

# BLOOD4.COM

## A BLOG TO COPE WITH HEMOPHILIA THROUGH THE USE OF IMAGES

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### WHY A BLOG?

*A blog is an accessible friendly media that allows to gain information and share experiences, where hemophilia and its issues are one more aspect of living LIFE. Through images, short colorful texts she can pass on psychology in a day-to-day language enhancing self-care, awareness and optimism. Being a blogger and a psychologist is to be accessible to the community's needs 4 people with a bleeding disorder, their family members as well as 4 health care professionals.*

### METHODS

Posting bilingual short texts appearing in reverse chronological order, stimulates visitors to follow updates, leave messages, comments or questions about topics related to hemophilia. Using images along the text is a must. In that way children also are interested to look at flashcards, photographs of other kids, of animals, paintings and drawings that show experiences of coping with hemophilia living their lives normally and also show symbolic aspects of bleeding and blood.

#### Educational Flashcards: Hemoaction and P-TET



#### Art curator

Selection of photographs, sculptures, paintings that are related to red-orange and blood symbolism. To experience sensations, emotions and thoughts through Art.

#### Ongoing research projects

Hemaction-R: new flashcards for the WFH. P-TET pre and post-assessment evaluation for knowledge retention to be conducted in Brazil and Canada. HERO initiative's publications and advocacy. Three authors for a Booklet on "Sex, Love and Communication in Hemophilia" in English now.

### RESULTS

BLOOD4's first objective in 2008 was to share a project she did called Hemoaction: playing and learning about hemophilia. Internet allowed their quick access in the web. In 2009, WFH adopted it as an official educational tool, it has been translated in 5 languages and distributed around the world.

Mixing images with short texts is a way to communicate in a joyful way about serious and important topics for the community involved in hemophilia care.

#### From A to Z about hemophilia

<b>S</b> like <b>SMILE</b> "expression of the face with the corners of the mouth turned up..."	<b>L</b> like <b>LESION</b> "wound, injury... harmful change in the tissue of a bodily organ..."	<b>B</b> like <b>BALL</b> "solid or hollow sphere used in different games like basketball..."	<b>V</b> like <b>VEIN</b> "one of the type of tubes carrying blood from all parts of the body to..."	<b>Q</b> like <b>QUESTION</b> "form of expression in speech or writing that requests an answer from..."
At the hospital, I have seen kids smile when they play, when they joke, when they are receiving factor replacement therapy even when they are in pain.	A bleeding can occur <b>INSIDE</b> a joint or inside your body! you can't see the blood, but you feel things like heat...	In a child who is neither receiving prophylaxis nor in a physiotherapy program: there are big chances of getting hurt seriously, because it is a contact sport...	It is important to stop trying if the vein isn't appearing. As a parent you can also ask for another nurse to try, or to wait to calm your baby and yourself again.	A child will always seek for answers: why can't I play soccer? Why do I bleed so often and have to go to the hospital? What's hemophilia?

#### Interaction

Sharing authored videos with the community.

#### Tags

17th of April, Blood, Bloody Art and Photography, Children with Hemophilia, Congresso of Buenos Aires 2010, Crianças, Família, Family, Feelings, Flash Cards for Hemophilia, Hemophilia Center Hospital das Clinicas, Images for Hemophilia, Louise Bourgeois, Love, Music and Dance, Pain, Psychology, Psycho Social Care For People With Hemophilia, Body.

### ABOUT

Frederica is Belgo-Egyptian and lives in São Paulo, Brazil since 1994. She is a woman who has lived in many countries and therefore learnt several languages like French, Spanish, English, Portuguese and Arabic.

Psychology, Hemophilia and Blood symbolism are areas of her passion since university days. She started BLOOD4 in 2008 when she discovered that through internet she could maintain a multifaceted online learning and outreach platform.