



## Global med lab week 2025

Organized by: Public Relations Committee (C-PR)  
Collaborators: Task Force Young Scientists (TF-YS)  
International Federation of Clinical Chemistry and Laboratory Medicine (C-PR/CPD-IFCC)  
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C-PR Chair/CPD-IFCC

Plan for Participation in GLOBAL MEDLAB WEEK 2025 (GMLW2025)  
Theme: **Labs Save Lives**  
Dates: **21–27 April 2025**

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### Objective

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

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### 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.
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.
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:
  - **Europe:** Maria Eugenia Schroeder | [mariaeugeniaschroeder@gmail.com](mailto:mariaeugeniaschroeder@gmail.com)
  - **Africa:** Ronald Kunga | [ronaldkhunga@gmail.com](mailto:ronaldkhunga@gmail.com)
  - **Asia:** Ashish Agravatt | [aggravat@gmail.com](mailto:aggravat@gmail.com)
  - **Canada/USA** | Dr. Julie Shaw | [ljulshaw@eorla.ca](mailto:ljulshaw@eorla.ca) and Dr. Christopher Farnsworth | [cwfarnsworth@wustl.edu](mailto:cwfarnsworth@wustl.edu)
  - **Arabia:** Enrique Rodríguez | [enrobor@gmail.com](mailto:enrobor@gmail.com)
  - **Latin America/Latinoamerica:** Maria P- Moxley | [mariapasquelc@yahoo.com](mailto:mariapasquelc@yahoo.com)

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#### 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 for Execution	Key Action Items
Timeline	Begin internal promotion of GMLW2025.
Nov 2024	Identify focus areas (social media, webinars, outreach).
Dec 2024	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	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.
Feb 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.
Mar 2025	Launch pre-event social media campaigns using #GlobalMedLabWeek.
Apr 2025	Actively participate in GMLW activities. Post updates and engage globally. <b>(March 7 is the last day to receive audios, videos)</b>
May 2025	Submit activity summaries to regional representatives and the Share Your Story portal.

Measurement of Success

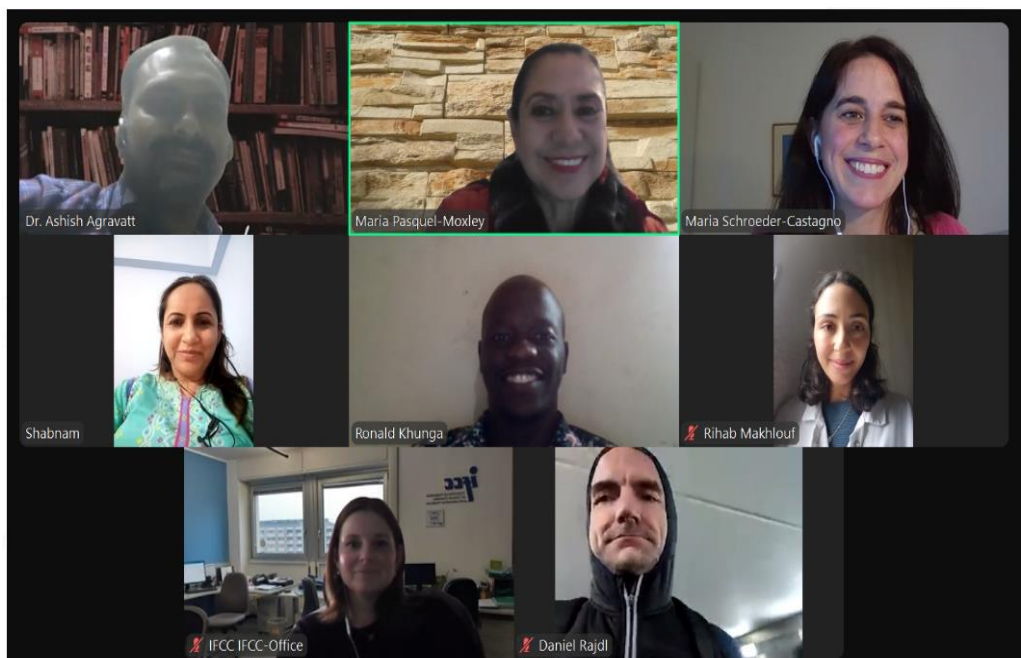
- **Social Media Engagement:** Monitor post reach, shares, and hashtag usage.
- **Event Participation:** Track attendance numbers for webinars, local events, and online discussions.
- **Content Creation:** Measure the number and quality of stories, videos, and creative submissions shared globally.

Contact Information

For further details, reach out to:

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





**(Photo 1)-** photo from one of the C-PR meetings, preparing for GMLW 2025.

Ashish Agravatt (IN - member); María Pasquel-Moxley (EC- Chair); María Schroeder-Castagno (UY-Member); Shabnam Dildar (PK- Corr. Member); Ronald Khunga (MW-Member); Rihab Makhoulf ( TN- Corr.f Member) ; Elisa Fossati (IFCC office); Daniel Rajdl (advisor EFLM).

Share your experiences of how **“Labs Save Lives”**.

Thank you for contributing to this IFCC initiative

Maria del C. Pasquel-Moxley

Chair, C-PR, IFCC

Member Ecuador WG-IANT, eNews, eJournal /CPD-IFCC