

EUROPEAN LABORATORY DAY 2024 TOOLKIT



FOREWORDS



TARA ROLIĆ

EFLM TASK GROUP EUROPEAN
LABORATORY DAY CHAIR

Welcome to European Laboratory Day 2024! As a fellow laboratory professional, I'm proud to celebrate the remarkable contributions of those in laboratory medicine.

Our collective expertise drives medical breakthroughs, provides life-saving diagnoses, and guides treatments that improve countless lives across Europe.

From small local labs to major research centres, we, the often unsung heroes of healthcare, form the backbone of modern medicine. Our commitment to precision, innovation, and quality ensures that critical healthcare decisions are informed, helping to build healthier communities every day.

To support this celebration, we've developed a toolkit filled with resources to raise awareness about the vital work happening in our laboratories. I encourage you to use these materials to showcase our contributions and the essential role we play in advancing patient care.

Let's ensure our incredible efforts receive the recognition they deserve, reminding everyone how essential we are to the foundations of healthcare.



DANIEL RAJDL

EFLM COMMUNICATION
COMMITTEE CHAIR

As a laboratory professional, I've seen firsthand how crucial our work is in both identifying diseases and keeping people healthy.

Every day, we are at the forefront of diagnosing conditions, guiding treatments, and playing a key role in preventive healthcare. Our work goes far beyond the walls of the lab—we are an essential part of people's health journeys, ensuring they receive the care they need when it matters most.

I am extremely proud of the impact we have on patients' lives, and European Laboratory Day 2024 is the perfect moment to celebrate that. This day is a recognition of the tireless work we do and the profound difference we make in healthcare.

The following toolkit offers a diverse range of actions and resources to help us showcase our impact, unite as a profession, and continue to demonstrate the vital role we play.

Together, we can drive innovation and enhance patient outcomes by ensuring that patients receive the right tests from the right sample at the right time.

EFLM

EUROPEAN FEDERATION OF CLINICAL CHEMISTRY
AND LABORATORY MEDICINE

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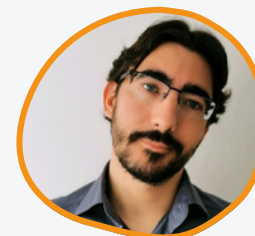
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CELEBRATING EUROPEAN
LABORATORY DAY





INTRODUCTION

TO EUROPEAN LABORATORY DAY

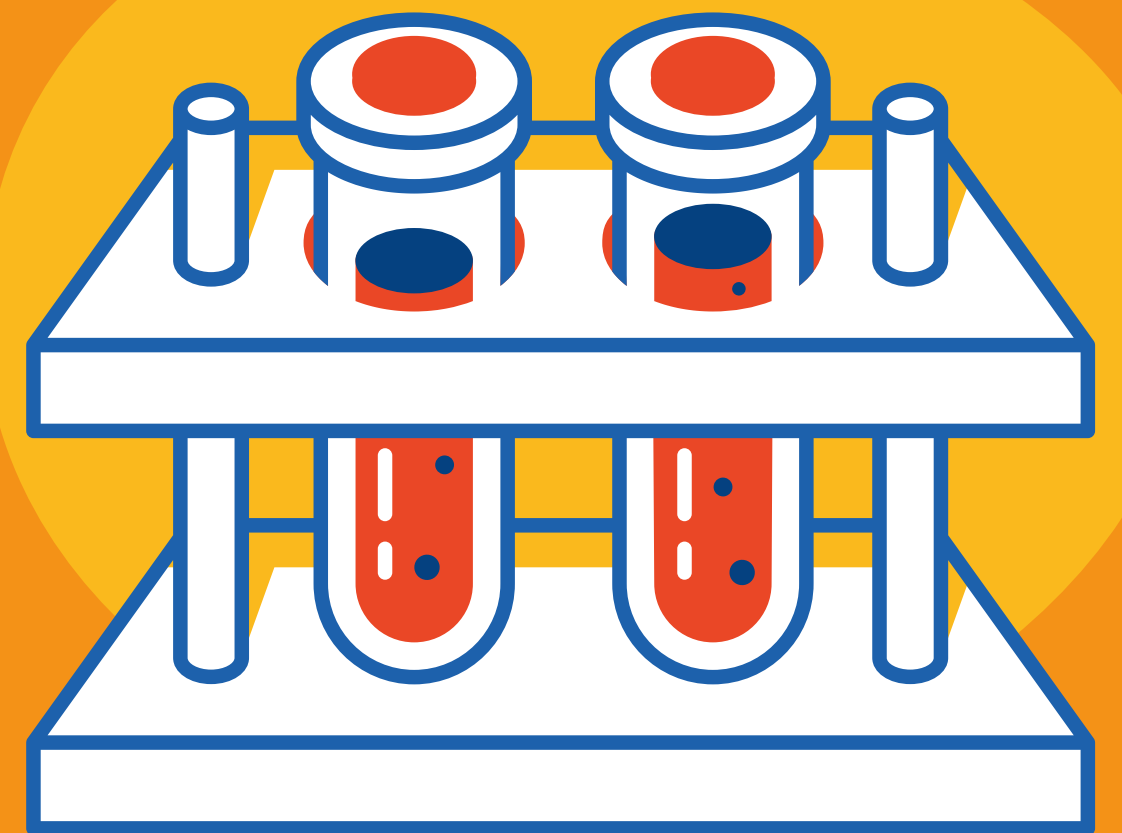
On November 5th, 2024, the European Federation of Clinical Chemistry and Laboratory Medicine (EFLM) will proudly celebrate European Laboratory Day. This annual event is dedicated to recognising the indispensable contributions of laboratory medicine professionals throughout Europe.

Healthcare remains a top priority for Europe, as demonstrated by the EU4Health programme (2021-2027), which aims to strengthen health systems and enhance crisis preparedness. Laboratory professionals are integral to these efforts, driving innovation, ensuring accurate diagnostics, and supporting critical research that leads to improved patient outcomes.

Despite most global medical decisions relying on laboratory test results, laboratory medicine - and its professionals - remain a mystery to the public, with many not realising the crucial role they play in saving lives.

European Laboratory Day aims to change this by shining a light on the skills, diversity, and resilience of those behind these key healthcare decisions. From diagnostics to disease monitoring, this day hopes to open everyone's eyes to the pivotal role in strengthening Europe's healthcare systems, advancing medical innovation, and safeguarding public health.

LOGO, BANNERS AND HASHTAGS



CAMPAIGN LOGO



WHAT?

The design of the logo incorporates a flask and barcode, symbolising the precision and accuracy of laboratory processes. Barcodes play a critical role in uniquely identifying patient samples, ensuring the right sample is matched with the correct patient at the right time, guaranteeing accurate and reliable lab results.

HOW?

Use the logo across digital platforms, print materials, and event banners to visually align the campaign with its mission of highlighting laboratory contributions to healthcare.

BANNER IMAGES

WHAT?

The banner image visually highlights European Laboratory Day, using bold text and vibrant visuals to serve as a reminder of the event and its importance.

HOW?

Use the banner across Facebook, LinkedIn, and X to create a unified visual presence, engaging key stakeholders and reinforcing the campaign message.



Facebook
(851 x 315 px)



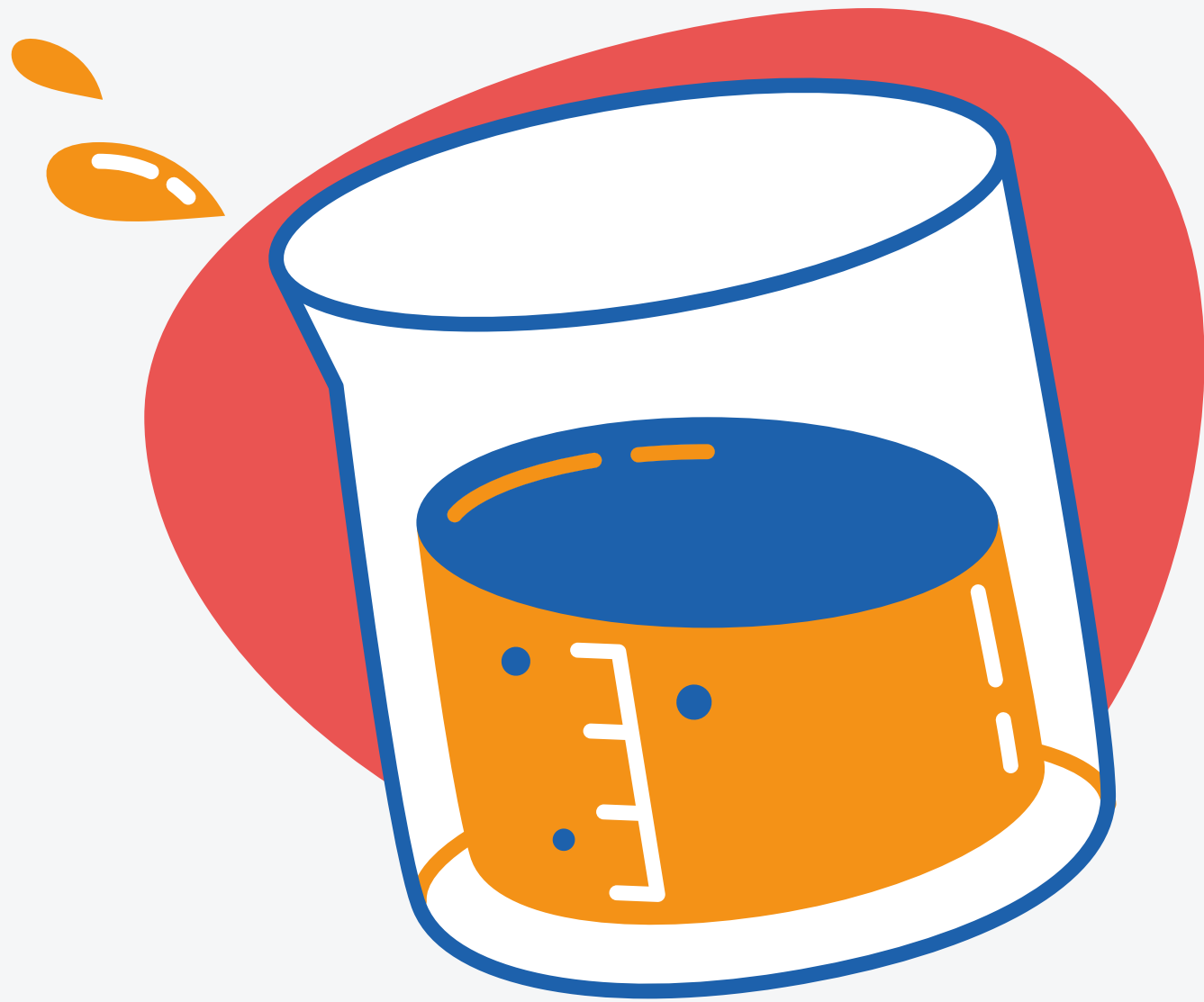
LinkedIn
(1584 x 396 px)



X
(1500 x 500 px)



CAMPAIGN HASHTAGS



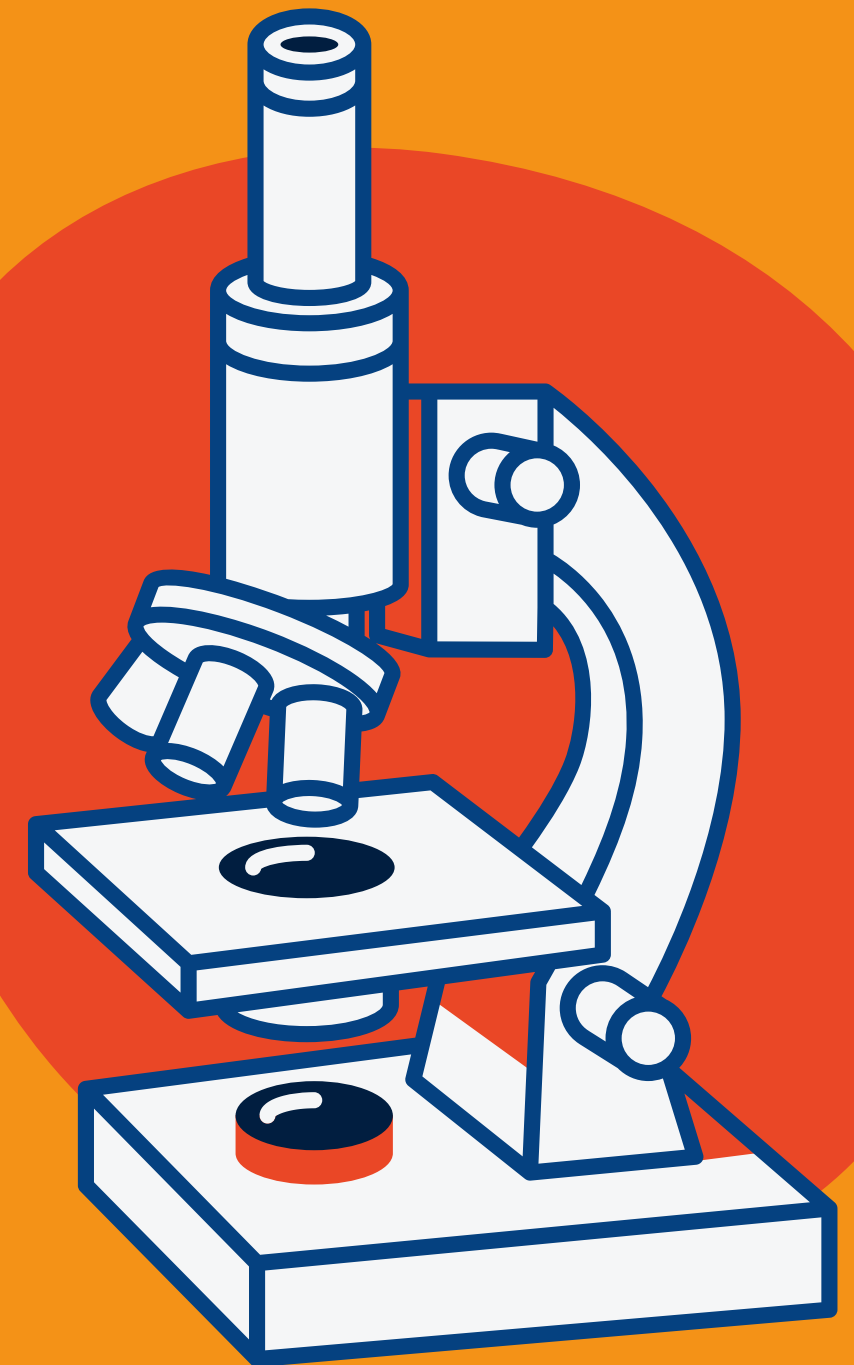
Increase visibility and showcase the critical role of laboratory professionals by using our official campaign hashtags in all your posts. These hashtags will help amplify our message, making it easier for stakeholders and the general public to engage and understand the vital contributions of the laboratories and laboratory medicine professionals behind key healthcare decisions.

#EULabDay2024

#EFLM

#BehindKeyDecisions

SOCIAL MEDIA ACTIVATION



SPOTLIGHT ON OUR PROFESSION: SOCIAL GRAPHICS FOR EUROPEAN LABORATORY DAY

Social media is a key tool for amplifying the impact of European Laboratory Day.

We encourage you to use the following social graphics to help shine a spotlight on our profession. These visuals are designed to capture attention and convey the vital contributions of laboratory professionals to healthcare.

By sharing these graphics across your social media platforms, you can enhance engagement and foster a greater appreciation for the critical work laboratories and laboratory medicine professionals.



PROMOTIONAL VIDEO



CELEBRATION POSTS



(1080 X 1080)



(1920 X 1080)



COUNTDOWN TO LAUNCH GRAPHICS



3 weeks to go
(1080x 1080)



2 weeks to go
(1080x 1080)



7 days to go
(1080x 1080)



1 day to go
(1080x 1080)



SPOTLIGHT INFOGRAPHICS



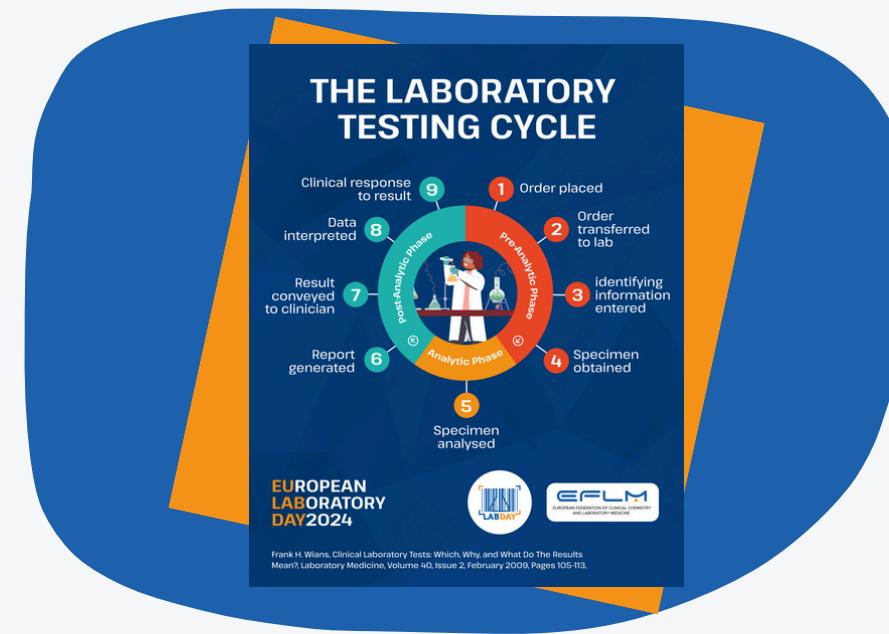
4 ways laboratories promote better health
(1080x 1080)



How laboratories enhance safety and quality in European healthcare
(1080x 1080)



Impact of laboratory medicine on everyday healthcare
(1080x 1920)



Laboratory testing cycle
(1080x 1350)



SOCIAL MEDIA CALENDAR

WHAT?

This social media calendar provides a structured plan for posting content in the lead-up to European Laboratory Day. It includes suggested posts and copy to maintain a consistent flow of engaging content. While the social media copy can be translated into local languages, the campaign hashtags should remain unchanged.

HOW?

Use this plan to highlight key messages, dates, and visuals, ensuring consistent promotion across platforms. Scheduling posts in advance keeps the conversation active and the campaign top of mind.

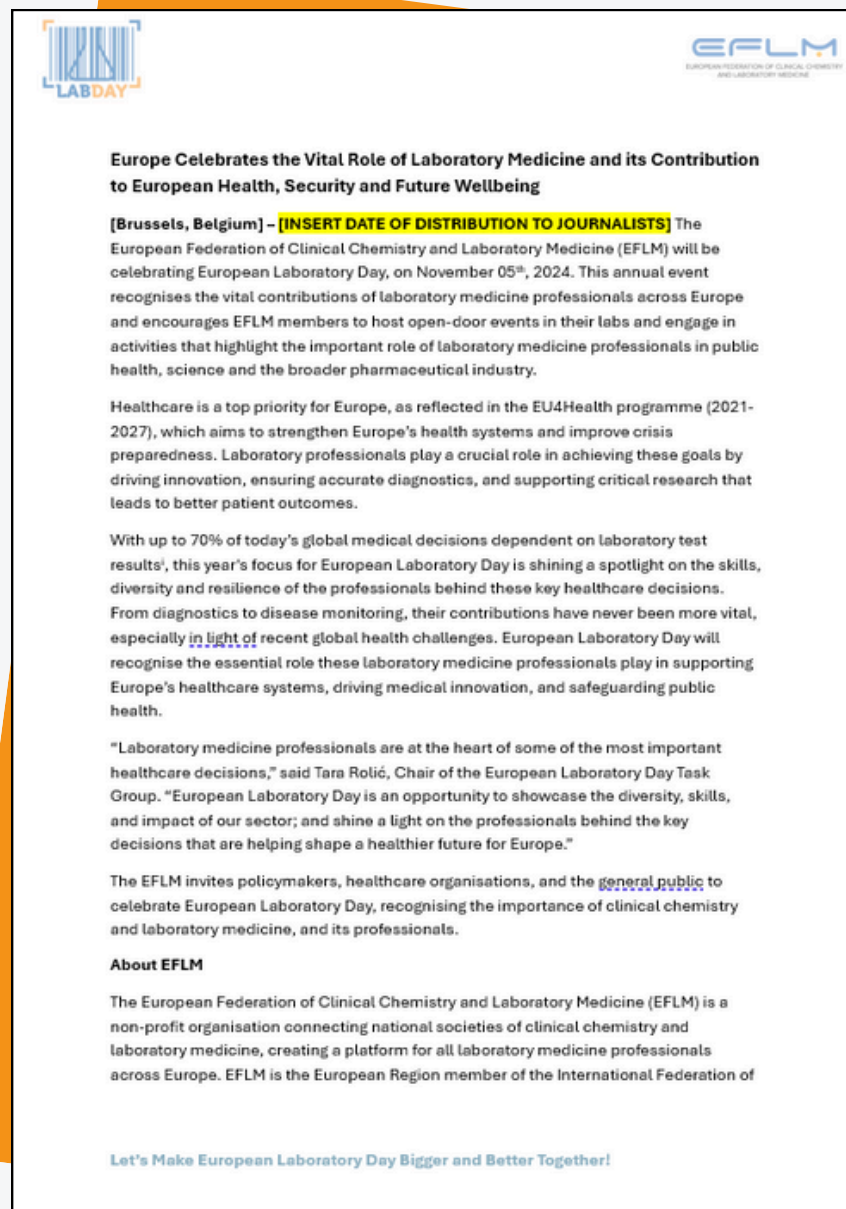


DOWNLOAD

MEDIA PRESS RELEASE TEMPLATE



PRESS RELEASE TEMPLATE



WHAT?

This press release is an effective tool to formally announce European Laboratory Day and highlight the key messages of the campaign. Share it with media outlets in your country to increase awareness and drive engagement.

HOW?

Distribute the press release via email and news platforms, and follow up with key contacts to maximize its reach and impact. Be sure to translate the press release into the native language of the country where you are distributing it to ensure clarity and engagement.



LETTER TO YOUR POLITICIAN



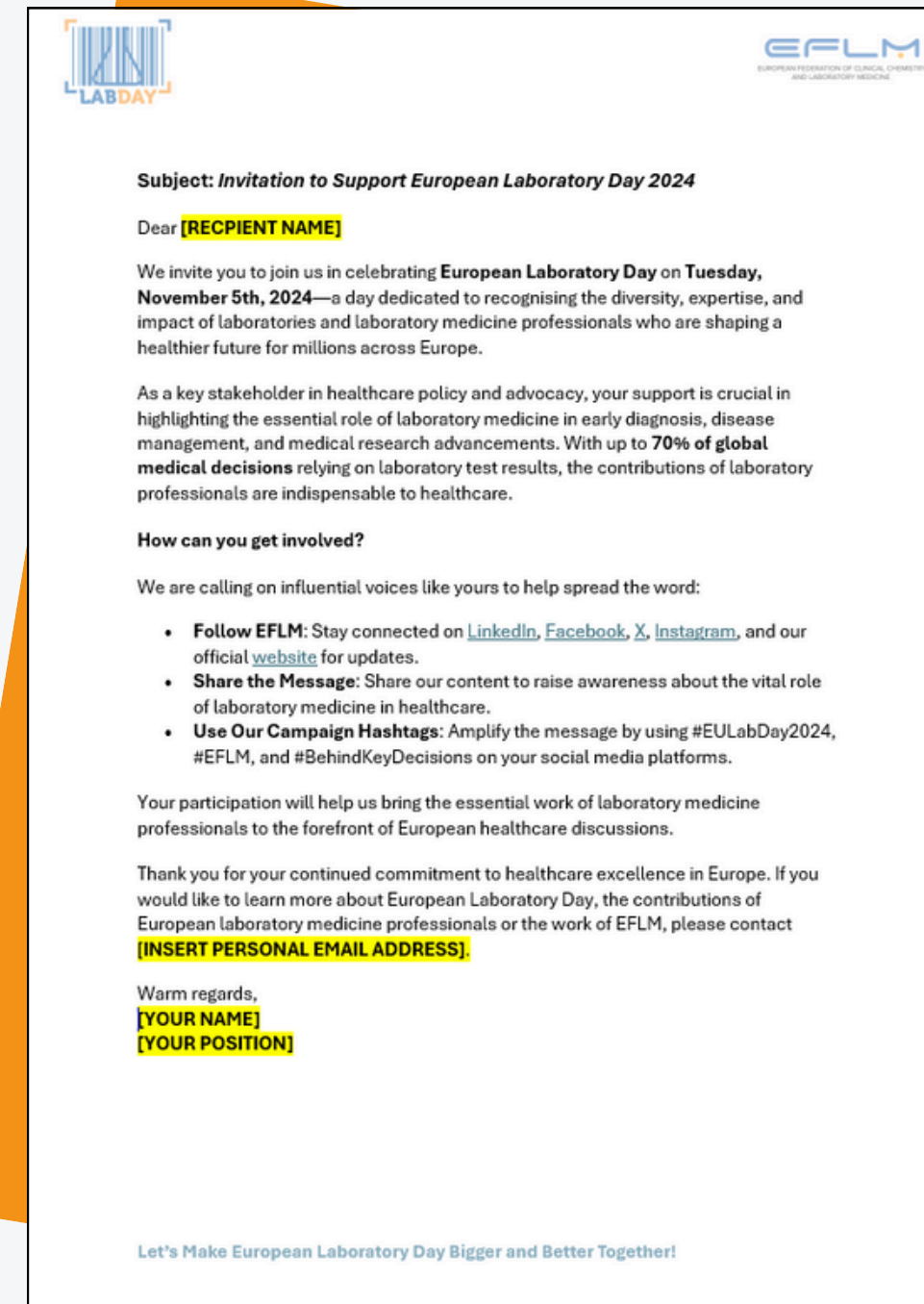
LETTER TO YOUR POLITICIAN



WHAT?

This letter is an invitation to share with political stakeholders to raise awareness of European Laboratory Day and outlines how they can get involved

HOW?

Email local politicians and government officials to invite them to support European Laboratory Day by sharing the campaign message, following EFLM on social media, and using campaign hashtags. Remember to translate into the native language for clarity and engagement.



Subject: Invitation to Support European Laboratory Day 2024

Dear **[RECIPIENT NAME]**

We invite you to join us in celebrating **European Laboratory Day** on **Tuesday, November 5th, 2024**—a day dedicated to recognising the diversity, expertise, and impact of laboratories and laboratory medicine professionals who are shaping a healthier future for millions across Europe.

As a key stakeholder in healthcare policy and advocacy, your support is crucial in highlighting the essential role of laboratory medicine in early diagnosis, disease management, and medical research advancements. With up to **70% of global medical decisions** relying on laboratory test results, the contributions of laboratory professionals are indispensable to healthcare.

How can you get involved?

We are calling on influential voices like yours to help spread the word:

- **Follow EFLM:** Stay connected on [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), and our official [website](#) for updates.
- **Share the Message:** Share our content to raise awareness about the vital role of laboratory medicine in healthcare.
- **Use Our Campaign Hashtags:** Amplify the message by using #EULabDay2024, #EFLM, and #BehindKeyDecisions on your social media platforms.

Your participation will help us bring the essential work of laboratory medicine professionals to the forefront of European healthcare discussions.

Thank you for your continued commitment to healthcare excellence in Europe. If you would like to learn more about European Laboratory Day, the contributions of European laboratory medicine professionals or the work of EFLM, please contact **[INSERT PERSONAL EMAIL ADDRESS]**.

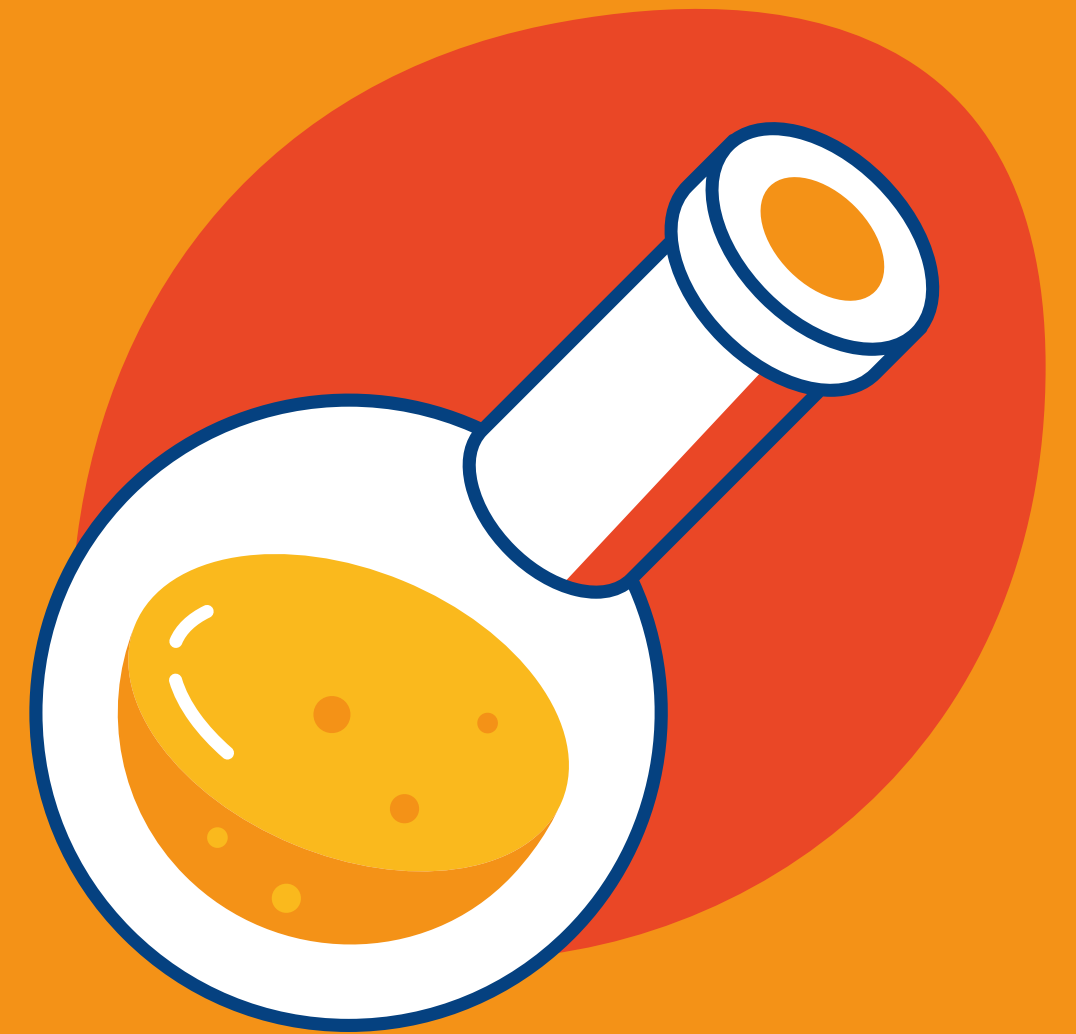
Warm regards,
[YOUR NAME]
[YOUR POSITION]

Let's Make European Laboratory Day Bigger and Better Together!



DOWNLOAD

CELEBRATING EUROPEAN LABORATORY DAY



EUROPEAN LABORATORY DAY LEAFLET

WHAT?

This leaflet highlights the importance of European Laboratory Day, detailing its objectives and offering meaningful ways for you to get involved in celebrating the vital contributions of laboratory medicine professionals.

HOW?

Use this leaflet for ideas and inspiration on how to get involved with European Laboratory Day and to understand the significance and objectives of celebrating the vital contributions of laboratory professionals.



DOWNLOAD

SNAP, SHARE, SHOWCASE

LET THE WORLD SEE YOUR LAB IN ACTION

Whether you're passionate about demonstrating the capabilities of your laboratory, showcasing what you do, or simply just excited to engage with the public - We'd love to hear about your participation.

Share your experiences with photos, videos, and reports, and let the world see what makes your profession so special.

Make sure to send your content to eflm@eflm.eu by **20 November 2024**. The best entries will be published in the December issue of the EuroLabNews.

**Let's Make European Laboratory Day
Bigger and Better Together!**



CONTACT US

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