

From: **Dr. Maria del C. Pasquel-Moxley C-PR Chair**
To: **IFCC Champions, IFCC National Representatives**
Date: **5th March, 2024**
Ref: **IFCC Global Lab Medicine Week 2024**

**Communications and
Publications Division (CPD)
Chair**

Prof. Tahir PILLAY

Department of Chemical Pathology
University of Pretoria
Pretoria 4001
SOUTH AFRICA
e-mail: tspillay@gmail.com

**Secretary & Publications/Distance
Learning Coordinator**

Dr. Deniz İlhan TOPCU

Health Sciences University Izmir Tepecik
Education and Research Hospital
Izmir - Turkey
Email: ditopcu@gmail.com

C-PR Chair

Dr. Maria del Carmen PASQUEL

Edmundo Carvajal 44-10 y Ave. La
Prensa
Quito - ECUADOR
Email: mariapasquelc@yahoo.com

News Editor

Dr. Katherina PSARRA

Dept of Immunology - Histocompatibility,
Evangelismos Hospital,
Ipsilantou 45-47, Athens
10676, GREECE
E-mail: kpsarra@outlook.com

Co-Editors eJIFCC

Dr. Harjit Pal BHATTOA

Department of Laboratory Medicine
University of Debrecen
Debrecen, Hungary
Email: harjit@med.unideb.hu

Dr. Kannan VAIDYANATHAN

Dept of Biochemistry & Head,
Molecular Biology
Amrita Institute of Medical Science
and Research Center
Kochi, Kerala, India
Email:
drkannanvaidyanathan@gmail.com

Corporate Representative

Dr. Colleen STRAIN

Scientific Manager
Scientific Leadership and Education
Abbott, Core Diagnostics
3304 Jordan Ave
Burlington, Ontario, Canada - L7M 3P6
Email: colleen.strain@abbott.com

IFCC OFFICE

Via Carlo Farini 81
20159 Milano, ITALY
Tel: +39 02 66809912
Fax: +39 02 60781846
e-mail: ifcc@ifcc.org

IFCC WEBSITE

<http://www.ifcc.org/>

**To: IFCC Champions,
IFCC Full Member Societies' National Representatives,
IFCC Affiliate Societies' Representatives.**

Dear All,

We would like to first thank you for your fundamental support of the IFCC and its initiatives related to the Laboratory Medicine profession.

As you know, in 2022, IFCC has launched a new initiative entitled “**IFCC Global Med Lab Week**” which will be carried out in April each year.

The Global Medical Lab Week celebration is now in its third year. Its role is to highlight the vital role of clinical laboratory professionals in health care, public health, and the diagnosis of disease.

The recent COVID-19 pandemic highlighted the critical role laboratory professionals played in diagnosing and monitoring patients with COVID-19. In 2023, the GMLW took place from April 23rd to April 29th.

This event is led by the Committee on Public Relations (C-PR), a committee of the Division of Communication and Publication (CPD), in collaboration with TF-YS. Several countries developed press releases, scientific activities, and engaged in activities between scientific societies and the families of their members to promote the profession of clinical laboratory professionals. Such activities were also promoted on social networks, where photos, logos of the week, and videos made by different professionals in their laboratories were shared.

IFCC extends sincere gratitude for your invaluable cooperation during GMLW 2023, which significantly boosted activity across IFCC's social media platforms, including Facebook, Instagram, LinkedIn, and Spotify podcasts.

Launching of GMLW 2024

The theme for GMLW in 2024 will be “**Labs Save Lives**”. We urge all regional federations and their member societies to actively participate in GMLW24. This presents an opportunity for all regional federations and their member societies to join the initiative (22- 28 April).

It is incumbent upon each of us, both individually and collectively, to advance the vision of IFCC, which places great emphasis on the active role of laboratory professionals.

To accomplish our objective of acknowledging and commemorating the contributions of Specialists in Lab Medicine and other laboratory professionals to enhancing healthcare and patient care globally, we kindly request your support for the following activities.

These activities are divided into two sections, and we ask that you inform us of your preferred participation.

Section 1:

- (a) Preparation of short videos between 2-6 minutes in which clinicians or patients share their experiences explaining how the laboratory and laboratory professionals have made a significant contribution to patient care. Videos should be submitted by 31st March 2024;
- (b) Preparation of podcasts of between 1-4 minutes, should be submitted by 31st March, 2024. See the attached Guidelines.

A regional award will be presented to participants whose video or podcast is selected for global awareness. Furthermore, all professionals contributing to the production of podcasts and videos will receive a certificate of collaboration signed by the President of IFCC and the Chair of C-PR/CPD.

Section 2:

- (a) Lecture and webinar presentations featuring participation from laboratory and other professionals, emphasizing the role of laboratory professionals.
- (b) Installation of banners commemorating Laboratory Professionals' Week by member societies at prominent laboratories throughout their respective countries.
- (c) Organizing Fun Runs (1 km) involving community participation, with a focus on raising awareness about a specific disease.
- (d) Setting up booths or small tables at hospital lobbies/entrances for the distribution of informational pamphlets.
- (e) Conducting mini workshops.
- (f) Publishing newspaper articles spotlighting the contributions of laboratories and laboratory professionals.

We kindly request your feedback, as soon as possible, regarding the specific activities that your society would like to support and participate in throughout 2024.

Regards,



Dr. BQF.Maria del C. Pasquel-Moxley (C-PR Chair)

Dr. Maria Schroeder Castagno (C-PR Member)
Dr. Ashish Agravatt (C-PR Member)
Dr. Ronald Khunga (C-PR Member)
Dr. Enrique Rodríguez-Borja (C-PR Member)





IFCC Podcasts Guidelines

Distance learning stands as a primary commitment of the IFCC: our aim is to become the leading provider of free eLearning programs worldwide, prioritizing development in developing countries, and catering to young scientists, students, and trainees.

Podcasts serve as a key tool for IFCC to engage with its members and provide various advantages to professionals. They offer a convenient and accessible means to disseminate knowledge and facilitate professional growth. IFCC podcasts may include presentations, interviews, and panel discussions with experts, providing a platform for professionals to exchange ideas and insights.

To commemorate GMLW 2023, IFCC launched a channel on Spotify and has already released over 50 podcasts.

The IFCC Podcasts initiative will be a consistent feature offered by IFCC. High-quality content promotes dissemination and popularity while also motivating speakers to contribute their content to our channel.

The following guidelines should be followed to ensure consistent, high quality and harmonized delivery of all IFCC Podcasts.

IFCC will oversee the technical finalization and publication process of the IFCC Podcasts, which includes formatting the audio files, collecting and organizing all components, and uploading them to the IFCC Spotify Channel.

IFCC Podcasts Format:

All podcast presentations should adhere to standardized formatting and maintain consistency across episodes. Here are the guidelines:

- Each speaker is allotted a maximum of 4 minutes for their talk (for GMLW).
- The length of each podcast should range between 1 and 4 minutes.
- At the beginning of each podcast, the Chair/Speaker should introduce the topic within 1 minute.
- At the conclusion of the podcast, the Chair/Speaker should express gratitude to IFCC and wrap up the episode.
- It is recommended for the Chair/Speaker to provide an email address for the audience to send questions and comments.
- The podcasts will be conducted in English or Spanish only.

IFCC Podcasts guidelines GMLW 2024, 22 to 28 April:

Audio format:

- The format is not a concern. Anmys will receive the audio files and handle their conversion into podcasts, including any necessary audio cleaning. Please refrain from including music in the audio. IFCC will incorporate a pre-defined sound for the podcasts.

- If the podcast is in Spanish, you may transcribe it into Word format for translation into English. Selected podcasts will undergo translation.
 - Theme for 2024: 'Laboratories Save Lives': Physicians, patients, or laboratory professionals are encouraged to share accounts illustrating how laboratory results have enhanced patient healthcare or even saved lives. "Labs Save Lives"
 - Duration: 1 to 4 minutes.
 - Cover:
the cover for each Podcast will be prepared by Anmys.
 - Speaker information
Title (Dr, prof, ...), name, photo, affiliation, city, country of the speaker
 - Keywords:
to be added to the description (if necessary)
 - Title:
200 characters maximum.
 - Description:
No limits in length but no more than three lines are recommended (if necessary)
- Classification:
- As the number of IFCC Podcasts grows, a webpage featuring playlists with topics for each podcast will be established. It will be necessary to classify them for organization, and a search engine may be developed to facilitate navigation.
- Promotion:
IFCC Podcasts will be promoted with active posting on social media by IFCC.
 - Shipping method
You can send your audio recordings from your cell phone, ensuring minimal background noise. Please send them to elisa.fossati@ifcc.org via email, or directly to the C-PR member who has been in contact with you or handles communication with IFCC.
 - Certificate: Each presenter will receive a certificate.



GMLW 2024 – “Labs Save Lives”

Organizer: **Committee Public Relations (C-PR)**

Collaboration: **Task Force - Young Scientists (TF-YS)**

Objective: Conduct a virtual or remote visit to a laboratory, hospital, or outside environment led by scientists, presented in two languages (English or Spanish), demonstrating how lab results contribute to patient healthcare.

Targeted public: General population and/or professionals in patient health care. The best videos will be distributed around the world to create awareness of the fundamental role our profession plays in patient care and public health. For this purpose, IFCC has launched a new initiative entitled “*IFCC Global Med Lab Week*” which will be carried out in April each year starting in 2022. This year the event will be held from 22 to 28 April.

How to participate: Capture a virtual guided tour of your lab or its surroundings (for instance, using your mobile phone), or create an animated video or slideshow with photos. Share with us how laboratory results contribute to saving lives.

Please see instructions below in “Video information section”.

Mandatory documents:

- **If the laboratory is located and/or is part of a clinic or hospital or Medical Center and is part of the video:** A letter of Acceptance from your laboratory/hospital director for the dissemination of your video on IFCC communication channels (website, congress, webinar, social networks, etc.). You can generate your letter. No template provided by the IFCC office.
- **If you have produced the video independently,** please include a cover letter providing general information about the filming location and the responsible professional's full name, country, city, and email address for any additional inquiries
- Both letters should include a statement “The video may be modified to adapt it to the purposes of the “*IFCC Global Med Lab Week.*”
- Both letters should include that the video or part of the video can also be used to promote the GMLW, this year or in subsequent years.

NB: If necessary, your national society can provide a letter of support for this initiative, which could feature the video from your laboratory.

Please keep in mind that this project is voluntary; there is no compensation involved. Colleagues who submit their videos will receive a certificate of participation from the IFCC. Additionally, we are organizing an award for the best video in each of the six regions represented by the IFCC. Further details will be provided in a subsequent email.

Video information:

- Orientation: Horizontal (avoid vertical, especially if it is from a cell phone)
- Title or topic of the video: “Labs Save Lives”
- Video editing: Can be done by you or the IFCC
- Duration after movie-making: minimum 2 minutes, maximum 6 minutes.
- Sound: avoid noises that affect hearing clearly what the professional or the patient is telling about their experience of how laboratories save lives
- Language: The videos should be done in one of the following languages: **English or Spanish.**

If preferred, you may create videos in your native language for dissemination within your country or region. Videos in French, Mandarin Chinese, Italian, and Portuguese are also welcome. To be published on the dedicated IFCC site for GMLW, videos should include English subtitles. Alternatively, you can provide a Word document with an English translation of the video content. Young scientists can assist with translations. The top videos will be professionally edited and published on the designated IFCC website.

- Content: Physicians, patients or lab professionals should explain how the laboratory results have significantly contributed to patient healthcare relating to the topic “Laboratories Save Lives”.
- Location: This can be recorded inside the lab, in the office of a physician, or outside (e.g., on the street, in front of a hospital, or at their house). This service is free. Remember to obtain a signed letter of consent if you plan to interview a patient, or if personal patient information is disclosed.
- Videos targeting the general public should be understandable by non-specialists in the field.
- This year's GMLW 2024 IFCC logos are attached so you can use them
- Please send your video(s) by March 31 to: elisa.fossati@ifcc.org

Professional editing of the videos will be carried out by the IFCC office.

Please follow the instructions provided in this template to ensure a high-quality video and uniformity across all participating countries.

