

VEIN WEEK

EDUCATIONAL & PUBLIC HEALTH AWARENESS
PROJECT



VISION

To enhance global **Public & Multi-Specialty Lower Limb Venous-Lymphatic Awareness** in the week around the **World Health Day** (April 7)(<https://www.who.int/campaigns/world-health-day>).

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) (**MONDAY**) Education to health professionals
- 2) (**TUESDAY**) Education to non-health professionals
- 3) (**WEDNESDAY**) Media events
- 4) (**THURSDAY**) Humanitarian medical support
- 5) (**FRIDAY**) Multi-medical specialties involvement
- 6) (**SATURDAY**) Social events
- 7) (**SUNDAY**) Sport events

All the initiatives can be uploaded for free in a **geo and time localization software** created to facilitate synergy among the different initiatives and related global visibility.

COMMUNICATION LINE:

“Running HEALTH through your VEIN (WEEK)”

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

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



An alternative can be a customized neck windstopper used as **bandana** (as per the pictures attached herein) and as per the campaign already run by the v-WIN foundation at the 2019 & 2022 v-WINter meeting. All these gadgets will give the opportunity to make people **ambassadors** and **promoters** of the initiative **before** and **after** the week of health, all around the world.

A collage of images for the vWINter international meeting. It includes a night view of Cortina d'Ampezzo, a group photo of people wearing bandanas, and several smaller photos of individuals wearing the bandanas. Text overlays include: "vWINter international meeting in Phlebology, Lymphology & Aesthetics January, 23-26, 2019 Cortina d'Ampezzo - Italian Alps Jan 22 - 26, 2019", "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.
- c) **All the nations** from all the continents are invited to be part of the VEIN WEEK.
- d) Scientific societies, not-for-profit organizations, universities, teaching bodies, thematic groups can be nominated by the steering committee as **VEIN WEEK DEVELOPERS** for their region.
- e) The communication material must be approved by the Steering Committee to make sure NO misinformation, fake news, commercial inappropriate messages are spread. All the events can use the same communication material in different languages. Additional communication material can be produced by the regional parts, following approval of the Steering Committee.
- f) Eventual proceedings from the fundraising must be used in support of projects dedicated to venous and/or lymphatic advancement.

VEIN WEEK AGENDA

- a) **MONDAY, April 4**
EDUCATION TO HEALTH PROFESSIONAL
hybrid online & on-site educational activity addressed to health professionals.
- b) **TUESDAY, April 5**
EDUCATION TO NON-HEALTH PROFESSIONAL
hybrid online & on-site educational activity addressed to non-health professionals.
- c) **WEDNSDAY, April 6**
HUMANITARIAN MEDICAL SUPPORT
free clinical work in favor of severe chronic venous disease and/or lymphatic patients with limited economic means, while educating local health professionals.
- d) **THURSDAY, April 7 (WORLD HEALTH DAY)**
MEDIA INVOLVEMENT
radio/TV initiative dedicated to venous/lymphatic topics
- e) **FRIDAY, April 8**
MULTI-MEDICAL SPECIALTIES INVOLVEMENT
hybrid online & 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 9**
SOCIAL EVENTS
social 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 10**
SPORT EVENTS
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.



2021 Vein Week project report

From **April 5 to 11, 2021**, health and non-health professionals from all around the world gather together in virtual form to enhance venous and lymphatic disease management, during the “**Vein Week**” no profit global project. The initiative was initiated by the venous-lymphatic World International Network (v-WIN) foundation and designed by a dedicated **steering committee** of both top vein experts and institutional representatives, coming from all around the world, with gender equality representation.

A **dedicated interactive geo-localization software** was created and made available for free to all the ones interested in uploading regionally developed no profit educational activities, during the same Vein Week (<https://veinweek.vwinfoundation.com>).

The five main **ENDPOINTS** of the project were:

1. to **improve venous-lymphatic patients care**.
2. to **report** the importance of Venous-Lymphatic disease to **health institutions**.
3. to **empower local realities**, making their valuable initiatives visible worldwide.
4. to **enhance** global public venous-lymphatic **awareness**.
5. to **foster networking** among **different medical specialties** and **different institutions**.

The five main **RESULTS** of the Vein Week project are:

1. Direct engagement of **114 project developers**.
2. Development of **271 events** in one week.
3. Engagement of **ALL continents**, including previously silent regions.
4. In 7 days, **112.729** visualizations of the events uploaded in the **VEIN WEEK MAP**.
5. Together with many others, among the developed institutional interactions, of particular importance were the ones with **Italian Board of Physicians**, the **UK parliament group** for venous-lymphatic disease, the **Paraguay Ministry of Health**, the **International Society of Orthopaedic Surgery & Trauma**, the **European College of OBGyn**.

All the events **will remain available** in the dedicated website for free.

v-WIN foundation would like to deeply thank the massive number of health and non-health professionals, together with their local supporters, who have demonstrated the best vocation in increasing venous-lymphatic awareness.

The hope is that Vein Week 2021 has been just the first step of a long and productive road of teamwork, involving all the ones interested in taking real action in venous-lymphatic patients care improvement.

The wish is that Vein Week can keep on bringing venous-lymphatic awareness in every week of the year.



Venous-lymphatic World International Network foundation (v-WIN)
www.vwinfoundation.com; t. +393498012304
mail: info@vwinfoundation.com