

October 5, 2020

**TO WHOM IT MAY CONCERN,**

We would like to invite you to join the global public and health-professionals venous-lymphatic awareness project called “**the VEIN WEEK**”.

The initiative is not-for-profit and under the auspices of the **venous-lymphatic World International Network (v-WIN)**.



From **April 5 to 11, 2021**, the “**Health Week**” will be celebrated

(<http://www.whatthehealth.com/awareness/event/nationalpublichealthweek.html>).

On **April 7, 2021**, World Health Organization will celebrate the “**World Health Day**”

(<https://www.who.int/westernpacific/news/events/world-health-day>).

The **RATIONALE** of the present invitation is to gather together to increase the currently lacking venous-lymphatic awareness inside both the population and the different health specialties.

The **VISION** is to teamwork among different scientific/educational organizations around the world, delivering a united message in support of proper venous-lymphatic management.

The **MISSION** is accomplished by following a common calendar during the week of health, in which every local reality develops its own initiatives, while sharing them with the rest of the team around the world. The **detailed project** proposal is attached herein.

The project primary **ENDPOINT** is to REPORT to health institutions the importance of venous-lymphatic Public & Health professional awareness and to make an effective call to action from world renowned Key Opinion Leaders.

If you and your eventual organization/institution would like to co-work on the project, simply fill in the **APPLICATION FORM** available at the webpage [www.vwinfoundation.com/VW](http://www.vwinfoundation.com/VW).

The Steering Committee will promptly reply to you.

If the proposed project is in line with your vision and if you would like to become part of it, please do not hesitate to reply to this invitation so that we can gather together in a call and line up at best.

We remain at your full disposal for whatever further clarification, looking forward for advocating together for venous-lymphatic advancement.

**The VEIN WEEK project educational Steering Committee**

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

# the VEIN WEEK

EDUCATIONAL & HEALTH AWARENESS PROJECT

## VISION

To enhance the already existing week of **Public Health Awareness** (April 5-11, 2021) (<http://www.whatthehealth.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 will be run in the national language and 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** will be created to facilitate localization and reporting of the different initiatives around the world, thus favoring teamwork among countries in the common mission accomplishment.

## 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 should be used in the “**road to the VEIN week**” and could 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 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 **ambassadors** and **promoters** of the initiative **before** and **after** the week of health, all around the world.



## 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 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 use the same communication material in different languages. Additional communication material can be produced by the regional parts, following approval of the Steering Committee.
- g) Eventual local and/or global fundraising must be used in support of **not-for profit** projects dedicated to venous and/or lymphatic advancement. The steering educational committee has the right to request local demonstration of the not-for-profit use of the funds.

## VEIN WEEK timeline

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

## STEERING COMMITTEE

### Educational Steering Committee

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

## 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

- 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.

*October 5, 2020*



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