

#MedLabThx

Medical Laboratory Week is April 11-April 17, 2021!

COVID-19 testing informs public health decision-making that controls infection rates, saves lives, and gives people hope that we will get through this. This year, we're appreciating the amazing medical laboratory professionals who are ensuring the future is brighter for all Ontarians.

Please join us in celebrating them on **Medical Laboratory Week April 11-17**. Here's how to participate.

Key Messages:

- Ontario's small team of medical laboratory professionals have been working around the clock to process and analyze almost **12 million COVID-19 tests**. They are also completing **244.8 million annual lab tests** on other conditions.
- These professionals work in hospital, private, public health, and blood transfusion labs. Although we can't always see them, **they're hidden heroes** working behind-the-scenes.
- **Medical Laboratory Technologists (MLTs)** are regulated health professionals who analyze specimens to inform clinical decisions. **Medical Laboratory Assistant/Technicians (MLA/Ts)** take samples and perform many pre-analytical functions.
- **Physicians rely on their analysis** of blood, tissue, and fluids to diagnose and monitor infection, cancer, heart attacks, and more. They can tell if medicine is working, what type of blood patients require, or if a virus is present. A significant number of clinical decisions are based on lab results.
- Medical laboratory professionals have been working 24/7 through the pandemic. **They're making sure our future is brighter!**

Record a Video to Say Thanks

Our members are proud of their role in patient care and have had a challenging year. A video sharing your thanks for their hard work will go a very long way towards boosting morale.

1. **Introduce yourself:** Be sure to tell us who you are (name, title, and organization [if applicable]).
2. **Share your #MedLabThx:** Using some of the key messages, share your thanks for medical laboratory professionals across the province. Have you received medical care in your community? Thank your local lab team for making sure your physicians were informed and prepared.
3. **Share your video** on any social media channel any time between April 11 and April 17 using the hashtags #MLWON21 and #MedLabThx. You can also **email your video** to mlpao@mlpao.org and we will share it on our social media throughout the week.

#MedLabWeek
#MLWON21

Share a Message on Social Media

Please also share your thanks on social media! Your constituents are looking to you, so you can help spread the word and make sure everyone sends their thanks.

1. **Use our image:** Share on your social media pages to raise awareness about medical laboratory professionals. You can also borrow one of our posts throughout the week raising awareness.
2. **Share a selfie to show your thanks:** Either print out the signs in this document and write the name of your lab in the box on the card with a permanent marker. If you represent more than one lab, you can just write "Medical Laboratory Professionals" or "From [Your Name or Organization]" in the box. Snap a selfie holding up your sign.
3. **Share your post on social media** using the hashtags #MLWON2021 and #MedLabThx or send them to mlpao@mlpao.org for our team to share on the MLP AO accounts!
4. **Don't forget to mention us!** If you have room in your post, please share a link to our website so other people can get involved: <https://www.mlpao.org/thanks>.

Thank you so much for participating in Medical Laboratory Week Ontario!

If you have any questions or concerns, please email our Marketing and Membership Coordinator at devering@mlpao.org or call us at 416-485-6768 x24.

#MedLabWeek
#MLWON21

#MedLabThx



#MedLabThx Card – Colour Printers: Print and fold along the dotted line.

Write the name of your local lab in the box on the card with a permanent marker. If you would like to recognize all medical laboratory professionals, you can just write “Medical Laboratory Professionals” or “From [Your Name or Organization]” in the box.

Snap a selfie holding up your sign and share on social media.

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