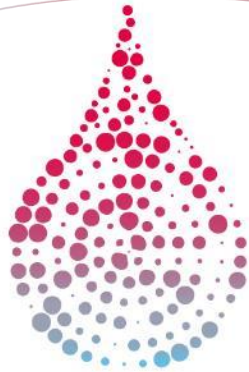


HARMONY



ALLIANCE

Awareness Campaign for Patients2021

 **BIG DATA FOR
BLOOD CANCER**

Ellen de Waal | e.dewaal@ehaweb.org | updated 31 August 2021

1. Objectives Big Data for Blood Cancer Awareness Campaign 2021

Primary target audience: patients, their families and health care professionals.

- I. Raise awareness and basic understanding of what 'Big Data' means in clinical research in blood cancers for patients;
 - In this day and age patients and their families have genuine concern about sharing their data even when anonymous.
 - We continuously need to provide useful insights aiming to alleviate concerns for all (not only for the general public, but also for science/business/policy stakeholders)
- II. Explain what impact Partners, Associated Members and Associated Partners of the HARMONY Alliance make on patients with Hematological tumors;
- III. Call to action: Spread the word, sign up, what would you like to know/learn

2. Activities | August - November 2021

- I. **Social media campaign**
- II. **A campaign website:** www.bigdataforbloodcancer.eu.
- III. **World Big Data for Blood Cancer Awareness Day:** 30 September 2021 featuring an **Open Virtual Forum for patients**, hosted by the HARMONY Patient Cluster ([9 European umbrella organizations](#))
- IV. **A Big Data for Blood Cancer awareness video**, including quote **cards/short personal video stories** for patients

The communication team hopes to count on the support of ALAN, CCI Europe, CCL Advocates network, CML Advocates Network, MDS Alliance, Myeloma Patients Europe and MPN Advocates network, as well as on the support of all HARMONY community members.

Special toolkits to support the HARMONY Big Data for Blood Cancer Campaign for Patients will be provided.

3. Artwork



Powered by



3. Awareness Campaign Artwork

#bigdataforbloodcancer

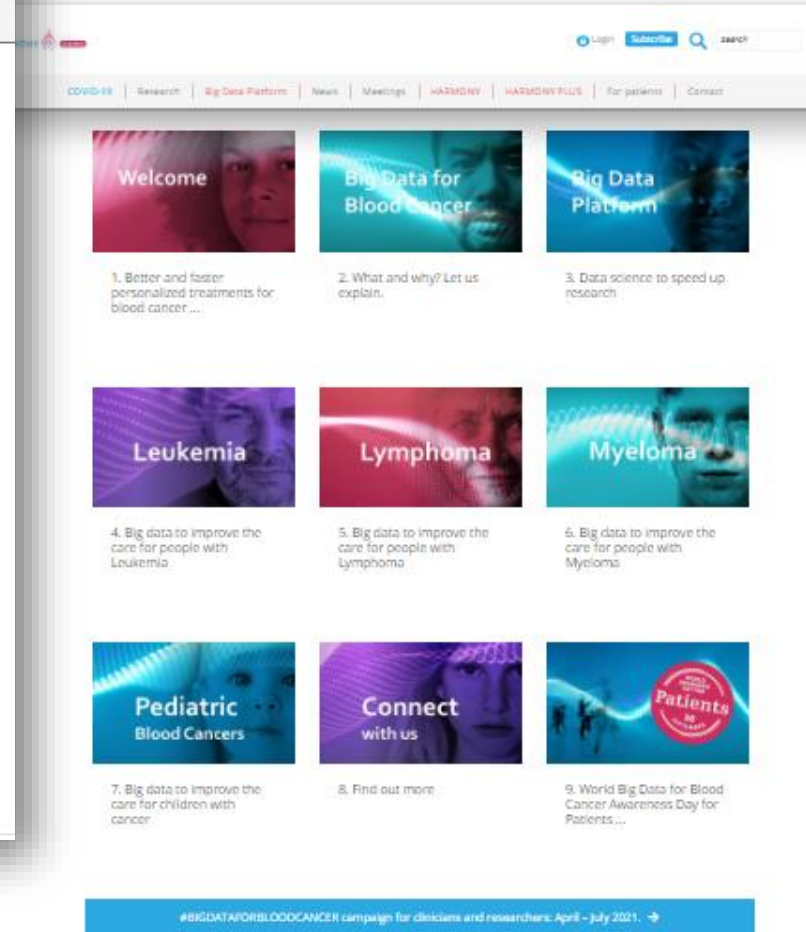


3. Awareness Campaign Artwork



3. Awareness Campaign Artwork

www.bigdataforbloodcancer.eu



4. Planning

- **August**

- *Make Aware*: Social media polls and launch Big Data for Blood Cancer Awareness Day

- **1-30 September - [Blood Cancer Awareness month >](#)**

Make Aware and Educate: Social media posts and polls continued, dedicated website updated, newsletters

- 1 September: connect with [World CLL Day >](#)
- 4 September: connect with [World Leukemia Day >](#)
- 9 September: connect with MPN Awareness
- 15 September: connect with [Lymphoma Awareness Day >](#)
- 22 September: connect with [CML Awareness Day >](#)
- 24 September: connect with [World Cancer Research Day >](#)
- 30 September: **World Big Data for Blood Cancer Awareness Day 2021 featuring the Open Virtual Forum for Patients**

- **October and November**

- Continued posts: *Addressing the educational gap*

5. Our online channels

- | | | |
|---|--|---|
| 1 | Twitter: @HARMONYNetEU | https://twitter.com/HarmonynetEU |
| 2 | LinkedIn: HARMONY Alliance Public-Private Partnership for Big Data in Hematology | https://www.linkedin.com/company/harmony-alliance |
| 3 | Facebook HARMONY Alliance | https://www.facebook.com/HarmonyNetEU |
| 4 | (new) Facebook BigDataforBloodCancer | https://www.facebook.com/bigdataforbloodcancer |
| 5 | (new) Facebook Event page
BigDataforBloodCancer Awareness Day
30 September | https://www.facebook.com/events/867214727247041 |
| 6 | Website HARMONY | www.harmony-alliance.eu |
| 7 | Website BigDataforBloodCancer | www.bigdataforbloodcancer.eu |