

the **VEIN WEEK**

EDUCATIONAL & HEALTH AWARENESS PROJECT

VISION

To enhance the already existing week of **Public Health Awareness** (April 5-11, 2021) (<http://www.whathealth.com/awareness/event/nationalpublichealthweek.html>) and the **World Health Day** (April 7, 2021) (<https://www.who.int/westernpacific/news/events/world-health-day>) by bringing increased visibility and related awareness on **venous** and **lymphatic disease**.

MISSION

The mission is accomplished by the creation of a **standardized format** to be reproduced during the week, **all around the world**, including initiatives delivering:

- 1) Education to health professionals
- 2) Education to non-health professionals
- 3) Media events
- 4) Humanitarian medical support
- 5) Multi-medical specialties involvement
- 6) Social events
- 7) Sport events

Considering the thematic week on public general health, **satellite projects** can be developed in a multi-specialty approach.

All the local initiatives can be run in the national language and/or in English. The related audio-video/photographic material will be collected in a shared website, depicting the active involvement of all the nations in increasing **public** and **health-professional venous-lymphatic awareness**.

A **dedicated software** has been created to facilitate localization and reporting of the different initiatives around the world, thus favoring teamwork among countries in the common mission accomplishment and global visibility of the different initiatives.

PROJECT PRIMARY ENDPOINT:

- ✓ to **REPORT** to health institutions the importance of venous-lymphatic Public & Health professional awareness
- ✓ to make an **EFFECTIVE CALL** to action from world renowned Key Opinion Leaders

COMMUNICATION LINE: “Running HEALTH through your VEIN (WEEK)”

The iconography can include a **blue band** symbolizing the vein (with green parts symbolizing the lymphatics), to be tied around the head, to be used as headscarf, as wristband. The items can be used in the “road to the **VEIN week**” and can be customized with the logos of the many **international scientific organizations** potentially involved.

A **photographic / social network campaign** inviting people to take their most “**in vein shape**” picture will be developed. In the picture the people will be asked to indicate the **V** symbol with the right hand and the **W** symbol with the left hand, symbolizing the initials of **Vein Week**.



A funny but educational campaign will be developed also around the line “**are you in vein-shape today?**”, substituting the “how are you doing today?” greeting format.

Customized neck windstoppers will be used as **bandana** (as per the pictures attached herein) and as per the campaign already run by the v-WIN foundation at the 2019 v-WINTER meeting.

All these campaigns will give the opportunity to make people **promoters** and **active developers** of the initiative **before** and **after** the week of health, all around the world.

A collage of promotional images for the vWINTER international meeting. On the left is a large image of a snowy town at night with a prominent church tower. Text on the left reads: 'vWIN ter days January, 23-26, 2019 Cortina d'Ampezzo – Italian Alps Jan 22 – 26, 2019'. The top right of the collage features the text 'vWINTER international meeting in Phlebology, Lymphology & Aesthetics'. Below this are several smaller photos of people wearing blue bandanas. Text overlays include: 'Take your', '"CORTINA & VENOUS awareness in my head" picture', 'get your FREE BANDANA', and '& keep on promoting PUBLIC VENOUS AWARENESS'.

TECHNICAL NOTES

- a) The initiative is **not for profit**.
- b) A **steering educational committee** is formed by representatives of venous-lymphatic societies from all around the world, considering geographical and gender representation.
- c) A **steering institutional committee** is formed by representatives of different institutional fields with the task of promoting teamwork in public health awareness global dissemination.
- d) **All the nations** from all the continents are invited to be part of the VEIN WEEK.
- e) Scientific societies, not-for-profit organizations, universities, teaching bodies, thematic groups and individuals can be nominated by the steering committee as **VEIN WEEK DEVELOPERS** for their region.
- f) The communication material must be **evidence-based** and approved by the Steering Committee. All the events can eventually use the same communication material in different languages. Additional communication material can be produced by the regional parts, following approval of the Educational Steering Committee in order to verify the lack of medical fake news.
- g) Eventual local and/or global fundraising must be used in support of **not-for profit** projects dedicated to venous and/or lymphatic advancement and managed by the local entities.

VEIN WEEK timeline

- a) **November 5** (exactly 6 months before the event starts): call to the Organizations
- b) **January 5**: national projects draft delivery & first zoom call to coordinate the different Developers
- c) **February 5**: national projects revision delivery & second zoom call to coordinate the different Developers
- d) **March 5**: finalized national projects delivery
- e) **March 19**: checklist call
- f) **April 5-11**: the VEIN WEEK.

STEERING COMMITTEES

Educational Steering Committee

Taha Wassila (AFRICA), Redman Laura (AFRICA), Raymond-Martimbeau Pauline (N AMERICA), Mansilha Armando (EUR), Liew Ngoh Chin (ASIA), Lazarashvili Zaza (EUR), Jindal Ravul (ASIA), Grillo Lorena (LATAM), Giancesini Sergio (EUR), Chi Yung Wei (N AMERICA), Bottini Oscar (LATAM)

Institutional Steering Committee

Noce Francesco (Italian Board of Physicians), Noce Valentina (Italian Lawyer Gender Equality Committee), Meena Cherian (Geneva Foundation for Medical Research and Education), Dubai Health Authority representatives, Padaria Shoab (Vein Week delegate).

VEIN WEEK calendar

NOTE: in order to be part of the “VEIN WEEK” project, **at least 2 of the following initiatives** must be developed, eventually in different days from the ones proposed herein.

It is **NOT** necessary to develop all days activities to be part of the Vein Week project.

www.vwinfoundation.com/vw

a) **MONDAY, April 5**

EDUCATION TO HEALTH PROFESSIONAL

At least 1 hour of online or on-site educational activity addressed to health professionals.

b) **TUESDAY, April 6**

EDUCATION TO NON-HEALTH PROFESSIONAL

At least 1 hour of online or on-site educational activity addressed to non-health professionals.

c) **WEDNESDAY, April 7 (WORLD HEALTH DAY)**

MEDIA INVOLVEMENT

At least one radio/TV initiative dedicated to venous/lymphatic topics

d) **THURSDAY, April 8**

HUMANITARIAN MEDICAL SUPPORT

At least 4 hours of free clinical work in favor of severe chronic venous disease patients with limited economic means, while educating local health professionals.

e) **FRIDAY, April 9**

MULTI-MEDICAL SPECIALTIES INVOLVEMENT

At least 1 hour of online or on-site educational activity addressed to medical specialties nearby the venous-lymphatic world (OBgyn, Orthopedy, Physiatry, Physiotherapy, Sport Medicine, Internal Medicine, Cardiology, General medicine)

f) **SATURDAY, April 10**

SOCIAL EVENTS

At least 1 social online or on-site gathering open to the public dedicated to public venous & lymphatic awareness increasing. A collaboration with the local Rotary/Lions Clubs or similar is suggested.

g) **SUNDAY, April 11**

SPORT EVENTS

At least 1 sport gathering open to the public dedicated to public venous & lymphatic awareness increasing. **In case in person activities are not recommended** due to Covid, an online fun run/walk can be organized, sharing the iconographic material. A collaboration with the national and international sport institutions is suggested.

November 5, 2020



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