE 2:

### **WIBDs Day Celebrations**

Host disease-specific or cross-disease collaborative events within your member organizations, and be sure to tag **@iblooddisorders** on social media.

## PHASE 3:

### **Post-Event Celebration**

Share your Post-event recap and highlights with **media@inheritedblooddisorders.world** by October 21st for inclusion in GANSID newsletter, tag **@iblooddisorders** on social media



# Who You Can Share this Campaign Toolkit With.

- Patients, family members, and caregivers.
- Patient organizations across inherited blood disorders.
- Non-profit and for-profit. organizations that subscribe to our vision.
- Healthcare professionals and researchers.
- Schools, media creators, influencers, and community advocates.
- Industry partners.
- Anyone with interest in supporting our cause.



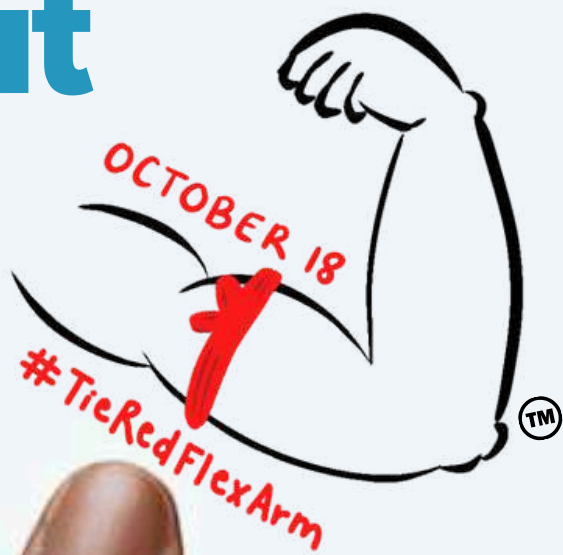
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# Social Media Kit



**Graphics:** Download posters, and stickers from our media kit.

## Suggested Captions:

- "I'm tying red and flexing my arm 💪 to support the inherited blood disorders community worldwide. Together, let's raise awareness and strengthen care. ❤️ #TieRedFlexArm #WIBDsDay2025"
- Every post counts. Every red tie matters. Join the global movement this October 18. 🌍 #TieRedFlexArm #WIBDsDay2025"

## IG & FB Stories Templates:

Editable IG & FB story templates in the campaign materials.





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# Campaign Materials

- 🔗 Advocacy Support Letter
- Sample Social Media post
- Zoom Backgrounds
- Email Signature
- Facebook Cover Photo
- LinkedIn Cover

**DOWNLOAD CAMPAIGN  
MATERIALS THROUGH THE  
QR CODE OR THE LINK BELOW**



🔗 **[HTTPS://BIT.LY/WIBDS  
CAMPAIGNMATERIALS](https://bit.ly/wibds_campaignmaterials)**



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# SAMPLE CONTENT & CAPTIONS

1



## World Inherited Blood Disorders Day

- October 18 is World Inherited Blood Disorders Day! This day is about awareness, action, and equity for everyone living with inherited blood disorders. Please show your support:
- ✚ Tie a red ribbon to your arm,
- 👊 Strike a pose,
- 📷 Share your photo to us @iblooddisorders
- 👉 Follow our socials to stay connected and spread awareness.

Let's stand united and make inherited blood disorders impossible to ignore.

#TieRedFlexArm #WIBDsDay2025 #GANSIDWIBDsDay

2



## Myths vs Facts Carousel about Inherited Blood Disorders

● Myth vs. Fact: Inherited Blood Disorders  
Let's bust some common myths and uncover the truths about Sickle Cell Disease, Thalassemia, Pyruvate Kinase (PK) Deficiency, Aplastic Anemia and other inherited blood disorders. Knowledge is power and it can save lives.

📅 October 18 is World Inherited Blood Disorders Day – stay tuned for more facts, stories, and ways you can get involved!

📱 Follow @iblooddisorders for more topics like this and help us spread awareness far and wide.

#MythVsFact #InheritedBloodDisorders #WorldIBDsday  
#SickleCellAwareness #ThalassemiaAwareness #BloodDisorderAwareness  
#GANSID #HealthEducation #SpreadAwareness #PKD  
#TieRedFlexArm #WIBDsDay2025 #GANSIDWIBDsDay



3



## Flex Arm Photo Campaign

Be part of the movement and carry the momentum forward for World Inherited Blood Disorders Day on October 18. Together, let's make our voices heard!

#TieRedFlexArm #WIBDsDay2025  
#GANSIDWIBDsDay





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# COUNTDOWN CAPTIONS



## OCTOBER 08 POST: 10 Days to Go

🕒 10 Days to Go!

World Inherited Blood Disorders Day is almost here – October 18! 🌍🩸  
Let's make every day count by spreading awareness, sharing stories, and standing with the global community affected by inherited blood disorders. This year's theme, "Transforming Care and Strengthening Communities," reminds us that change begins when we care – together.

👉 Join the movement:

- ✓ Tie red on your arm & flex strong
- ✓ Tag @iblooddisorders
- ✓ Use the hashtags: #TieRedFlexArm #WIBDsDay2025 #GANSIDWIBDsDay

Help us amplify the message and bring the world closer to better care, deeper understanding, and stronger support systems. ❤️



## OCTOBER 13 POST: 5 Days to Go

👋 5 Days to Go!

We're just 5 days away from World Inherited Blood Disorders Day and the energy is building! 🌍❤️  
Let's keep the momentum going by raising awareness and showing support for individuals and families impacted by inherited blood disorders.

Have you joined the Tie Red, Flex Arm Challenge yet? There's still time to be part of the movement.

📸 Tie something red on your arm, flex, snap your photo, tag @iblooddisorders, and use #TieRedFlexArm

Together, we're transforming care and strengthening communities – one flex, one voice, one heart at a time. 💪

#TieRedFlexArm #WIBDsDay2025 #GANSIDWIBDsDay



## OCTOBER 16 POST : 2 Days to Go

🕒 2 Days to Go!

Only 2 days left until the world comes together for World Inherited Blood Disorders Day! 🩸🌍  
Now's the time to raise your voice, show solidarity, and stand with those impacted by inherited blood disorders.

💡 Show your support:

- ✓ Tie something red on your arm
- ✓ Flex and snap a photo
- ✓ Tag @iblooddisorders
- ✓ Use #TieRedFlexArm and #WIBDD2025

Let's fill the feed with strength, unity, and hope. ❤️💪

#TieRedFlexArm #WIBDsDay2025 #GANSIDWIBDsDay

# Amplify the Campaign

## Partner With Us!

- Feature **#WIBDsDay2025** in your newsletter, blog, and social media pages.
- Share your events with GANSID on social media platforms and via email
- Reach out to media for coverage.
- Collaborate with local schools, hospitals, or influencers.
- Use the toolkit to build year-round momentum.
- Tag us **@iblooddisorders** on all your posts.
- Turn on your notifications to be kept updated.



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# What Else You Can Do?

## **Raise Awareness**

Educate the public about inherited blood disorders (such as sickle cell disease, thalassemia, hemophilia).

## **Humanize the Cause**

Share patient and caregiver stories to highlight real-life impact.

## **Promote Action**

Encourage participation in events, screenings, donations, and policy advocacy.

## **Build Community**

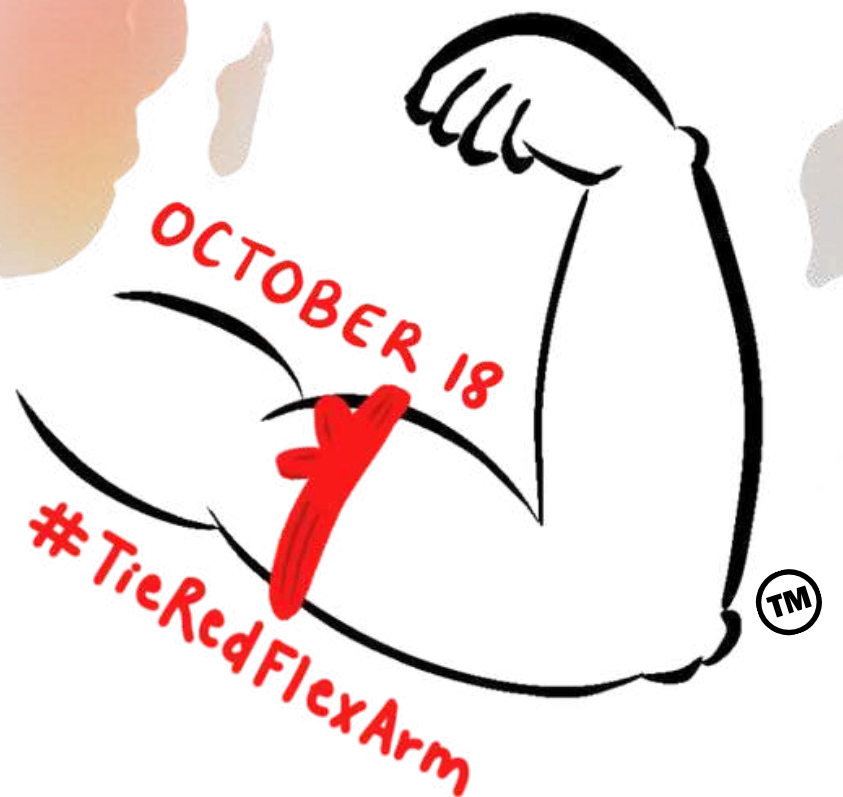
Foster solidarity through hashtags, interactive posts, and user-generated content.



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and Other Inherited Blood Disorders

# Tie Red. Flex Arm.

for the World Inherited Blood Disorders Day



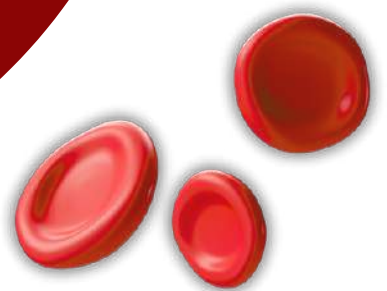


# Thank You

for standing with the inherited blood disorders (IBDs) community.

Every post, event, or share adds power to the cause.

Let's reshape the narrative.  
Let's transform care.  
Let's strengthen communities.



# 2025



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