KNOW AML ‘LET’S TALK GENETICS’ CAMPAIGN FOR BLOOD CANCER AWARENESS MONTH

Monday 30 August, 2021

September is Blood Cancer Awareness Month, and Know AML is encouraging the AML community and the general public to participate in the official Know AML education and awareness activity: **‘Let’s Talk Genetics’**, which aims to increase knowledge and awareness of genetic profiling in acute myeloid leukemia (AML).

For Blood Cancer Awareness Month, Know AML is developing a downloadable resource on genetic profiling, as well as six short, high-impact animations on the following topics: genetic changes, chromosomal changes, genetic subtype, subtype and treatment, diagnosing genetic changes, and accessing genetic testing. Know AML would like to encourage everyone to download and read the resource, watch the animations, and share them to their social media profiles.

The animations and resource will be made available in multiple languages and can be found on the resources
section of our website. To learn more, please visit: https://know-aml.com/en/get-involved/bcam.

“This is very complicated but essential content and animations would help clarify it for patients. They would provide foundational common language for discussing prognostic and predictive characteristics of AML, which guide treatment decision making and discussions on goals of care.” ***Sandy Kurtin, Know AML ambassador***

About Know AML

Know AML is the first global AML education and awareness initiative that aims to direct patients and caregivers to the available information, resources, and support to deal with AML. Know AML collaborates with a large global network of advocates, who together ensure that the AML community has access to the latest information and resources, providing the best possible support and care for patients with AML and their families.

Our mission and vision

To drive education and awareness of AML globally through community collaborations, while continuing to raise awareness of the resources and support currently available. Know AML aspires to facilitate and improve knowledge of AML worldwide and develop community-based initiatives to overcome current and future challenges.

Know AML is a global initiative steered by an independent multidisciplinary ambassador group, who provide guidance on the development of support and educational materials and resources. The Know AML ambassador group includes representatives from the following AML communities: patients, specialist nurses, patient advocacy representatives, and leading physicians in AML.

We would like to extend a special thank you to the 2021 Know AML industry partners: AbbVie, Amgen, Bristol Myers Squibb, Jazz Pharmaceuticals, Astellas, and Novartis.

The Know AML initiative is facilitated by Scientific Education Support (SES) in partnership with Cancer *Care*. SES takes pride in building communities and networks to facilitate education through collaboration and aims to ensure all patients have timely access to the latest support and treatments available.

For media enquiries or to be involved, please contact: secretariat@scientificeducationsupport.com.

For more information, please visit our webpage: www.know-aml.com.

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