

## Laboratory Day in Croatian Society of Medical Biochemistry and Laboratory Medicine

Reported by Tara Rolić, CSMBLM

The Croatian Society of Medical Biochemistry and Laboratory Medicine joined the EFLM initiative in marking European Laboratory Day and celebrating LabDay 2022 by organizing activities in Dubrovnik, Split, Osijek and Zagreb. Educational workshops, interesting lectures, and open-door days of laboratories were organized by the laboratory medicine specialist for the interested public to bring closer our profession. However, in Croatia, this was the 4<sup>th</sup> time organizing this kind of event. CSMBLM started organizing similar events back in 2017. First [LabMedDay](#) in Croatia was marked in nine cities (Dubrovnik, Požega, Pula, Rijeka, Split, Varaždin, Vukovar, Zabok, Zagreb) and activities as open-door-days, or lectures why and how important laboratory specialist is in healthcare were held. Moreover, in elementary and high schools and in public libraries, laboratory medicine specialists spoke about why blood is not water, who is hiding behind laboratory reports, why to study medical biochemistry, and how to prepare for laboratory analysis. LabMedDay 2017 activities were reported on local web pages, radio shows and Croatian national television.

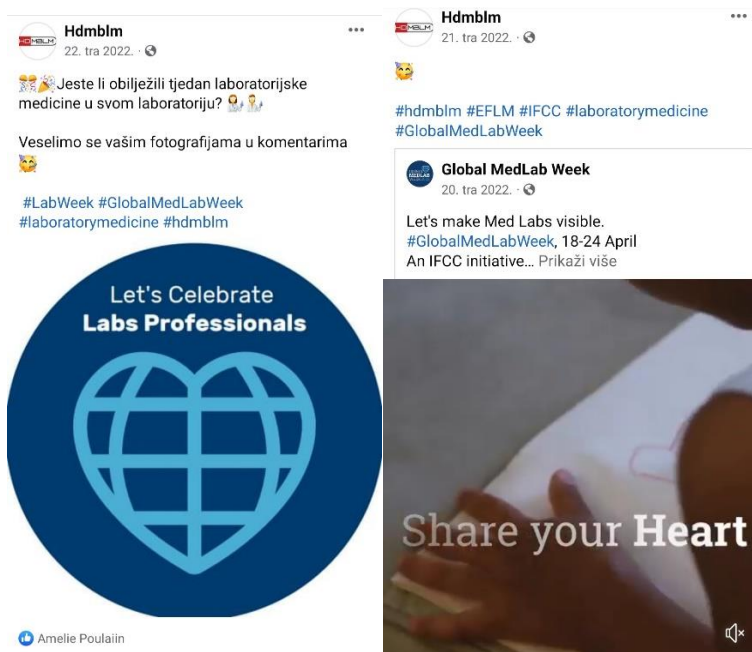
CSMBLM supported 2022 an IFCC Global Lab Week initiative and shared promotional content on the [CSMBLM webpage](#) as well as on the social network.

The greatest success of professional visibility was achieved in LabDay 2019 in collaboration with the PR agency in charge of the promotion and marketing of the event. With more than 20 Croatian cities involved, with 45 different activities, LabDay was celebrated all around the country: Dubrovnik, Split, Rijeka, Bjelovar, Čakovec, Šibenik, Obrovac, Ivanec, Ludbreg, Varaždin, Zagreb, Našice, Vinkovci and Osijek. All local, regional and state [media](#) were interested in laboratory medicine. The impact was great in public, and CSMBLM received positive comments and praise from the participants. People of all ages could visit laboratories in their town, ask questions and read about laboratory medicine in the [newspapers](#). About LabDay 2019 CSMBLM reported in [EuroLabNews](#). Committee for information and public relations, CSMBLM, LabDay 2019 promoter, designed and distributed promotional material, posters, and leaflets for laboratories with information about laboratory medicine, and medical laboratory work and explained how to prepare for blood sampling.

LabDay 2021 was organized during a still pandemic time, with limited access to laboratories, but some activities were possible. It was dedicated to [pediatric laboratory medicine](#), so all activities were directed at the youngest.

Croatian Society and members are happy to share experiences with organizing LabDay activities with a large laboratory medicine community because it is already some kind of tradition in Croatia. Despite being a small profession in a small country we are proud of our work and essential role in healthcare. In the future, patients and other healthcare professionals will recognize us as an important cog in the wheel of healthcare.

In 2023 CSMBLM is preparing a big celebration of LabDay, due on November 5<sup>th</sup> is the 70<sup>th</sup> birthday of the Croatian Society!



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## LabWeek 2022

Dragi članovi,

pokrenuta je inicijativa međunarodne udruge za kliničku kemiju (IFCC-a) kojom se želi naglasiti važnost laboratorijske medicine u zdravstvu: **LabWeek**. Svake godine, u travnju, IFCC će na određenu temu potaknuti članove diljem svijeta na aktivnosti s ciljem upoznavanja šire javnosti te zdravstvenih djelatnika o važnosti laboratorijske medicine. Također, tijekom cijele godine na svim važnim međunarodnim i regionalnim događanjima bitna je promocija tjedna laboratorijske medicine.



U 2022. godini LabWeek održava se 18. – 24. 4. 2022. a naglaskom na esecijalnu ulogu laboratorija u borbi s pandemijom COVID-19:

Laboratory's Vital Role in the Global Fight against the COVID-19 Pandemic

Promocija laboratorijske medicine pokrenuta je na svjetskoj razini i promiče temeljni značaj i ulogu laboratorijskih stručnjaka u skrbi za pacijente i unutar zdravstvenog sustava.

Više o laboratorijskom tjednu možete pronaći na službenoj mrežnoj stranici: <https://globalmedlabweek.org/>

Promotivni video promocije možete pronaći [ovdje](#).

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## LabWeek 2022

Dragi svi,

želimo vas podsjetiti na **LabWeek** koji se slavi ovaj tjedan (18. – 24. 4. 2022.)!

Ovu sjajnu inicijativu IFCC-a, podržao je HDMBLM, no potrebna je i vaša podrška. Vrijedan rad u laboratoriju često nije prepoznat, što imamo priliku promijeniti u ovom tjednu. Obilježimo zajedno tjedan laboratorijske medicine, pokažimo važnost struke i predstavimo svoj rad javnosti te drugim zdravstvenim radnicima.

Ovim putem vas potičemo da putem društvenih mreža objavite svoje fotografije (video) rada u laboratoriju, pratite i podijelite promotivni materijal IFCC i/ili pošaljete svoju fotografiju kojom ste obilježili LabWeek na e-mail adresu: [informiranje\\_hdmbim@yahoo.com](mailto:informiranje_hdmbim@yahoo.com) do ponedjeljka, 25. 4. 2022.

Više o obilježavanju laboratorijskog tjedna možete pronaći na službenoj mrežnoj stranici: <https://globalmedlabweek.org/>

Promotivni video promocije možete pronaći [ovdje](#).

Ne zaboravite na *hashtag* (#) prilikom objave na društvenim mrežama.

#GlobalMedLabWeek

