

KNOW **A** **L** **L**

Marking the **first** World ALL Day

Briefing guide | September 20, 2022

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KNOW ALL



Know ALL, a global education and awareness initiative that provides patients and caregivers with the information, resources, and support they need to deal with acute lymphoblastic leukemia (ALL), was officially launched on February 28, 2022.

The vision for Know ALL is to facilitate and improve ALL knowledge worldwide and develop community-based initiatives to overcome current and future challenges.

On September 20, 2022, the patient and caregiver community will unite to mark the first World ALL Day. This guide has been developed to outline how you can get involved on World ALL Day.

Campaign details

‘My ALL, my story’

The campaign aims to:

1

Explain to the patient and caregiver community why knowledge of ALL subtype is important for treatment planning

2

Increase knowledge of different ALL subtypes and how they are classified among the community

3

Encourage patients to share their subtype and their experience of ALL with others

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How to get involved



How to get involved

'My ALL, my story'

A downloadable resource will be developed for World ALL Day and beyond.

The resource will allow you to input your subtype and share your experience, highlight the different subtype classifications and include key questions to ask your healthcare professional.

STEP 1

Visit the Know ALL [website](#) and navigate to the [resources](#) page

STEP 2

Download the editable resource and translate it to your local language

STEP 3

USING SOCIAL MEDIA: Share the resource on your website and across your social channels using #WorldALLDay and #KnowALL

WITHOUT SOCIAL MEDIA: Share the resource with your networks by uploading it to your website, emailing or distributing it, or just pinning it up and taking a picture!

**Please ensure any translations are medically correct and accurate*

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Thank you

know-alleukemia.com

