

IFCC GMLW 2025 – “Laboratories Save Lives”

Organized by: Public Relations Committee (C-PR)

Collaborators: Task Force Young Scientists (TF-YS)

Objective: A virtual/remote visit to a laboratory or outside the laboratory, led by scientists in 3 languages (English, Spanish, French) that shows how laboratory results contribute to patient care and saving lives.

General target: General population and/or to be added between patient and healthcare professionals. The best videos will be distributed worldwide to raise awareness of the critical role our profession plays in patient care and public health. To this end, IFCC has launched a new initiative entitled “IFCC Global Med Lab Week” which takes place in April of each year. In 2025 it will be from April 21 to 27.

How to participate: Film your lab or outside the lab (e.g. in the street), as a virtual guided tour (e.g. with your mobile phone) or make an animated or photo video and explain to the general public and health professionals how lab results save lives. You can also invite your patients to tell their experiences, this is very interesting for everyone who watches the video, (please have a signed consent from your patient, IFCC does not provide this letter) Please see instructions below in the “Video information section”.

Authorizations:

- If the lab is located and/or is part of a clinic or hospital or Medical Center and is part of the video: the acceptance of the director of your lab/hospital is required for the dissemination of your video on IFCC communication channels (website, congress, webinar, social media, etc.). Fill out the authorization letter provided by the IFCC office.
- If you are making the video as an independent professional, please include in the authorization letter provided by IFCC (please fill out the authorization letter provided by the IFCC office in this Email).
- Videos submitted to IFCC need to be submitted with the authorization letter (IFCC provides you with this letter in this Email), where the representative of the video signs the authorization for the video to be published on IFCC's social media and also for it to be used partially or totally to promote the GMLW of this or the next years (IFCC provides you with the authorization letter by email or can be downloaded from the platform that will be indicated in due time).
- If it is necessary, your national society can provide a letter of support for this initiative, which could present the video of your laboratory. IFCC does not offer you a draft of the

letter, it is free to produce. The name of the national society may be mentioned in the authorization letter mentioned above.

Recognitions: Please note that this project is voluntary; there is no fee. Colleagues who submit their videos will receive a certificate of participation from IFCC. The six regions that make up IFCC, will receive a prize, (3 prizes in each region) and a **world winner** will be selected within those 18 videos. Part of this winner video can be used to make the promotional video for the following year's GMLW.

All finalist videos will receive a certificate of recognition, and the winners will also receive another certificate awarded by IFCC indicating their position as winner.

The videos will be evaluated considering:

- 1. The clarity of the message** about how “Laboratories Save Lives”, it may include experiences of your patients including their story, have their signed consent if personal information is given.
- 2. The quality** of the audio and video.
- 3. The impact and interest** that the video generates in the public that watches it.
- 4. The images** that are presented.
- 5. The maximum duration** of 6 minutes.
- 6. That the videos are sent in** the indicated time, with the authorization letter sent by IFCC, and that it is signed by the person responsible for the video and with the complete information required by the other collaborators to receive their participation certificates in the requested time.

Important Note: Videos that are advertising or promotion of the laboratory brand and do not contain the main message, which is to present the experience of Laboratories Save Lives, will not be approved or uploaded to IFCC social networks, nor will the videos be able to participate in the selection of the best videos.

Qualifying Jury The qualifying jury will be made up of different IFCC authorities, the Public Relations Committee group

Jury

The Jury will be made up of different IFCC authorities, the Public Relations Committee (PR) group and the Chairs of the IFCC Groups and Task Forces that collaborate on this project, and the general public will also be included. Voting is secret to maintain impartiality.

Video information:

- **Orientation:** Horizontal (avoid vertical, especially if it is from a cell phone).
- **Title** or topic of the video: “Laboratories Save Lives”.
- **Video editing:** You or the IFCC can do it.
- **Duration** of the film: from 2 to a maximum of 6 minutes.
- **Sound:** avoid noises that affect clearly hearing what the professional or patient is telling about their experience of how “laboratories save lives”.
- **Language:** Videos can be made in English and if they are in Spanish or French (with English subtitles). If you wish, you can submit your videos in other languages, e.g. Mandarin Chinese, Italian, Portuguese. For posting on the IFCC GMLW special site, please provide English subtitles for the video. The best videos will be edited by contracted professionals and posted on the IFCC designated website and in GMLW-IFCC- associated platforms Instagram, Youtube, Facebook and Twitter.
- **Content:** Doctors and/or patients and/or laboratory professionals must explain their experiences of how laboratory results have significantly contributed to healthcare and how “Laboratories Save Lives”. Videos aimed at the general public must be understandable to non-specialists, they can also be targeted at health personnel.
- **Location:** The video can be made inside the laboratory, in a doctor’s office, or outside, for example on the street, in front of a hospital, or at home. This service is free of charge. Remember to obtain a signed consent letter from the patient if you wish to interview a patient, or if personal information about the patient is to be reported.
- **Videos aimed at the general public** must be understandable to non-specialists; they can also be targeted at health personnel.
- **IFCC GMLW 2025 logos:** will be provided for your use (by email or on the platform)
- **Please send your video(s) by 7th March 2025 to:** elisa.fossati@ifcc.org or to the platform that will be provided to you.

Professional editing of videos will be done by IFCC contracted professionals.

Please follow the instructions provided in this template to ensure a high quality and uniform video across all participating countries.

C-PR and the IFCC working groups and task forces collaborating on this project thank you for your collaboration with this IFCC initiative.

Logo GMLW 2025

