



Tips for Promoting “The Many Faces of Bleeding Disorders: United to Achieve Treatment for All” Video Podcast

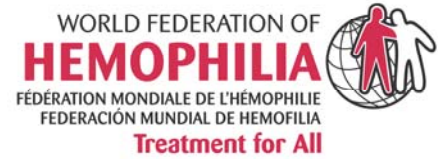
These tips are designed to help you promote “The Many Faces of Bleeding Disorders – United to Achieve Treatment for All” video podcast in your community. The podcast will be made available on CD in English and Spanish versions.

Before World Hemophilia Day

- Encourage your members to view the video podcast – available at www.wfh.org/whd
- Contact WFH Communications Manager Sarah Ford at sford@wfh.org if you are interested in producing your own language version with subtitles
- Identify a local organization representative, patient, and/or healthcare professional to serve as a spokesperson
- Provide media training to your spokespeople
- Use the WFH template press release and update it with information about your celebration activities

On World Hemophilia Day

- Distribute your press release to local media outlets
- Conduct media interviews with interested local media outlets.
- Post a link on your website to the video podcast on April 17 at www.wfh.org/whd
- Host an event, including:
 - Video podcast screening
 - NOTE: It is most efficient to play the video podcast from a DVD player, should you have one that is compatible with the CD provided.
 - A file that is downloaded onto a memory stick or your desktop, or dubbed onto a VHS tape, as opposed to playing it directly from the CD, is a good alternative
 - The podcast will be available on the CD in NTSC, PAL, .wmv and mpeg formats and online at www.wfh.org/whd in different download speeds



After World Hemophilia Day

- Evaluate the success of your activities by measuring the attendance, press coverage, and tracking how many people visited your website
- Share photos and results from local events with Sarah Ford at sford@wfh.org for possible inclusion in World Federation of Hemophilia publications

For more materials, visit www.wfh.org/whd.