

**Public Relations Committee/Communications and Publications Division of the
International Federation of Clinical Chemistry and Laboratory Medicine
(C-PR/CPD-IFCC)**

Plan for Participation in GLOBAL MEDLAB WEEK 2025 (GMLW2025)

Theme: *Labs Save Lives*

Dates: 21–27 April 2025

Objective

To unite the global medical laboratory community in celebrating and promoting the indispensable role of laboratory professionals in healthcare.

Participation Plan

1. Preparation Phase

- **Mark the Dates:** Reserve 21–27 April 2025 for active participation.
 - **Set Objectives:** Define your goals—raising awareness, networking, or educational outreach.
 - **Assemble a Team:** Form a local or institutional task force to organize and execute activities effectively.
 - **Brainstorm Activities:** Consider webinars, local seminars, community outreach, or creative storytelling projects.
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2. Amplify Awareness via Social Media

- **Engage with Official Campaigns:**
 - Use the hashtag **#GlobalMedLabWeek** to share updates, photos, or stories.
 - Tag and follow **@globalmedlabweek** on Facebook and Instagram.
 - **Content Suggestions:**
 - Post behind-the-scenes snapshots or videos of lab work.
 - Share real-life stories where lab work played a life-saving role.
 - Utilize and repost IFCC’s campaign resources.
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3. Participate in Local and Global Events

- **Global Engagement:**
 - Attend webinars and online discussions hosted by GMLW2025 via the official website.
 - Promote these events among your network to boost participation.
 - **Local Outreach:**
 - Organize seminars, exhibitions, or interactive sessions highlighting the contributions of laboratory professionals.
 - Partner with schools or universities to inspire the next generation of laboratory specialists.
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4. Share Your Voice

- **Tell Your Story:**
 - Submit a written or video story about your experiences in laboratory medicine via the *Share Your Story* portal.
 - **Create Media Content:**
 - Develop podcasts, infographics or videos that celebrate the importance of laboratories in healthcare, share the experience about Laboratories Save Lives, follow the guidelines provided by IFCC.
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5. Promote Widely

- **Distribute Resources:**
 - Use downloadable posters, flyers, and banners from the GMLW website in your local institutions and online platforms.
 - **Community Involvement:**
 - Host awareness sessions to educate patients, healthcare professionals, and the public about the importance of laboratory diagnostics.
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6. Collaborate Globally

- **Coordinate Regionally:**
 - Contact your regional representative for support, ideas, or collaboration.
 - Example Regional Contacts:
 - **European Federation of Clinical Chemistry and Laboratory Medicine (EFLM):** María Eugenia Schroeder | mariaeugeniaschroeder@gmail.com
 - **African Federation of Clinical Chemistry (AFCC):** Ronald Kunga | ronaldkhunga@gmail.com

- **Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB):** Ashish Agravatt | aggravat@gmail.com
- **North American Federation of Clinical Chemistry and Laboratory Medicine (NAFCC):** Julie Shaw | julshaw@eorla.ca
Christopher Farnsworth | cwfarnsworth@wustl.edu
- **Arab Federation of Clinical Biology (AFCB):** Enrique Rodríguez | enrobor@gmail.com
- **Latin American Confederation of Clinical Biochemistry (COLABIOCLI):** Maria P- Moxley | mariapasquelc@yahoo.com

7. Track and Report Contributions

- **Participation Form:** Confirm your engagement by completing the GMLW2025 Google Form ([link](#))
- **Document and Share:** Capture photos, videos, and feedback during your events. Tag [@globalmedlabweek](#) to showcase your efforts.

Timeline for Execution

Timeline	Key Action Items
Nov 2024	Begin internal promotion of GMLW2025.
Dec 2024	Identify focus areas (social media, webinars, outreach). Form teams and assign roles. Finalize initial plans and send to IFCC, and send them to IFCC at the email addresses assigned by region or to the platform that will be indicated in a future email.
Jan 2025	Register for events, gather promotional materials, and confirm logistics, and send them to IFCC at the email addresses assigned by region or to the platform that will be indicated in a future email.
Feb 2025	Launch pre-event social media campaigns using #GlobalMedLabWeek.
Mar 2025	Actively participate in GMLW activities. Post updates and engage globally. (March 7 is the last day to receive audios, videos)
Apr 2025	Submit activity summaries to regional representatives and the <i>Share Your Story</i> portal.
May 2025	

Measurement of Success

- **Social Media Engagement:** Monitor post reach, shares, and hashtag usage.
- **Event Participation:** Track attendance numbers for webinars, local events, and online discussions.

- **Content Creation:** Measure the number and quality of stories, videos, and creative submissions shared globally.

Contact Information

For further details, reach out to:

- **IFCC Office:** Elisa Fossati | elisa.fossati@ifcc.org
- **Regional Representatives:** [Refer to the above Contact List]

Let's Unite for Global MedLab Week 2025

Together, let's amplify the message: "**Labs Save Lives**" and honor the vital role of laboratory professionals worldwide.

You can use these logos

