

Worldwide Awareness of Women with Bleeding Disorders through Videos

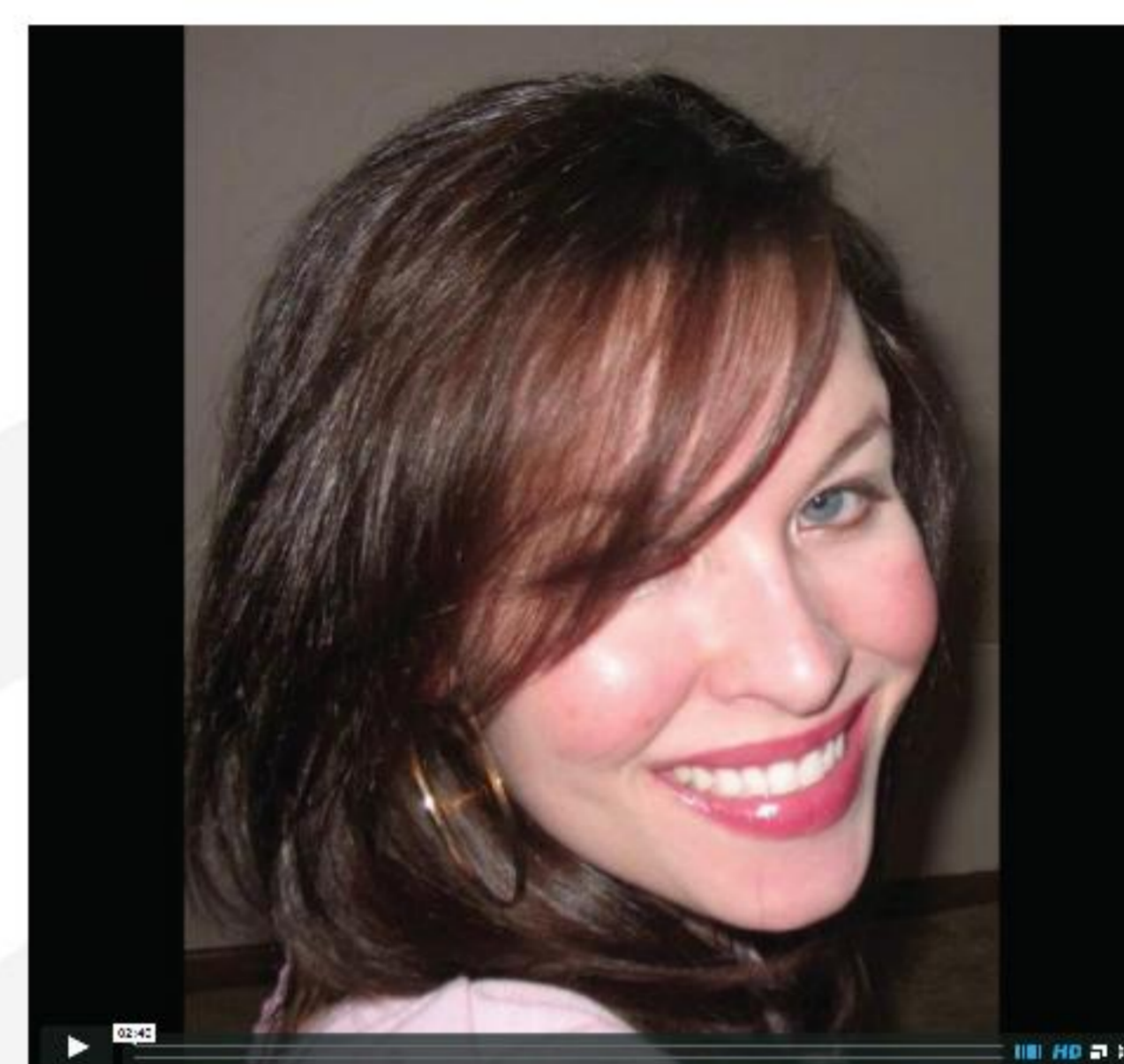


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from MyGirlsBlood



Objectives

The objective of this activity was to increase international awareness of girls and women with bleeding disorders by creating a collection of interesting videos and sharing them through social media.



Methods

Women attending several bleeding disorder conferences were given an opportunity to participate in a video activity.

Permission forms were obtained from each woman.

Several video themes were used to capture information.

Some women provided a brief self-introduction. Another video shows a woman holding up posters telling about the signs and symptoms of bleeding and where to find hemophilia treatment center anywhere in the world.

Several videos are groups of girls and women who are dancing and waving. The videos were edited and posted on the MyGirlsBlood facebook and website.

A compilation of the women's introductions was posted on the World Federation of Hemophilia Facebook page in support of World Hemophilia Day.

REFERENCES

http://mygirlsblood.org/videos_483.html
http://mygirlsblood.org/videos-2_485.html

Statistics

The statistics below are from November, 2012 - October, 2013:

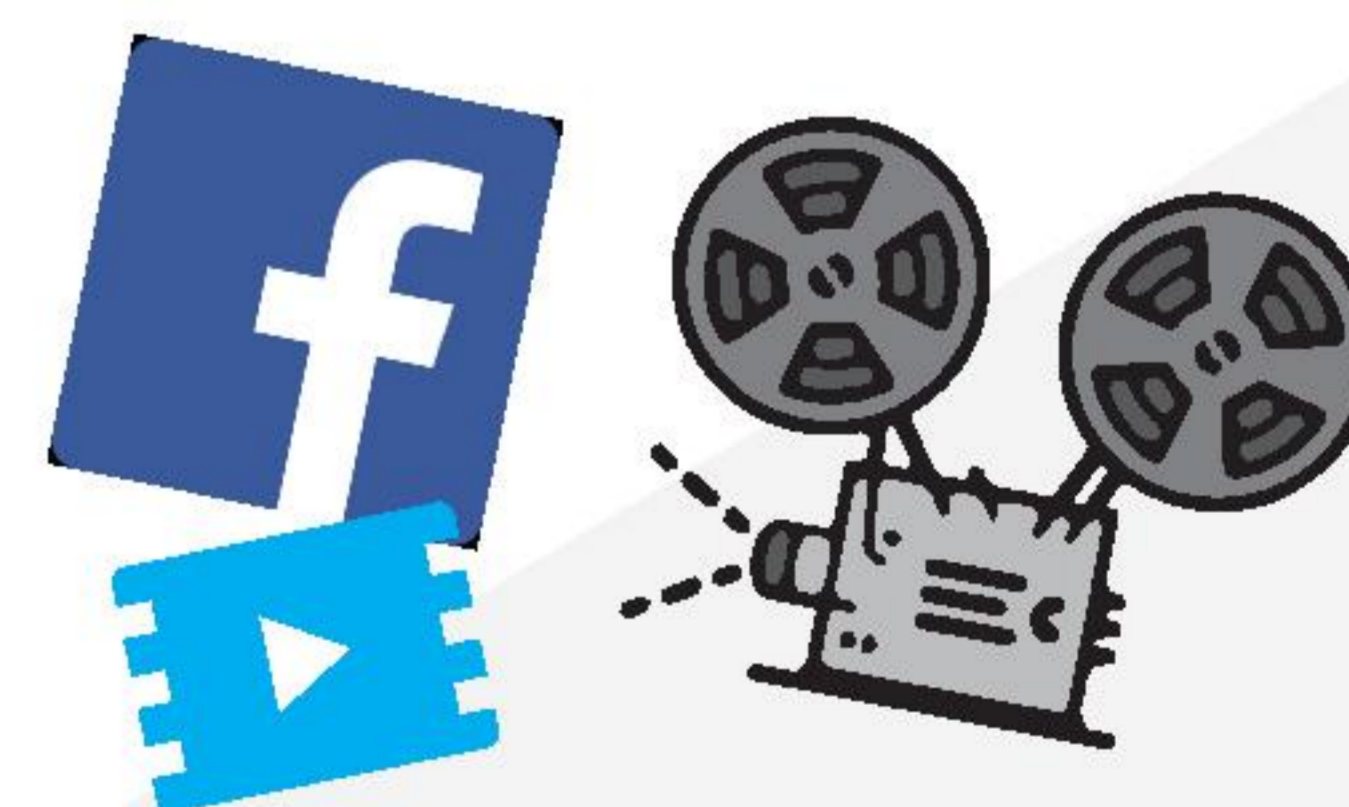
There are over 25 videos created in this collection.

There were 6,563 viewings across 46 countries. Top counts were: United States (4,609), India (627), Poland (200), Israel (110), Canada (131), Taiwan (113), China (163), United Kingdom (124), Spain (87), Argentina (40).



Results

Providing video(s) of women with bleeding disorders, the signs and symptoms of bleeding and fun videos all help provide awareness throughout the world of a bleeding disorder that is found in girls and women.



Conclusions

The majority of social media, videos and educational materials in the bleeding disorder community are related to boys and men.

Materials created directly for women and shared on social networking sites will provide continued growth of the knowledge library of our women's community.

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