



April 10, 2023

Subject: Vein Week Brazil 2023 project report

Dear v-WIN executive board members profs. Sergio Giancesini, Oscar Bottini and Yung Wei Chi and supporting local partners (Servier, Cardiovas and Mastermedic),

By means of this document, we would like to report the activities carried out during our participation in the Vein Week (<https://vwinfoundation.com/vw/>)(April 3-9, 2023)(detailed GLOBAL REPORT attached to the present document).

The activities carried out followed the following schedule:

a) MONDAY, April 3

EDUCATION TO HEALTH PROFESSIONALS

Hybrid online and face-to-face educational activity aimed at health professionals.

On this day we held a class aimed at health professionals at the UDI rededor hospital with transmission to all hospitals in the D`or network in Brazil, with great reach. About 50 health professionals attended the class, including doctors, nurses and nursing technicians, in addition to other hospitals participating online.

All the details of this event can be found at:

<https://veinweek.vwinfoundation.com/evento.php?id=477>



MARAVasc

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144



b) TUESDAY, April 4

### EDUCATION FOR POPULATION

Face-to-face hybrid educational activity aimed at non-health professionals.

On this day, we held an educational lecture for members of a needy community in São Luís and also decided to approach these themes in a new format for early childhood education. The activities were divided into 2 hours with playful and educational activities for children and discussions about the public health problem that venous and lymphatic diseases represent. In total, 140 children and 173 adults participated in these activities. Check out some photos from the event below:



MARAVasc

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144



In order to reach different audiences throughout Brazil, different ambassadors were asked to make informative videos and repost them on their social networks. In this way, we reach different audiences throughout Brazil and promote synergy with quality information. The ambassadors included professionals from Bahia (Dr Maria Clara Sanjuan), Minas Gerais (Dr Fernanda Mescolin), Alagoas (Dr Dominique Rodas), Maranhão (Dr Nathalia Cardoso, Dr. Daniel Couto and Dr Tiago Cavalcante), São Paulo (Dr Beatriz Sant`Anna and Dr Maria Portugal) and Espírito Santo (dra Fanilda Barros). We are very grateful to these professionals for all the help provided.

All the details of this event can be found at:  
<https://veinweek.vwinfoundation.com/evento.php?id=481>

c) WEDNESDAY, April 5th  
**HUMANITARIAN MEDICAL SUPPORT**  
 Free clinical work on behalf of patients with severe chronic venous and/or lymphatic disease with limited economic resources, while educating local health professionals. We carried out two actions with selected cases in Muriaé-MG (Dra. Fernanda Mescolin e Dra. Nathalia Cardoso) and São Luís – MA (Dr. Daniel Couto e Dra. Nathalia Cardoso) and produced educational videos about the procedures performed.



All the details of this event can be found at:  
<https://veinweek.vwinfoundation.com/evento.php?id=482>

d) THURSDAY, April 6  
**INVOLVEMENT OF MULTIMEDICAL SPECIALTIES**



**MARAVasc**  
 Website: [www.maravasc.com.br](http://www.maravasc.com.br)  
[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144

Online educational activity aimed at medical specialties close to the venous-lymphatic world (Obstetrician-gynecologist, Orthopedics, Physiatrics, Physiotherapy, Sports Medicine, Internal Medicine, Cardiology, General Medicine).

On this day, we chose to carry out a series of lives with different specialists (Obstetrician-gynecologist, Dermatologist, Rheumatologist, Physiotherapist and Neurologist) addressing different interfaces between specialties and venous and lymphatic diseases.



In addition, we held a face-to-face class for companions of patients admitted to the rede d'or on the importance of identifying venous and lymphatic diseases. We had the presence of 33 companions.



All the details of this event can be found at:

<https://veinweek.vwinfoundation.com/evento.php?id=483>

e) FRIDAY, April 7 (WORLD HEALTH DAY) MEDIA ENGAGEMENT radio/TV initiative dedicated to venous/lymphatic issues

We conducted 8 interviews and articles in different vehicles and communication channels in order to explain the importance of this educational week. The interviews aired in prime time reaching between 250,000 – 500,000 households, depending on the program.



**MARAVasc**

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144



All the details of this event can be found at:

<https://veinweek.vwinfoundation.com/evento.php?id=519>

f) SATURDAY, April 8

SOCIAL EVENTS – University Education

Educational activity for medical students. A morning of theoretical and practical classes on the identification of venous and lymphatic diseases, as well as their management. It ends with a discussion on how to improve the dissemination of knowledge on this topic.

This activity was carried out in São Luís, Maranhão (1 university) and in São Paulo, São Paulo (2 universities). A total of 165 students participated in this event.



All the details of this event can be found at:

<https://veinweek.vwinfoundation.com/evento.php?id=518>

g) SUNDAY, April 9th.

SPORTING EVENTS

The final event of Vein Week Brasil was a fun trip with an egg hunt for the kids on Easter Sunday. A family-friendly event to celebrate a week full of activities focusing on venous and lymphatic awareness. People could exercise, have a healthy breakfast, play with the children and still have information material.

The event was attended by 70 people, including children and adults.

For people who were not present at the event, an egg hunt educational material was developed with informative and fun content, so families from all over Brazil were able to participate in the Vein Week Easter egg hunt.



MARAVasc

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144



All the details of this event can be found at:

<https://veinweek.vwinfoundation.com/evento.php?id=503>

#### FINAL CONSIDERATIONS:

Overall, it was days of a lot of exchange, learning and fun. In addition to the 610 people directly assisted and personally involved in the events throughout this week, we accumulated 17,841 views on the content of Vein Week Brazil, counting only one isolated social network (Instagram). The events were also widely publicized on other platforms. The use of the Vein Week Global Platform <https://veinweek.vwinfoundation.com> allowed our local effort to be appreciated worldwide: a unique and so important opportunity, testified even by new interaction among Brazil and countries at the antipodes such as Indonesia. It's our hope our supporters will reach out to their global entities to make sure proper synergy can be developed by making the related companies official global supporters of the Vein Week. This would allow synchronization and exponential amplification of a worldwide movement that has been already so appreciated by our colleagues and public.

We hope to have contributed to this important international activity and we are honored by the invitation to be part of this team. None of this would have been possible without the many involved, including our front-line sponsors.

See you next year and THANK YOU SO MUCH!

Yours sincerely,

Handwritten signature of Nathalia Cardoso Olimira in blue ink.

Nathalia Cardoso

On behalf of the Maravasc team for Vein Week Brazil



MARAVasc

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144

## SUBJECT: 2023 Vein Week GLOBAL project report



From **April 3 to 9**, health and non-health professionals from all around the world gathered together in hybrid form to enhance venous and lymphatic disease management, during the “**Vein Week**” no profit global project. The initiative was initiated by the **venous-lymphatic World International Network (v-WIN)** foundation and designed by a dedicated **steering committee** of both top vein experts and institutional representatives, coming from all around the world, with gender equality representation.

A **dedicated interactive geo-localization software** was made available for free to all the ones interested in uploading regionally developed no profit educational activities, during the same Vein Week (<https://veinweek.vwinfoundation.com>).

The **RATIONALE** of the project is to increase the currently lacking venous-lymphatic awareness, during the week already including the World Health Day (April 7).

The **VISION** is to teamwork among multi-specialty health and non-health professionals around the world, delivering a united message in support of proper venous-lymphatic care.

The **MISSION** is accomplished by following a common calendar, in which every local reality develops its own initiatives, while sharing them with the rest of the world. The detailed project is available in the dedicated website ([www.vwinfoundation.com/vw](http://www.vwinfoundation.com/vw)).

The five main **ENDPOINTS** of the project were:

1. to **improve venous-lymphatic patients care**.
2. to **report** the importance of Venous-Lymphatic disease to **health institutions**.
3. to **empower local realities**, making their valuable initiatives visible worldwide.
4. to **enhance** global public venous-lymphatic **awareness**.
5. to **foster networking** among **different medical specialties** and **different institutions**.

The five main **RESULTS** of the Vein Week 2023 project are:

1. Direct engagement of **163 project developers**.
2. Development of **109 events** in one week.
3. Engagement of **ALL continents**, including previously silent regions.
4. In 7 days, **312.774** visualizations of the events uploaded in the **VEIN WEEK MAP**.
5. Together with many others, among the developed institutional interactions, of particular importance were the ones with **Italian Board of Physicians**, the **UK parliament group** for venous-lymphatic disease, the **Paraguay Ministry of Health**, the **International Society of Orthopaedic Surgery & Trauma**, the **European College of OBGyn**.

A dedicated video is available by a [click here](#).

**v-WIN foundation** would like to deeply thank the massive number of health and non-health professionals, together with their local supporters, who have demonstrated the best vocation in increasing venous-lymphatic awareness.

A particular mention of appreciation goes to the **official global partners** of the Vein Week project, **Alfasigma**, **Medi** and **Philips**, for having made the creation of the dedicated platform possible.



MARAVasc

Website: [www.maravasc.com.br](http://www.maravasc.com.br)

[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144

Official Global Vein Week partners  
**ALFASIGMA**



**PHILIPS**

**The hope** is that Vein Week remains as a productive road of teamwork, involving all the ones interested in taking real action in venous-lymphatic patients care improvement.  
**The wish** is that **Vein Week** can have brought venous-lymphatic awareness **in every week** of the year.



Venous-lymphatic **W**orld **I**nternational **N**etwork  
foundation (v-WIN)  
[www.vwinfoundation.com](http://www.vwinfoundation.com)  
mail: [info@vwinfoundation.com](mailto:info@vwinfoundation.com)



**MARAVasc**  
Website: [www.maravasc.com.br](http://www.maravasc.com.br)  
[adm@maravasc.com](mailto:adm@maravasc.com) ph: +55 98 984658144