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Global Perspectives

World Hemophilia Day 2010

The Many Faces of Bleeding Disorders: United to Achieve Treatment for All

By Sarah Ford, World Federation of Hemophilia

On World Hemophilia Day 2010, April 17, meet “The Many Faces of Bleeding Disorders”. Reflecting the World Federation of Hemophilia’s expansion of its mission to embrace all inherited bleeding disorders, this year’s theme focuses on the different types of bleeding disorders. Hemophilia and lesser known bleeding disorders impact hundreds of thousands of people of all ethnicities, education levels and incomes, their families and their communities.

The focus for this World Hemophilia Day is on dispelling myths about inherited bleeding disorders. Many people are not even aware that:

- bleeding disorders can affect both men and women;
- von Willebrand disease is the most common bleeding disorder;
- carriers of hemophilia can also experience bleeding complications;
- women might not know they have a bleeding disorder until they experience complications with childbirth; and
- most people with bleeding disorders around the world do not have access to adequate diagnosis and treatment.

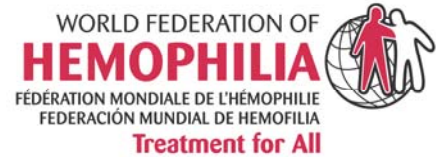
What is World Hemophilia Day?

Since 1989, World Hemophilia Day has been observed globally on April 17, the birth date of the World Federation of Hemophilia (WFH) founder Frank Schnabel. This awareness day is used to increase public awareness, educate patients, attract volunteers, raise funds, and advocate for improved treatment and care. World Hemophilia Day has grown into a global event that is now celebrated among 113 WFH member countries.

“While the events are far ranging, they all share the same purpose,” said WFH president Mark Skinner. “World Hemophilia Day is a great way to raise awareness and support people with bleeding disorders in both developing and developed countries.”

Spreading the Message

On April 17 this year, the WFH will launch a video podcast titled the “Many Faces of Bleeding Disorders”. Visit www.wfh.org/whd for more information and to view the new video podcast trailer.



This will be the second video podcast in a series that began in 2009, developed with funding from Baxter. For World Hemophilia Day last year, the first video podcast was produced, titled “Together, We Care”. This video podcast showed the vital role of comprehensive care teams in improving patients’ overall health. Thousands of people from over 136 countries have viewed the video podcast at www.wfh.org/whd. To date, the video has been translated into 11 languages, all of which are available on the WFH website.

Many hemophilia organizations around the world have incorporated this video into their World Hemophilia Day celebrations. Others are now using it as part of their wider advocacy or educational activities.

This World Hemophilia Day, watch the video podcast “The Many Faces of Bleeding Disorders” at www.wfh.org/whd and pass it along to others. Don’t miss out - take part in the global celebration this April 17!

The Many Reasons to Participate in World Hemophilia Day 2010:

1. Raise awareness of inherited bleeding disorders in your community.
2. Support your patient group or local chapter.
3. Educate new patients and their families.
4. Lobby government officials about improving care for people with hemophilia and other bleeding disorders.
5. Attract more volunteers to your cause.
6. Raise funds to support your activities.
7. Get more attention for your event.
8. Provide an interesting angle to get the media’s attention.
9. Participate in our global caring community.
10. Support your hemophilia treatment center.
11. Highlight the importance of proper care for people with bleeding disorders.
12. Spread the word about the global needs for people with bleeding disorders in developing countries.
13. Support the WFH and its vision of Treatment for All.
14. Adapt the World Hemophilia Day theme to further your own needs.
15. Broaden attention beyond your own community to the general public.

For more information about WFH activities, visit www.wfh.org.

If you would like to request a photo to use with this article, contact WFH communications manager Sarah Ford at sford@wfh.org.

Permission to translate and/or reprint this article is granted to interested hemophilia organizations, with appropriate acknowledgement of the WFH.