



AVRIL 2021

# Activation Kit

# World Amyloidosis Day

SUPPORT THE FIRST WORLDWIDE DAY AGAINST AMYLOIDOSIS



Presented by Amyloidosis Alliance  
[www.amyloidosisalliance.org](http://www.amyloidosisalliance.org)



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1.5 A Facebook-live with experts from all over the world

## **2. How to participate and show your support for the day**

2.1 Download the official communication kit (logo, visuals, etc.)

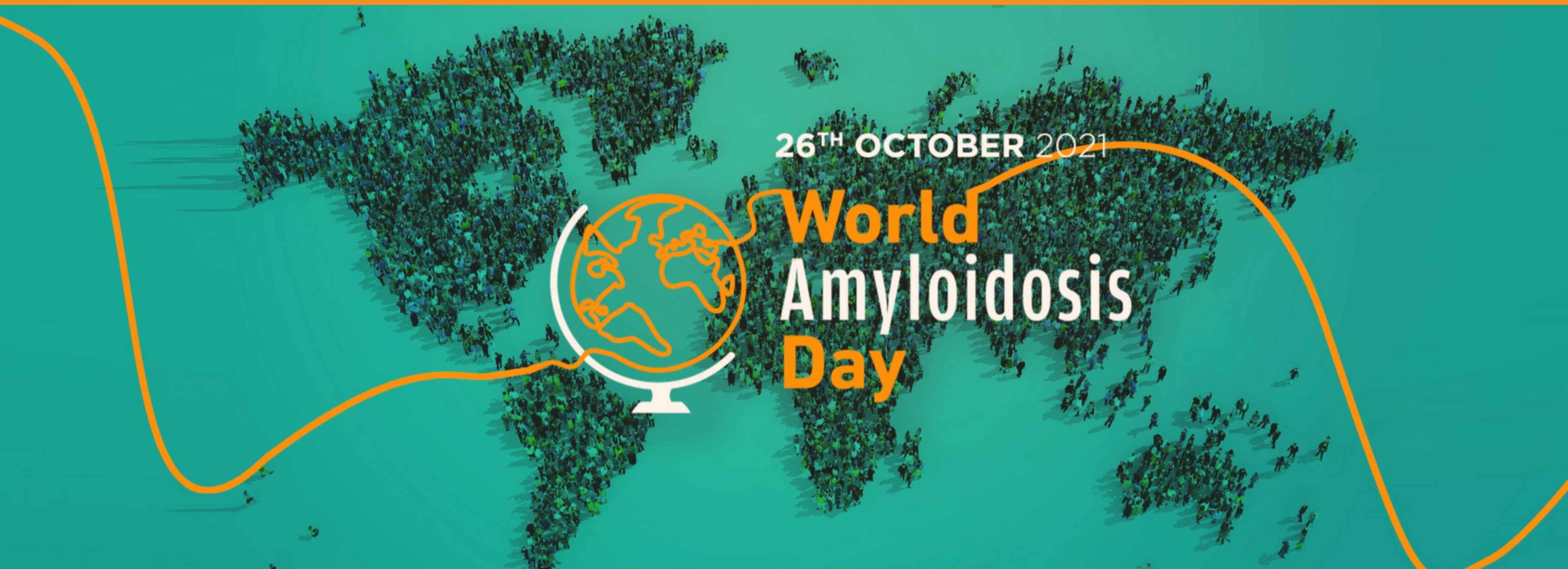
2.2 Join us on social networks

2.3 Organise an event

## **3. Reverse scheduling**

# 1. What is World Amyloidosis Day?

THE DAY - THE THEME - OUR PATRON - THE CALL FOR TESTIMONIALS







# 1.1 The Day

The **first World Amyloidosis Day** (WAD) will be held on **26 October 2021**, it is an initiative of the Amyloidosis Alliance whose goal is to:

- Increase disease awareness in all its forms so as to reduce diagnostic delay.
- Unite international associations to promote new initiatives.
- Give hope to, and reduce the loneliness of patients.



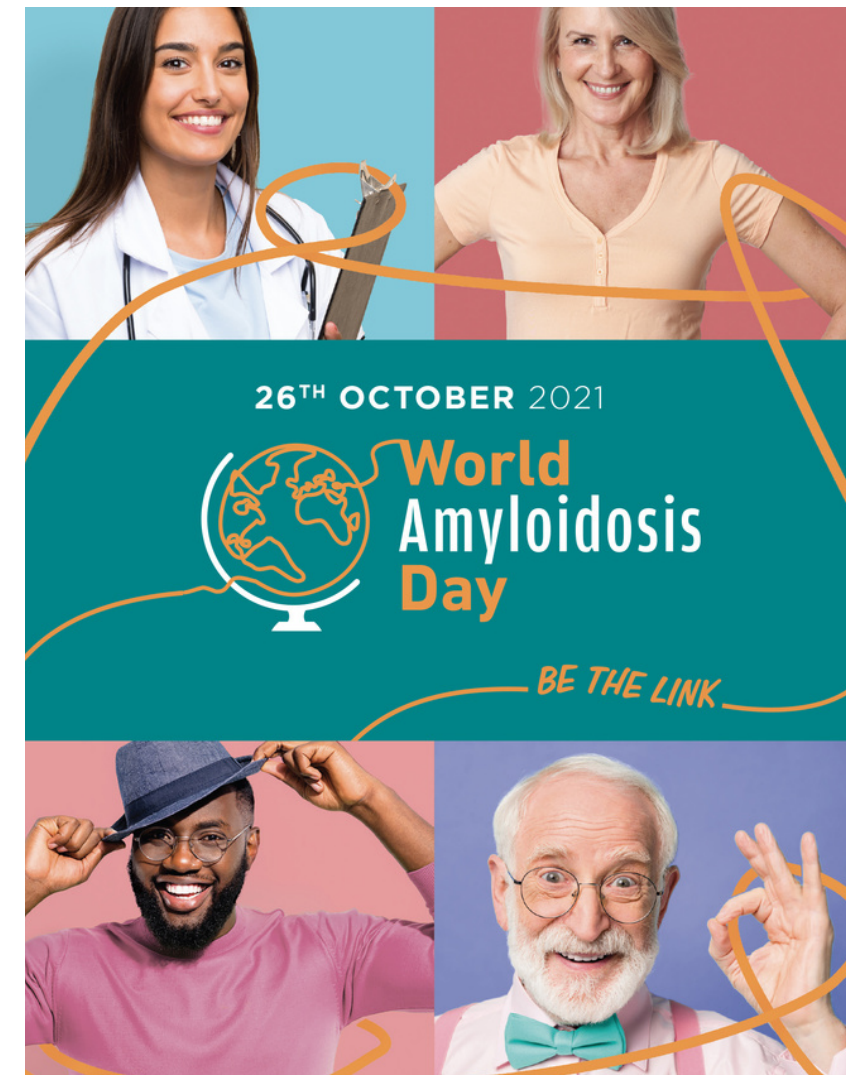
# 1.2 The theme

## "BE THE LINK"

This is the theme of this first world day against amyloidosis, to strike a blow against diagnostic delays.

**Be the link :** this is our call to action!

Be the link between patients and patients, patients and doctors, doctors and doctors ... by passing on your personal experience, sharing, learning, supporting ...

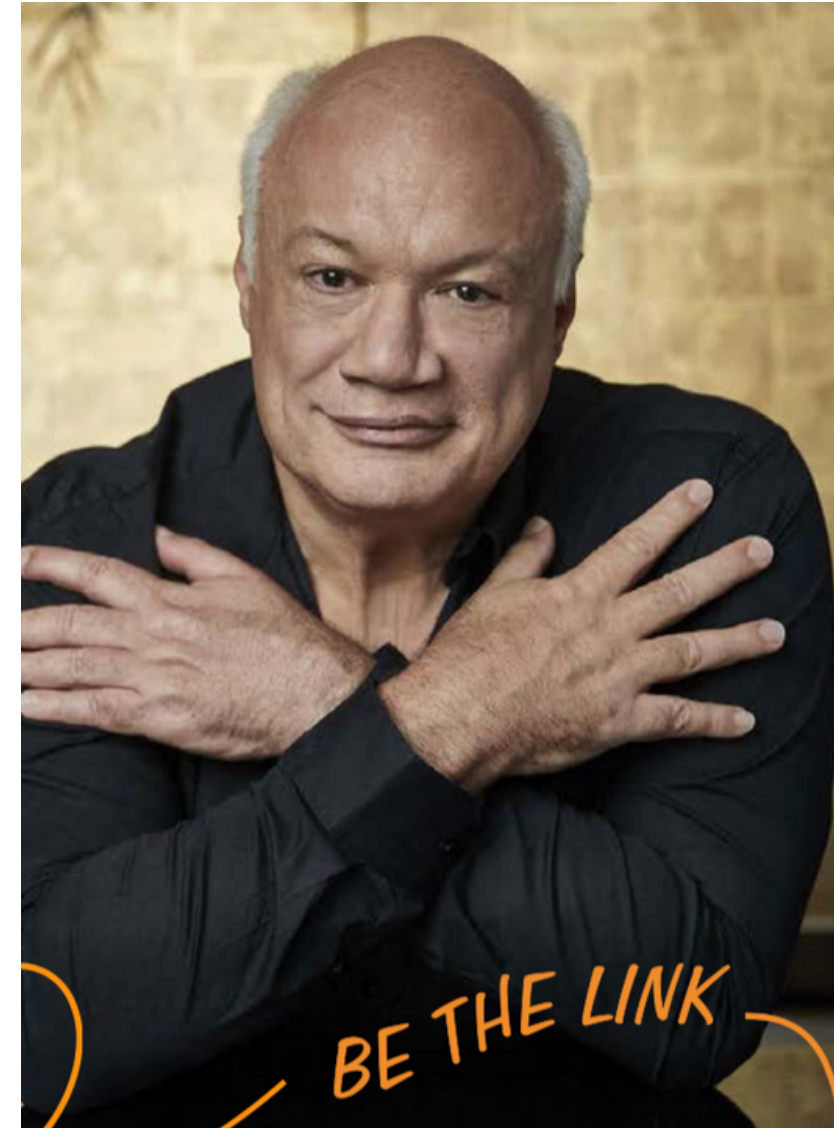


**Our code:** the orange link.  
This orange link is the "breadcrumb trail" that unites and guides patients, doctors, etc...

## 1.3 Our patron

### ÉRIC-EMMANUEL SCHMITT

Franco-Belgian novelist, director and actor. He is one of the most prolific French-speaking authors and playwrights in the world. His works have been translated into 40 languages and performed in over 50 countries.



**Find out more:**

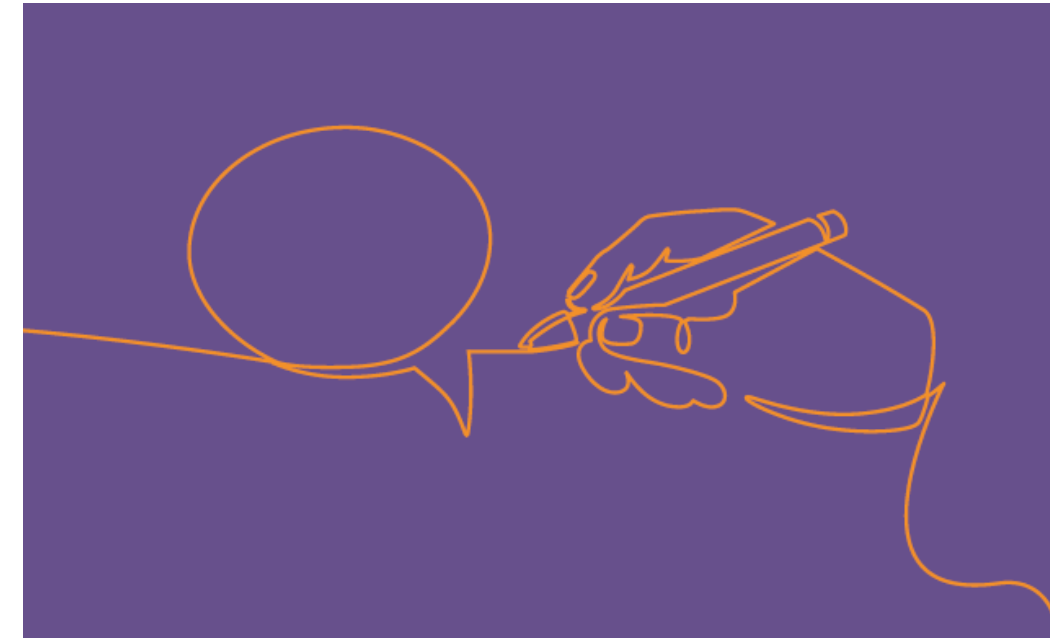
**<https://eric-emmanuel-schmitt.com/Accueil-site-officiel.html>**

# 1.4 A great call for testimonials

## "AMYLOSTORY"

TELL YOUR STORY!

With the support of our patron: famous writer **Éric-Emmanuel Schmitt**, an international call for written testimonies will be launched via the website [worldamyloidosisday.org](http://worldamyloidosisday.org). All those affected by the disease: patients, doctors, caregivers, etc. are invited to participate.



A selection of these stories will be staged by actors to raise awareness of the disease to a large audience.

On October 26th these interpretations will be shared on the official WAD social networks.

**We are counting on you to relay this great operation!**



# 1.5 A Facebook live on the subject of the disease

## MEET THE GLOBAL AMYLOIDOSIS COMMUNITY

On 26th October, a Facebook live will be organised via the official Facebook page. It will bring together global amyloidosis experts and representatives of patient organisations from around the world.



# 2. How to participate

SUPPORTS AND GOOD PRACTICES



## 2.1 Download the official kit

An official kit in 3 languages (Fr/En/Es) with all the necessary material for the WAD 2021 communication campaign is available on the event website [www.worldamyloidosisday.org](http://www.worldamyloidosisday.org)

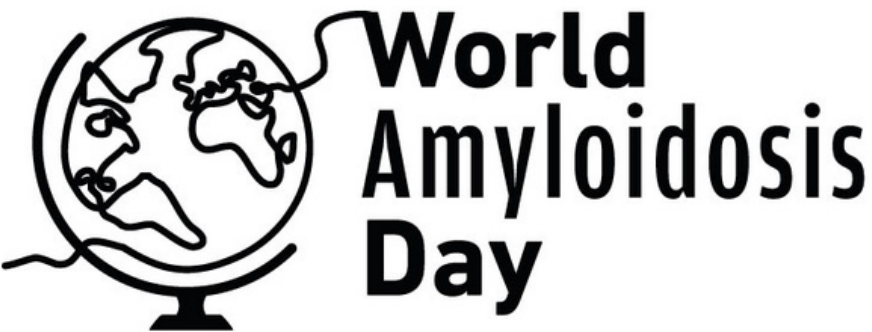
These tools will allow you to show your commitment, relay messages and educate those around you about amyloidosis.





# Official kit - Logo and fonts

Logo without date



# Official kit - Logo

Logo with date



# Official print kit - Key visual elements

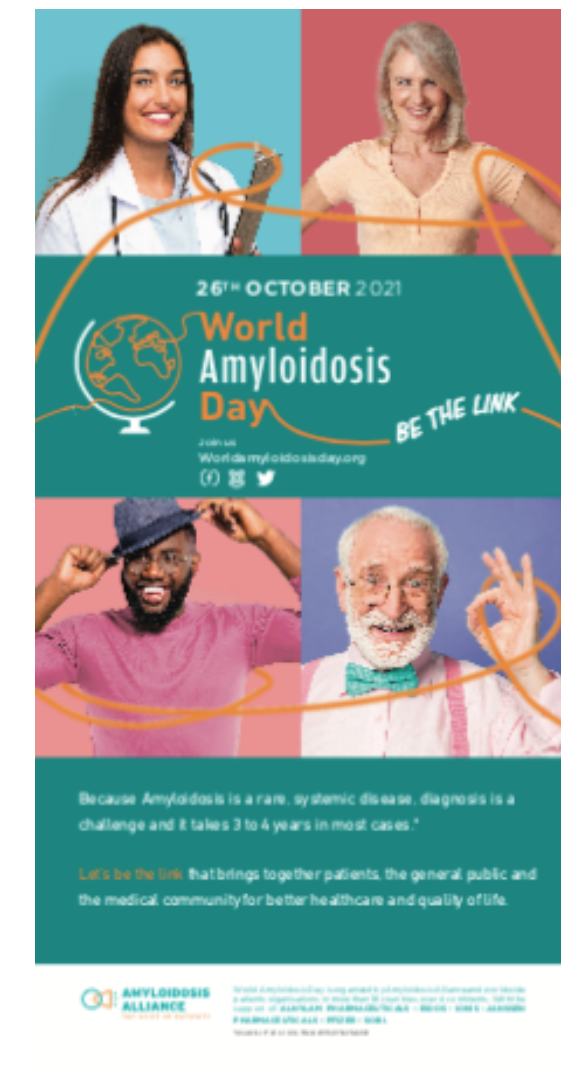
Visual elements of the campaign: human, joyful and dynamic to celebrate this day.  
Use during your events, display in your workplace, doctor's office ...



Official Poster  
Vertical  
Format 40 x 60 cm



Official Poster  
Horizontal  
Format 40 x 60 cm

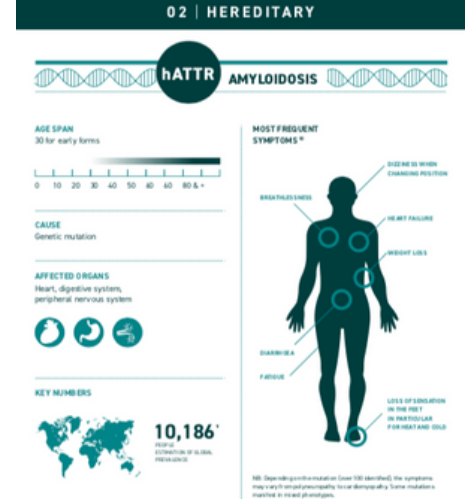
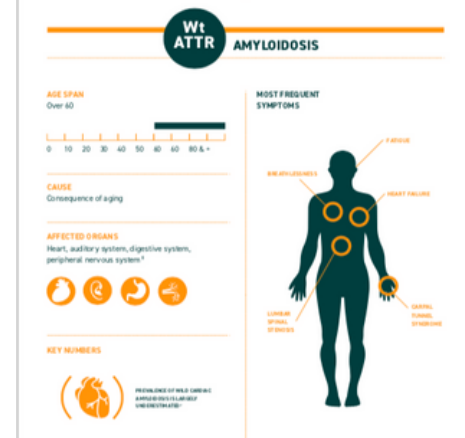
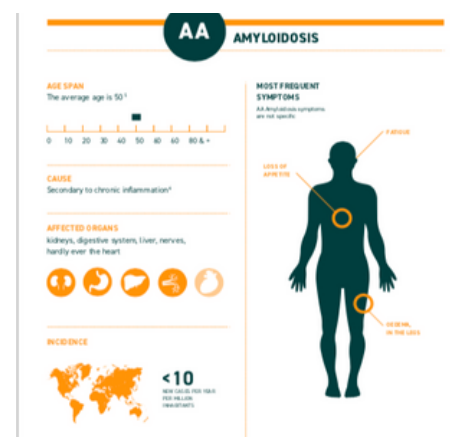
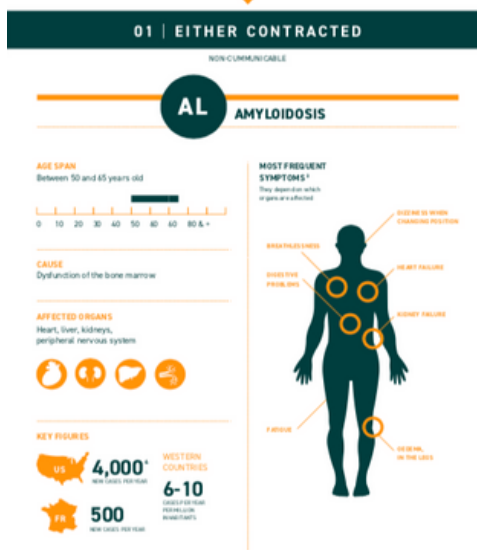
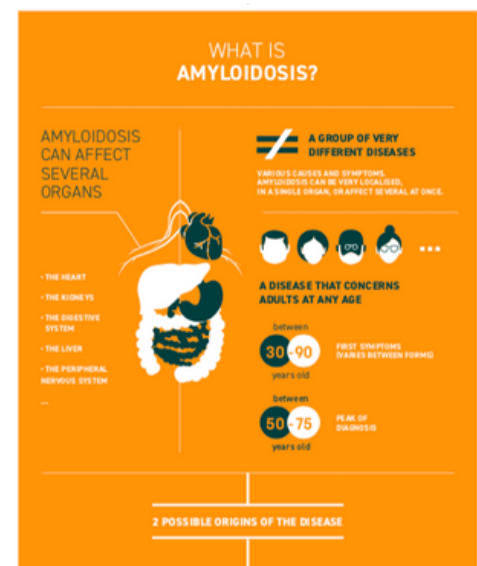


Official Kakemono  
Vertical  
Format 201 x 85 cm



# Official kit - Infographics

Key figures : communicate to the press and on social networks

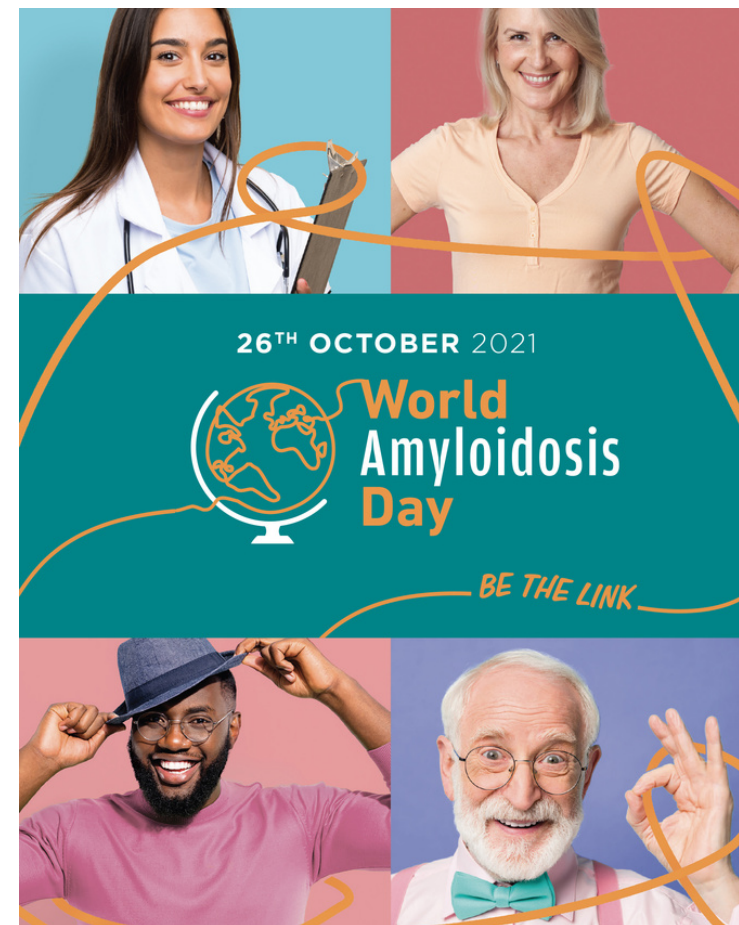


# Official kit - Social media visual elements

Visual elements of the digital / social media campaign  
Dress up and posts



Save the date



Official Visual

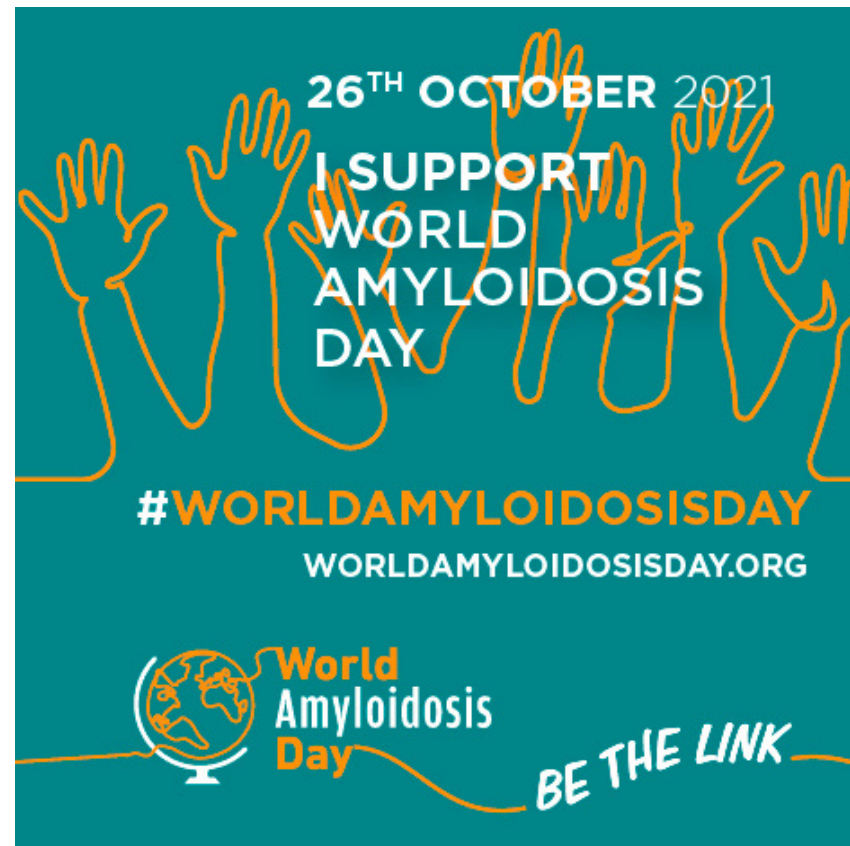


Facebook Cover



# Official kit - Social media support

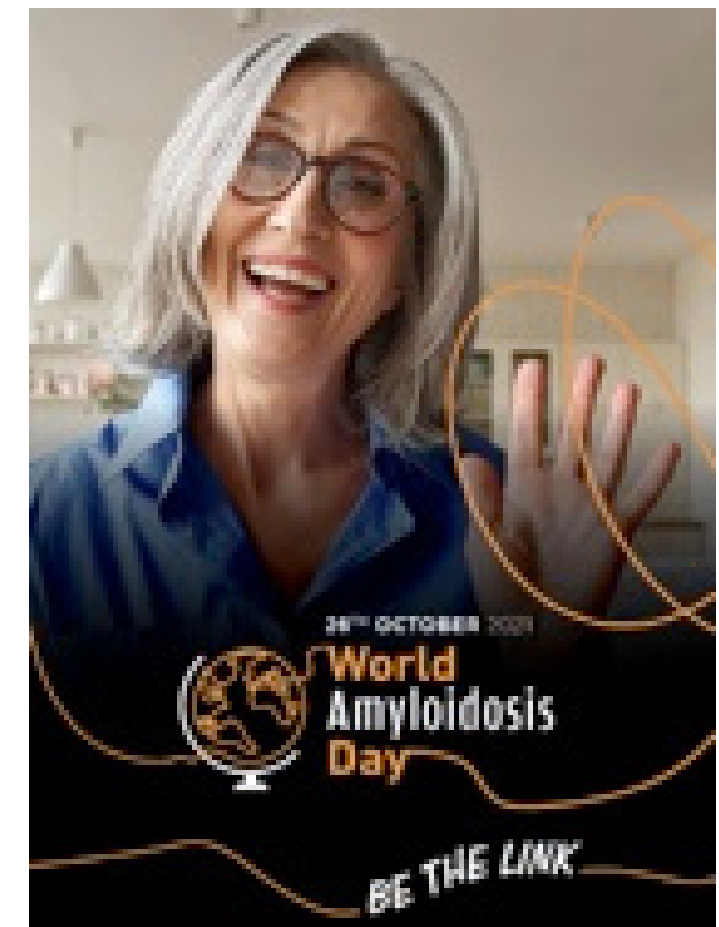
Visual elements of the digital and social media campaign: support  
Posts and photo filters to use to show your solidarity with people suffering from amyloidosis



Visual Support  
#worldamyloidosisday  
to use in all your communications



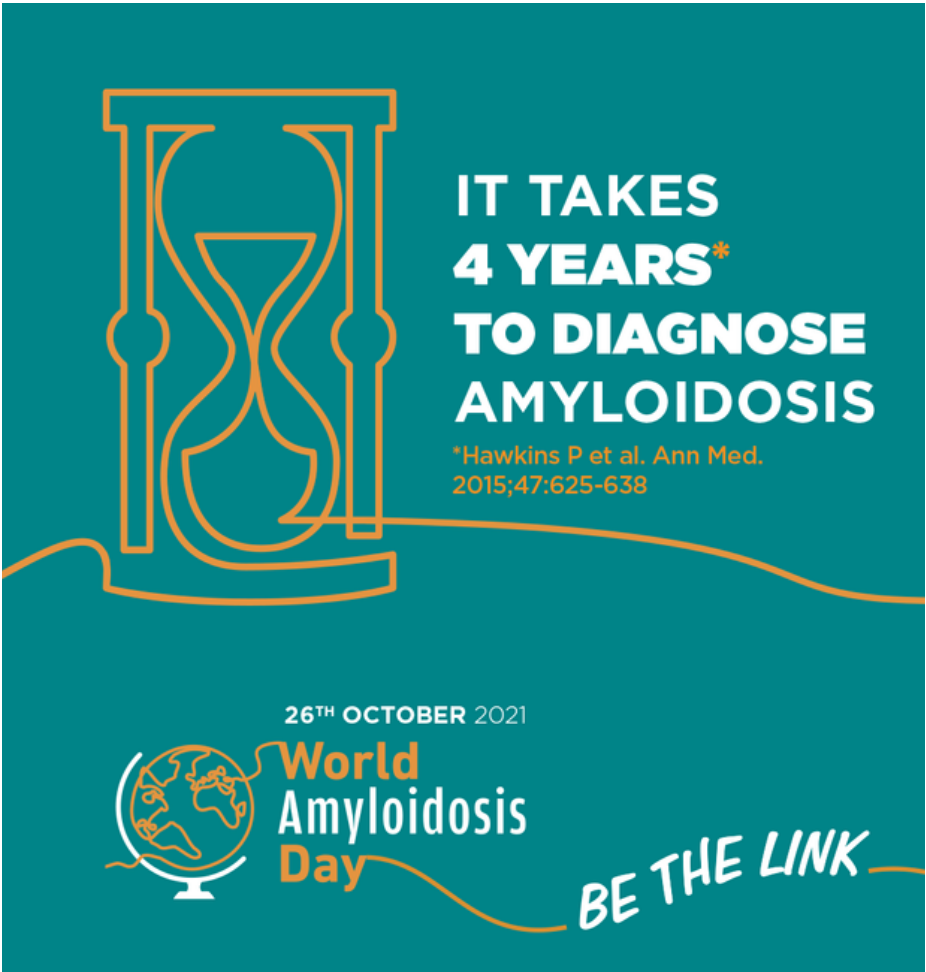
Facebook profile photo filter



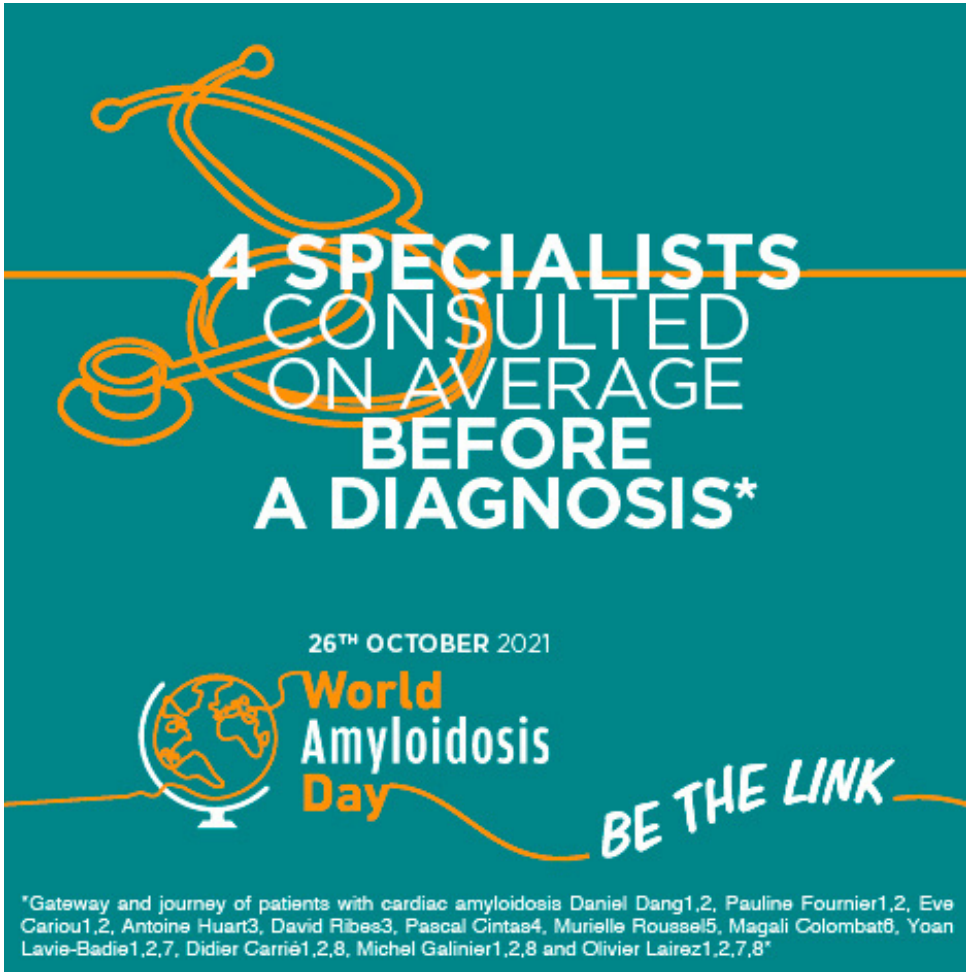
Instagram Story Filter

# Official kit - Key messages

Key messages to share about diagnostic delay



Visual Diagnosis 1

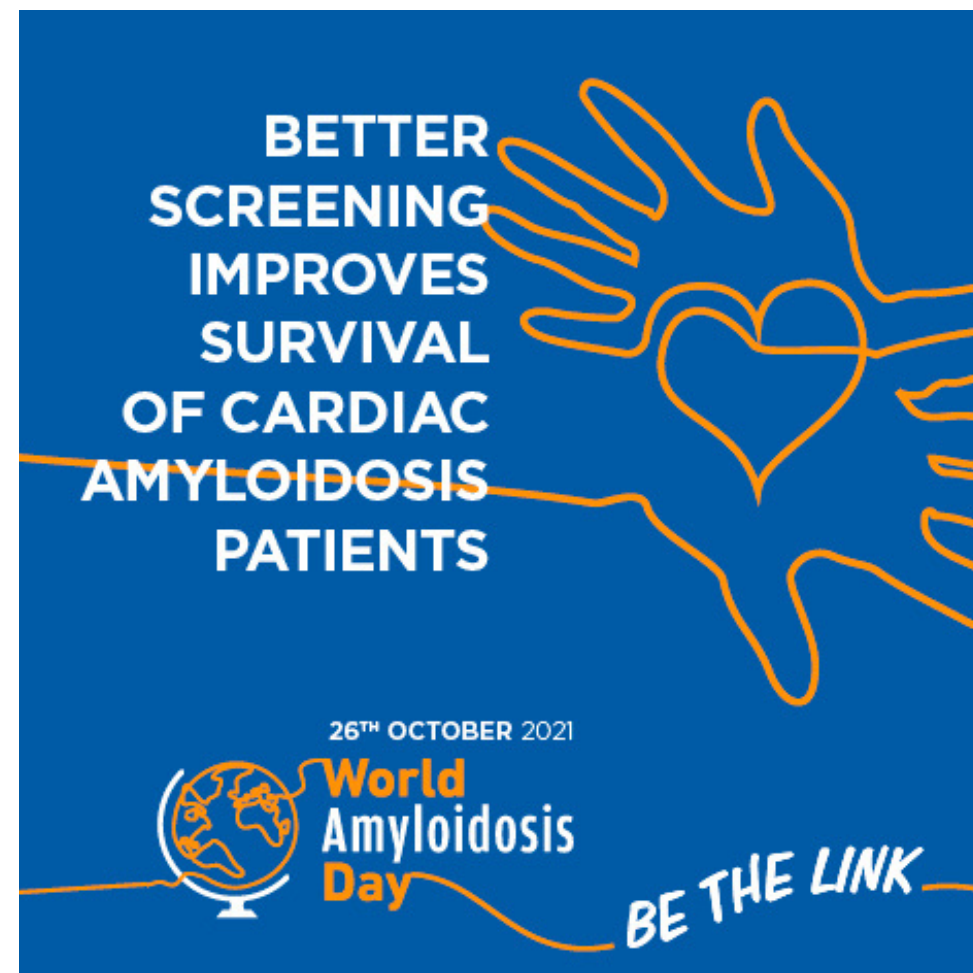


Visual Diagnosis 2

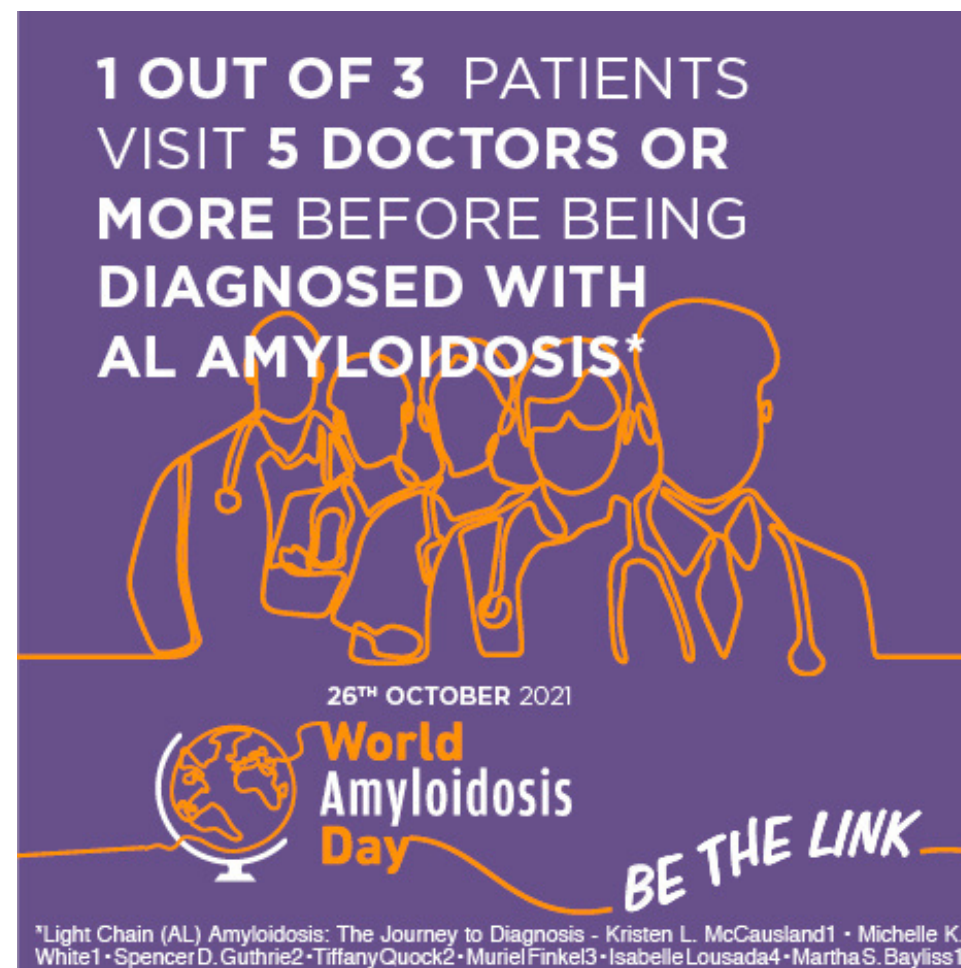


# Official kit - Key messages

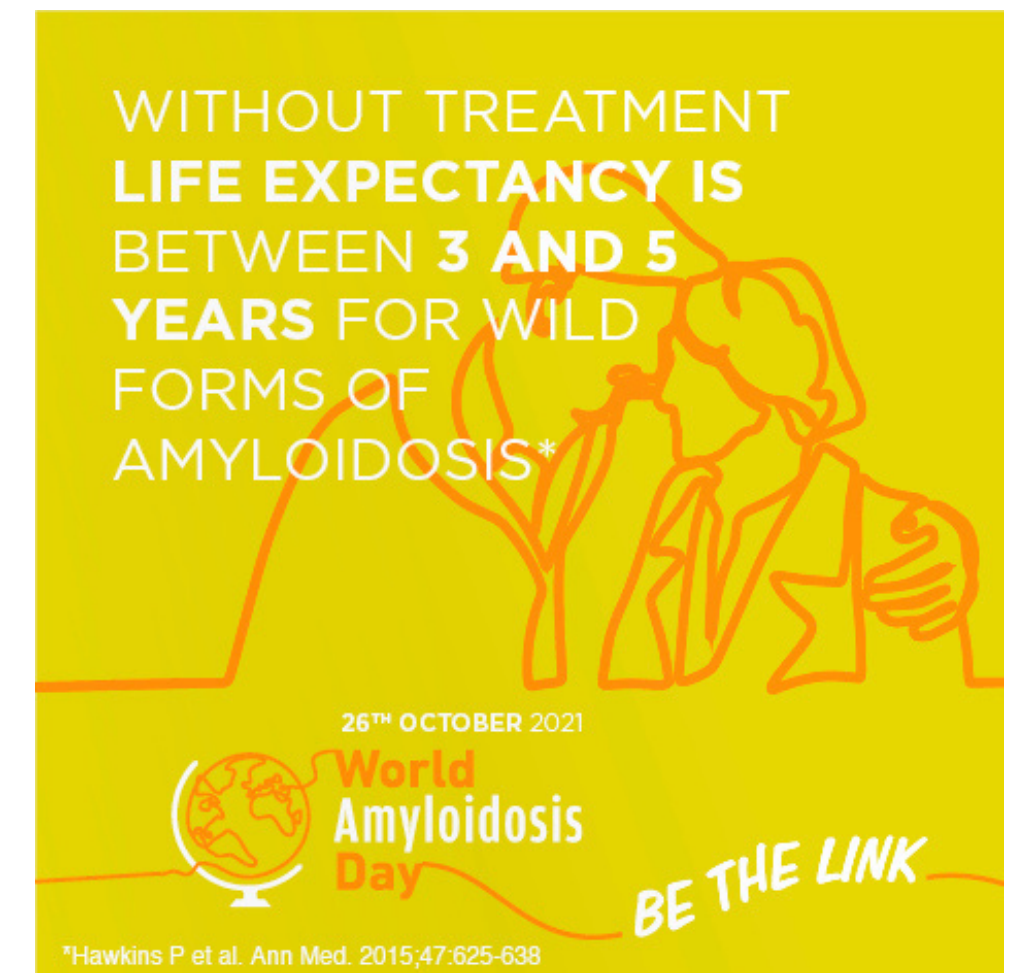
Key messages to share about amyloidosis



hATTR Amyloidosis



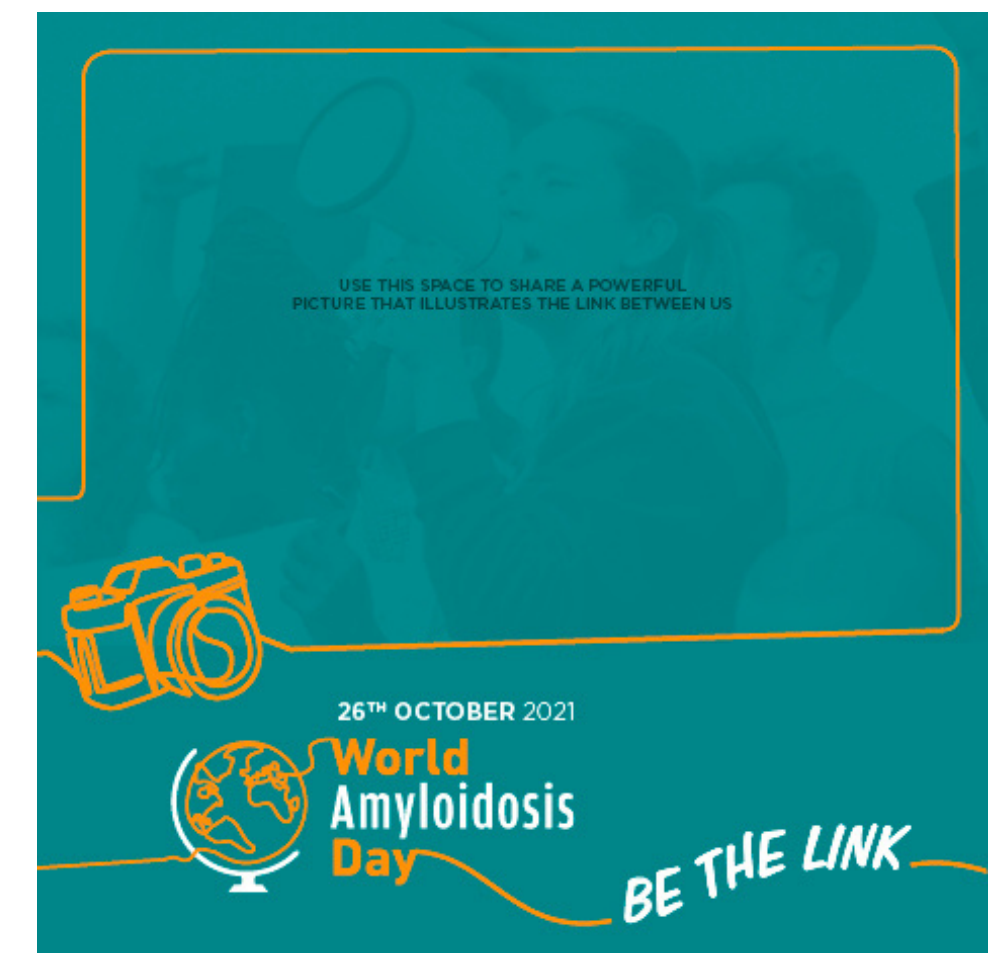
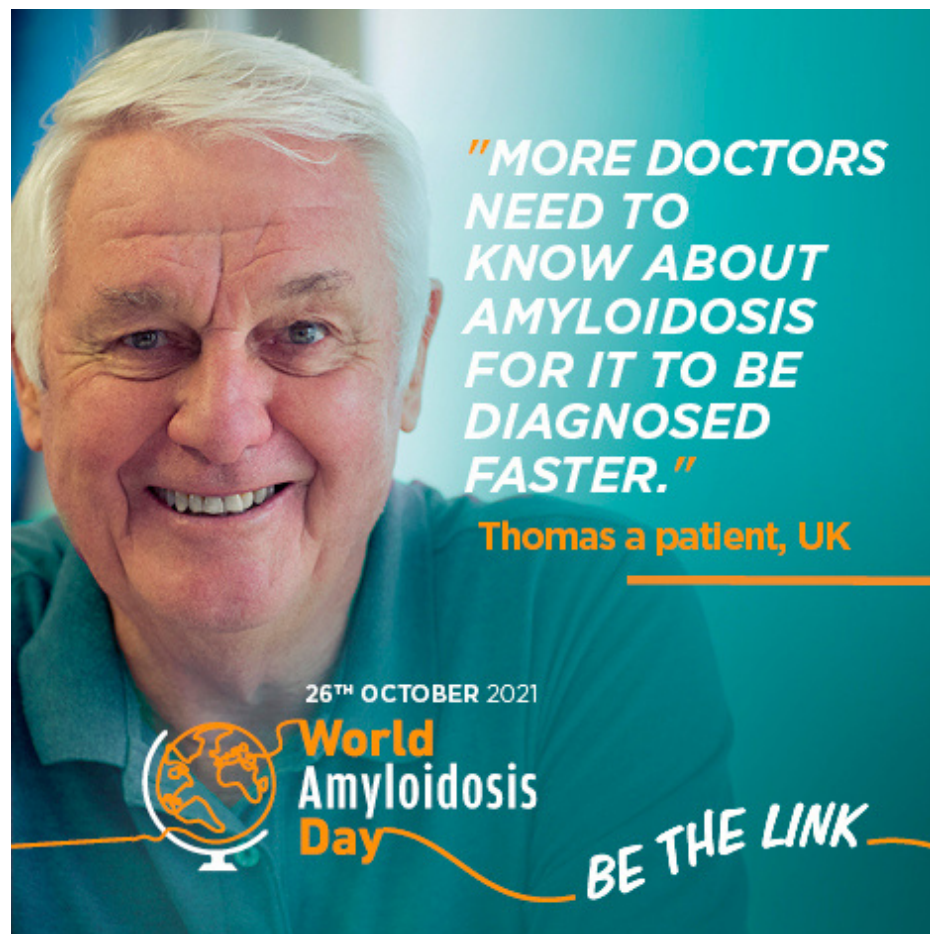
AL Amyloidosis



Wt ATTR Amyloidosis

# Official kit - Inspiration

Some ideas for creating your own posts



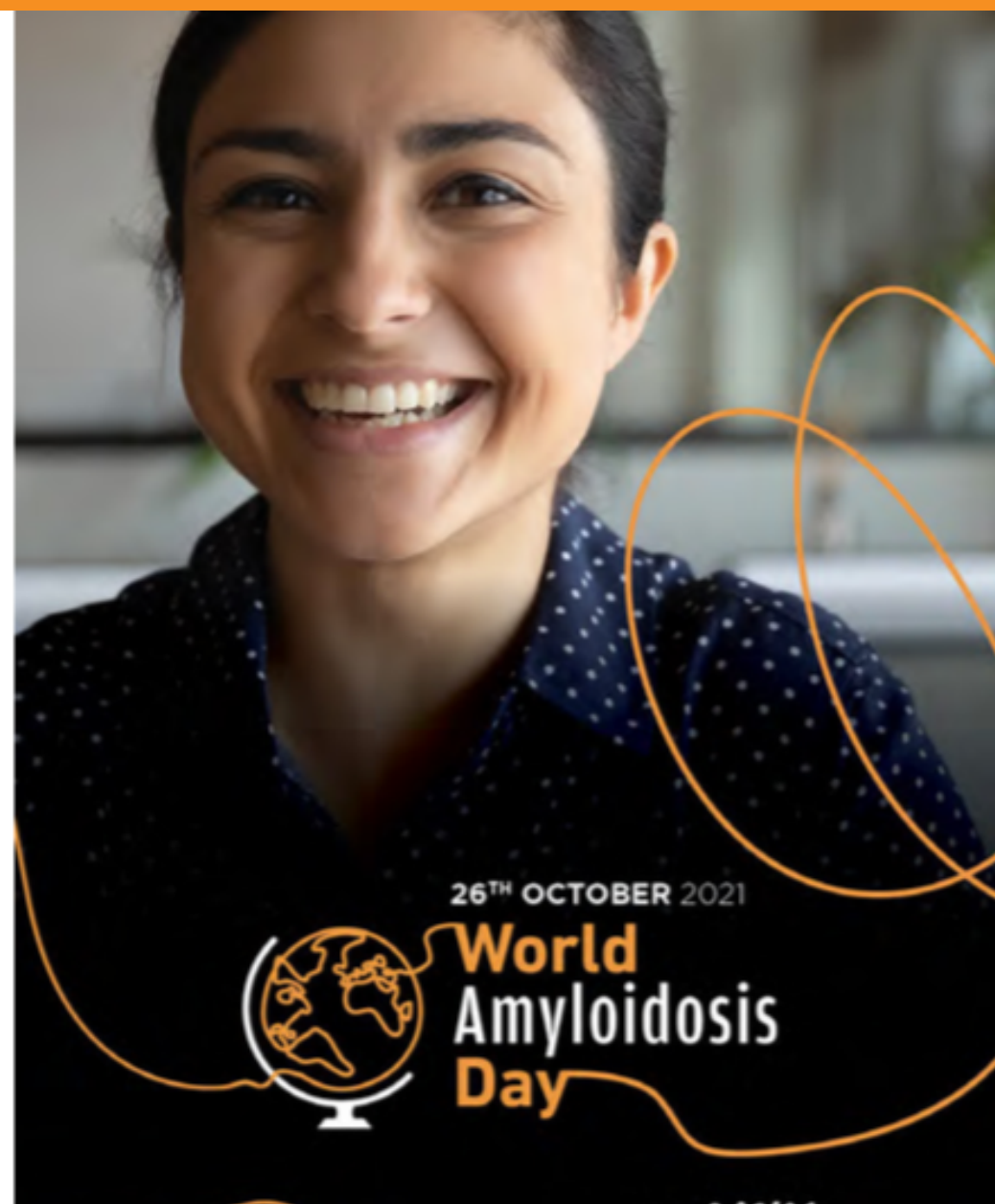
Easily create your communication visuals with the free online platform  
[https://www.canva.com/fr\\_fr/](https://www.canva.com/fr_fr/)



# 2.2 Join us on social networks



WORLD AMYLOIDOSIS DAY



# Your involvement on social media

- Spread awareness on soc. media
- Encourage and call upon your community, your friends and your family.
- Help us create a "buzz" about the illness.
- Organise your own campaign on social media.
- Be active.
- Talk about the Day.

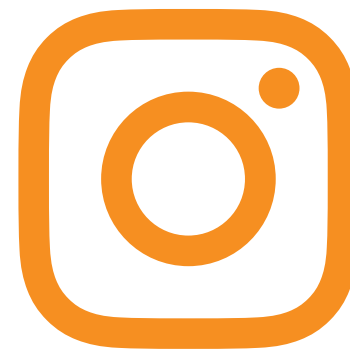




# **Subscribe to official WAD accounts**



World Amyloidosis Day  
@WorldAmyloidosisDay



World Amyloidosis Day  
@World\_Amyloidosis\_Day



World Amyloidosis Day  
@amyloidosisday

- > tag these accounts in your posts / stories
- > share our publications as often as possible

# **Subscribe to the Facebook page Amyloidosis Alliance**

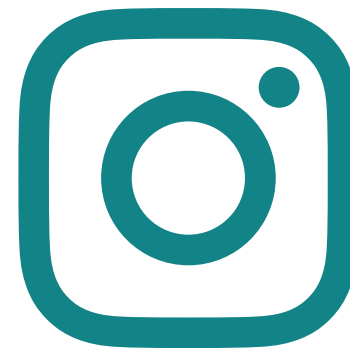


Amyloidosis Alliance  
@AmyloidosisAlliance

# **Subscribe to the accounts of our patron *Éric-Emmanuel Schmitt***



Eric Emmanuel Schmitt  
@ericemmanuel.schmitt



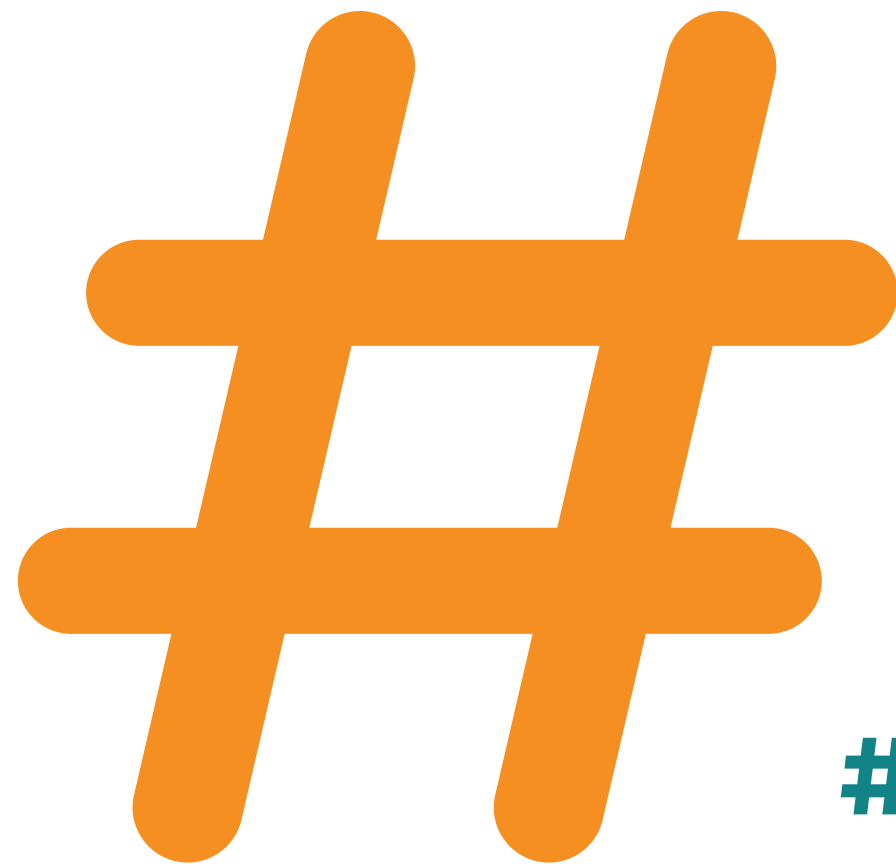
Eric Emmanuel Schmitt  
@ericemmanuel.schmitt



ÉricEmmanuel Schmitt  
@EESchmitt

> participate in the WAD call for testimonials

# Use the official hashtag

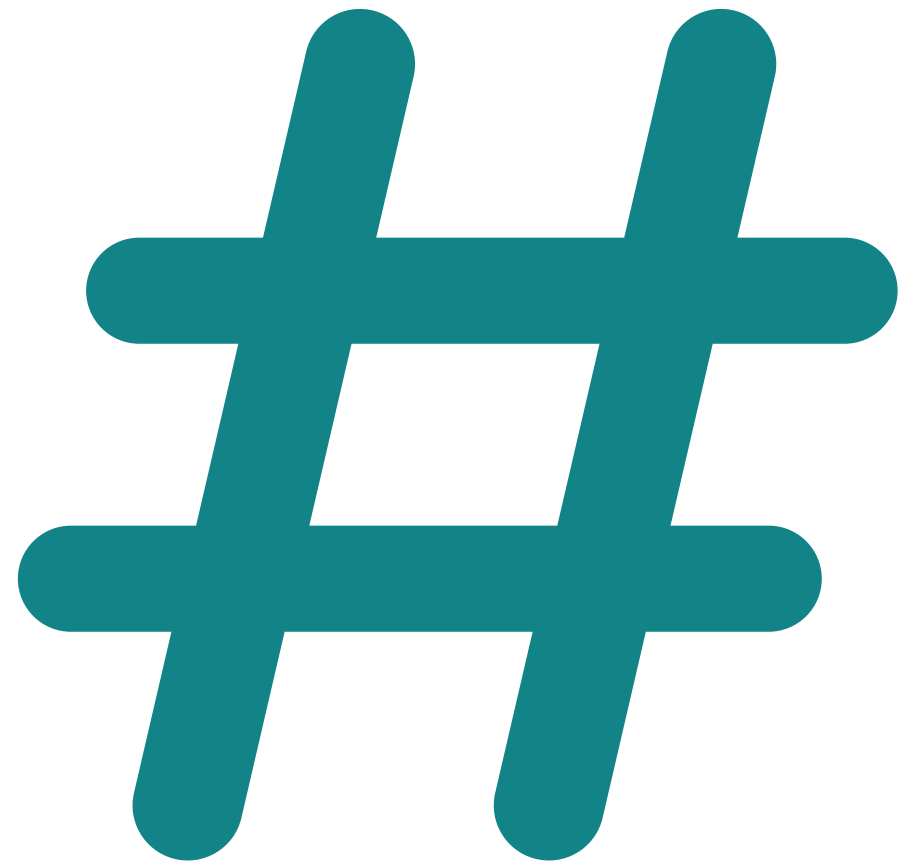


For all your posts and stories, we  
recommend that you use the  
hashtag as a priority

**#WorldAmyloidosisDay**



# Use secondary hashtags



Depending on the theme of your publications you can also complete with other #s:

#amyloidosisbethelink

#wad26October

#amyloidosis

#amyloidosisawareness

#amyloidosisresearch

#amyloidosispatients

#amyloidosisvoice

#livingwithamyloidosis

#amyloidosiseveryday

#amiloidosishope

# Use the WAD Facebook profile photo filter from 1st October onwards

The WAD Facebook profile photo filter will be available from 1st October onwards.

To use it on your personal Facebook account, all you have to do is:

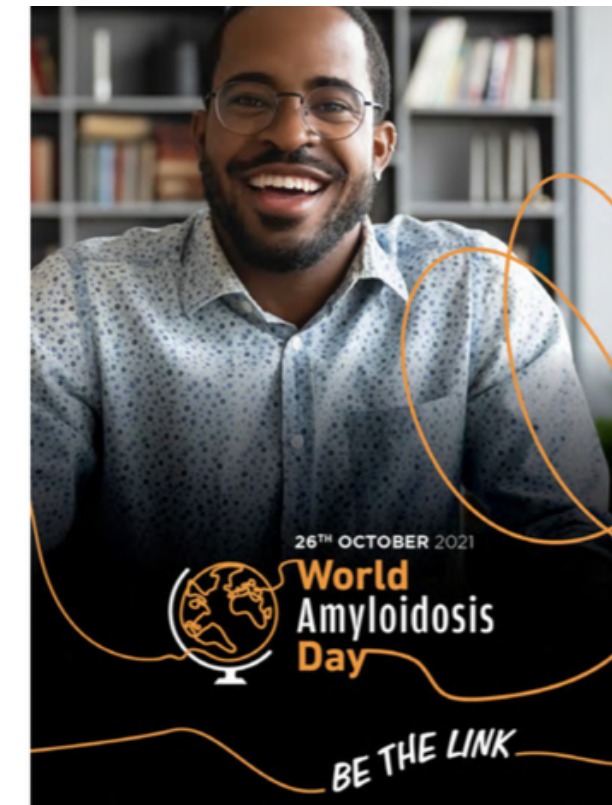
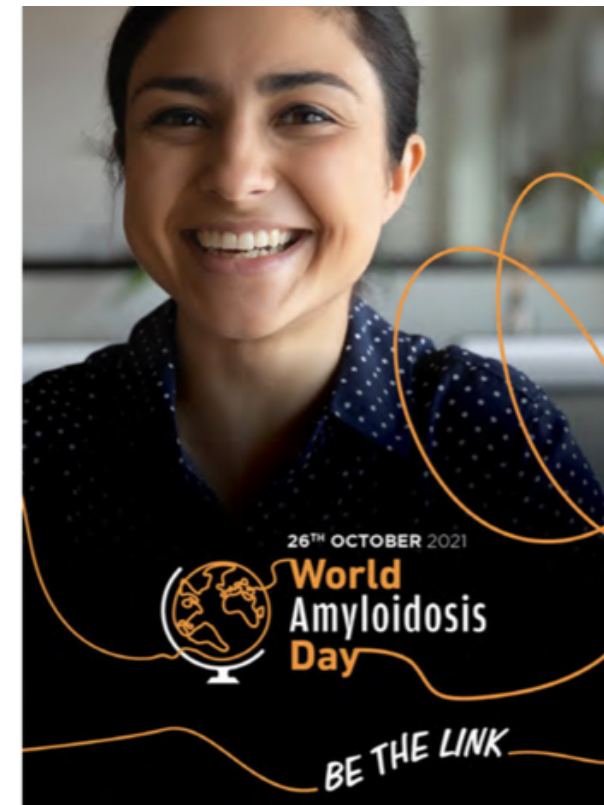
1. Click on your profile picture
2. Select "add a decoration"
3. Choose the WAD filter.



# Use the WAD Instagram filter for your stories from 16th October

The "**BE THE LINK**" filter has been created so that everyone can relate to the cause. To use it:

1. Go to your space to create a story with Instagram
2. Browse filters by themes or keywords
3. Choose the WAD26OCTOBER filter
4. Take your photo, apply the filter, tag **@world\_amyloidosis\_day** and publish your story.



# Good practices on social networks

- Use the # of the Day **#WorldAmyloidosisDay**
- Share the Day's website [www.worldamyloidosisday.org](http://www.worldamyloidosisday.org)
- Subscribe and share the official page of the Day
- Share communication resources on your site and your social media
- Share posts from official WAD accounts
- Change your profile picture with the facebook frame and banner
- Post stories by tagging **@world\_amyloidosis\_day**
- Publish a story on Instagram from 16th October with the wad26october filter by tagging @world\_amyloidosis\_day
- Ask those around you to share a photo featuring the orange link
- Like, share, re-tweet the articles on the day
- On facebook, share your posts in private groups
- On twitter, call upon famous personalities and tell them that you want to raise awareness about amyloidosis



# **Ideas for publications on social networks**

- Communicate the key figures on the disease for your country (specifying the sources).
- Present the expert centers for the disease in your country.
- Share testimonials of commitment from members of your organisation.
- Present the schedule of your event on 26th October: location, activities, speakers ...
- Organise a Facebook Live



# 2.3 Organise an event

WORLD AMYLOIDOSIS DAY





# Ideas for events to organise around the theme "Be the link"

Create a WAD event on 26th October 2021 on the "Be the link" theme, either face-to-face or remotely, depending on the health conditions linked to COVID19. Here are some ideas:

## Remotely

- Create an online conference
- Organise a live concert or artistic performance on Facebook, featuring our orange link.
- Organise an art / photography competition on the theme

# Ideas for events to organise around the theme "Be the link"

## Face-to-face

- Organise a sporting event: a roped run competition with skipping ropes, an orange roped hiking trip.
- Organise an event with an athlete or an artist featuring the orange link (ex: slacklining, tag...).
- Make a human chain with an orange rope in a famous place or area.
- Illuminate a monument with an orange light beam.
- Organise a collective artistic work using orange thread
- Distribute orange bracelets



# Promotion of your WAD event on your Facebook page

Once the schedule of your WAD event has been established, we recommend that you make it a priority promote it on your Facebook page by creating a Facebook event according to the following guidelines:

- Call it "[event name]: World Amyloidosis Day + [Country name] + [your City]"
- Mention the Facebook page @WorldAmyloidosisDay as co-organiser
- Present your remote and / or face-to-face schedule connected to the theme "Be the link"



# Promotion of your WAD event on your website

If your organisation has a website, take the opportunity to create a page dedicated to World Amyloidosis Day and highlight the program of your WAD event on 26th October 2021.



# Promotion of your WAD event on the site [worldamyloidosisday.org](http://worldamyloidosisday.org)

An online form is planned on the worldamyloidosisday.org site so that all associations can present their event.

It will be available from 15th May 2021 onwards.

On the big day, don't forget to post and share photos of your event on social media with the WAD #.



# Promotion of your WAD event to the media

## Contact the press

Inform the local and regional press and radio stations, so that they cover your event.

Send the press your data highlighting the key figures and information about the disease in your country.

Get inspired and adapt, use the press kit available on the site

[www.worldamyloidosisday.org](http://www.worldamyloidosisday.org)





# Schedule



## Timeline of World Amyloidosis Day





# Contact

For all questions related to the Day or social networks, use the Facebook messaging service of the official account

**@WorldAmyloidosisDay**

or the following email address:  
**wad@worldamyloidosisday.org**  
to ask your questions. We are committed to getting back to you as soon as possible.

# Thank you!

Your support and  
mobilisation are essential to  
guaranteeing the  
international success of this  
first World Amyloidosis Day.  
We're counting on you!

United against amyloidosis!  
Share, post, organise your own  
event!

