



Guidelines Week

July 20-24, 2020

Social Media Engagement Toolkit

PQMD's Guidelines Week is July 20-24! Use your digital voice to engage in PQMD's Guidelines Week! Help us spread the word about [PQMD's Guidelines for Quality Medical Donations and Medical Missions Guidelines](#).

Hashtags

Tag your message with a PQMD hashtag:

- #PQMDGuidelines
- #PQMDMedicalDonationGuidelines
- #PQMDMedicalMissionsGuidelines

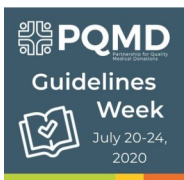
Messages

Some potential messages to post and share:

As a member of PQMD, the guidelines are a valuable tool to ensure that we are following international protocols for the delivery of donated medical products.

PQMD's Medical Mission guidelines include a set of standards that seek to better align the purpose and practices of sending and host organizations and to form better partnerships.

Shareable Content



Graphics, videos and other shareable content available online at <http://www.pqmd.org/guidelines-week-2020/>



Key Channels

Website

www.pqmd.org

LinkedIn

[linkedin.com/company/pqmd](https://www.linkedin.com/company/pqmd)

Facebook

[facebook.com/partnershipforqualitymedicaldonations](https://www.facebook.com/partnershipforqualitymedicaldonations)

Twitter (@pqmd)

<https://twitter.com/pqmd>

YouTube

https://www.youtube.com/channel/UCV3FYKBA5zd7952F_ElhqOw/

About PQMD's Guidelines

In the mid-to-late 1990s, the World Health Organization, joined by the World Council of Churches and others, called for the establishment of international standards to guide the delivery of donated medical products.. The most recent edition of guidelines was approved by the PQMD Board of Directors in 2019. In addition, PQMD and supporting member stakeholders have developed a set of standards that seek to better align the purpose and practices of sending and host organizations. This is otherwise known as PQMD's Medical Missions Guidelines.

The 2019 edition of the PQMD Guidelines and Standards, reflects the base of knowledge, experience and expectations of the membership for how medical product donations will be judged going forward. It is our hope that other organizations will join with the PQMD Member Companies and Non-Profit Organizations in using these Standards to guide their work in supplying donated medical products addressing needs being experienced by partners, in their own countries and globally.

Read more and access the guidelines at:
<http://www.pqmd.org/pillars/donation-guidelines/>



Spread the Word!

We will be sharing throughout the week using the following topics of Interest.

Please keep an eye out and like and share!

Monday (July 20th)

Please help us share the press release from 1999 when the WHO first endorsed PQMD's guidelines.

Tuesday (July 21st)

PQMD staff will be posting Guidelines Committee quotes/videos to emphasize importance of PQMD Guidelines.

Wednesday (July 22nd)

Please help us promote our Medical Missions Pillar Talk webinar! 11am ET on July 23rd.

Thursday (July 23rd)

PQMD staff will share a video clip of our Founding Executive Director discussing the Guidelines.

Friday (July 24th)

Please promote the launch of our Guidelines interactive module launch and self-certification process.

You can find resources and more details on these topics on PQMD's website:

<http://www.pqmd.org/guidelines-week-2020/>