**SAVE THE DATE**

FOR THE

**ANNUAL WORLD COMA DAY**

# The Neurocritical Care Society (NCS) invites you to join us for the 4th annual World Coma Day, taking place on March 22, 2024!

**World Coma Day will feature:**



**Stories   
of Hope**

from coma care and recovery

**Coma science**

presented by medical experts

**“Shout-out” videos**

from providers, patients, families, researchers

around the world

**Educational sessions**

for patients, families, and providers who have been impacted by coma

**Learn more & register for free at** [**secure.qgiv.com/event/worldcomaday2024**](https://secure.qgiv.com/event/worldcomaday2024)



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**Submit a Shout Out for World Coma Day!**

# What is a Shout Out?

**A “Shout Out” is a way to recognize your intensive care unit, rehabilitation unit, research program, or other hospital or medical providers that care for patients with coma and disorders of consciousness. Families and patients are also encouraged to submit their Stories of Hope as Shout Outs as well.**

# How Do I Submit a Shout Out?

**Record a brief (1-5 minute) video on your smartphone, then** [**click here**](https://smithbucklinvoices.gv-one.com/requests.html?gId=2800&rId=12448) **to upload your video to use in the World Coma Day Shout Out. We will broadcast the shout outs during World Coma Day and maintain them as a YouTube archive.** Looking for inspiration? [**Check out our World Coma Day 2022 Shout Out Video playlist.**](https://www.youtube.com/playlist?list=PL85rCT_OlSxuTkeQBFbxJ3_A2usbhSIb8)

# Shout Out Guidelines

* **Use landscape orientation when you record your video (i.e., hold your phone sideways, not vertically).**
* **Submit your video file using .MP4 (preferred) or .MOV format.**
* **For confidentiality reasons, we cannot use any videos that show patient or family protected health information, so please be mindful of any background activity when you record your video.**
* **Music: use creative commons license music. If you use copyrighted music or video snippets, it is your responsibility to obtain a license. Best to just avoid.**
* **All participants uploading the Shout Out videos must review and sign authorization of release forms.**
* **Keep it simple and have fun – don’t overthink it!**

# Possible Shout Out Talking Points

**You may select one or more of the talking points below, or create your own:**

* **What does *Curing Coma* mean to you?**
* **How will you celebrate World Coma Day?**
* **Tell us something special about your unit or program.**
* **Who is on your team? Introduce us to your Curing Coma team.**
* **What practices do you put into place in your unit to help cure coma?**
* **How have advances in understanding coma changed your perspective of treatment of coma?**
* **What research topics are you working on to understand/cure coma?**
* **What is the role of family members in the care of coma patients?**
* **Tell us about your story, about the path of recovery of yourselves or your family.**

**World Coma Day Graphics**

Download the graphics below to accompany any social media posts, emails, banners, or blog posts you post about World Coma Day.

[**Click here to download our full suite of graphics!**](https://public.3.basecamp.com/p/kB2TFndnvaRvPVgKFfRkJT4k/vault)

**World Coma Day Fundraising and Team Captains**

We encourage all World Coma Day ambassadors to create a team fundraising campaign, set a goal, and recruit donors. All proceeds go to support the Curing Coma Campaign!

Here’s how you get started!

• **Get Registered:** [Visit and register](https://secure.qgiv.com/event/worldcomaday2024) as a participant and fundraiser. Then create your own crew. As creator, you’ll automatically be set as the captain.

**• Make Your Pages:** Set up your personal fundraising page. This page is a great space for you to share your personal story and ask others to give in support of you. You’ll want to upload your own personal pictures so people can recognize you on your fundraising page and know they’re donating in the right place. On your personal fundraising page, you have the power to select which widgets (content blocks) to use and where to put them. As the team captain, you get that same power when putting together your team fundraising page. Not as artsy as another member of your crew? Assign your page designer as your co-captain and they’ll be able to put the finishing touches on your team fundraising page!

• **Recruit Your Team:** Once team creation is out of the way, you need to grow your network of supporters. Using the email feature, send invitations to your friends and family encouraging them to join your team or raise funds on your behalf. Include a link to your individual or team fundraising page.

• **Online Fundraising:** Use the power of your social media and email address book to direct people to your online fundraising page. These online donations go directly to the nonprofit without you having to handle cash or checks. Remind your friends to select your individual or team page to make sure you’re given credit for soliciting these donations. You can also send out donation appeal emails from your personal fundraising page! Head to the Share Event tab of your fundraising dashboard to get started. Make sure the rest of your team is doing their best to fundraise for the team as well.

• **Team Fundraising:** Host a team fundraiser to help reach your crew’s goal. You can hold a private fundraising event ahead of your nonprofit’s fundraiser or pool your individual donations together and manually enter cash and check donations to your team in your fundraising dashboard.

• **Individual Fundraising:** Lastly, contribute to your own goal by soliciting cash and check donations from family and friends. You can manually enter these donations to your team or individual fundraising dashboards. Want to set a good example? Make a donation yourself!

• **Email Your Crew:** From your fundraising dashboard, you can send out emails to your team encouraging them to fundraise or to attend your crew's mini-events! Keep in contact with your crew to ensure they stay engaged.

• **Competition:** Individuals and teams can earn badges that show off all your fundraising successes. Ready your cannons and prepare to plunder the top fundraiser badge from other teams. Proudly display your treasures on your team and individual fundraising pages. Anchor yourselves to the top spot by keeping donations coming in.

Don’t forget to revel in your success after the event because no matter where your crew placed, you’ve made a huge difference!

**Local Event Ideas**

# What can we do at our institution to raise awareness?

* **Send an announcement email to your team on March 1** 
  + With details on local events
  + Link to the WCD Qgiv website [here](https://secure.qgiv.com/event/worldcomaday2024/)
  + If you opt to host a local event, please let us know! We’ll recognize you. And, if you’re open to those external to your institution to join via live steam, please mark that as well!
    - Sign up [here](https://docs.google.com/spreadsheets/d/1dr2ep0dibNhE6HD4LFicRFxgGCr_QKXd287BrYYB-9c/edit?usp=sharing)
* **Team photo + a coma teaching pearl**
  + Post to Instagram / Twitter (X) during March 2024
  + List one fact or important teaching pearl about coma that medical or lay persons would find interesting
  + Tag with #WCD2024
* **Photo with or of your favorite coma diagnostic tool or machine**
  + Upload to Instagram / Twitter (X) during March 2024
  + List why you like it and how it contributes to understanding and curing coma
  + Tag with #WCD2024
* **March Miles Competition**
  + During the month of March, the NCS is hosting weekly competitions for the most distance traveled via exercise or sports as a way to build excitement and competition
  + We will be using Strava, which is a social media app for tracking exercise. Download the free app here: <https://www.strava.com/mobile> to your smart phone. Also connect your fitness tracker watch or device, if you use one.
  + Before March, join the World Coma Day by Curing Coma Club: <https://www.strava.com/clubs/1193628>
  + On March 1, watch out for an email announcement to that the competition has started! If you are part of the Club, your miles will be automatically uploaded to the NCS Leaderboard
  + If you and your colleagues join the Strava club, you can view the leaderboard, even if you have 0 miles or 100 miles! This will be updated each week and the final leaders each week will be recognized on WCD.
  + During March, also consider organizing an informal local 5K run for Coma awareness!
* **Actual event day**
  + Organize a short lunch symposium around the global WCD content
  + Teach a non-neurologist class on Coma
  + Dedicate a special RN huddle to Coma education
  + Make sure to let us know what you’re doing, mostly so that we can share ideas and, if it’s okay by you and your team, to let others join your event virtually!
    - Sign up [here](https://docs.google.com/spreadsheets/d/1dr2ep0dibNhE6HD4LFicRFxgGCr_QKXd287BrYYB-9c/edit?usp=sharing)
* **Your own World Coma Day idea – tell us what you doing**
* Post to Instagram / Twitter (X), tag with #WCD2024