

Campaign Ideas





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I. Why World Primary Immunodeficiency (PI) Week?

World PI Week's overarching mission is to raise awareness of the importance of primary immunodeficiency (PI) diseases globally and stimulate efforts to improve the recognition, diagnosis, treatment and the quality of life for people with PI world-wide.

The first World PI Week was celebrated on 22-29 April 2011 and focused on increasing the understanding of these diseases and promoting optimal diagnosis. **The second World PI Week, will be celebrated on 22-29 April 2012, and will focus on the access to appropriate treatment.**

World PI Week offers a crucial, visible opportunity to inform and educate health policy-makers, schools and families, and the general public about primary immunodeficiencies (PI) to drive the earliest possible diagnosis and optimal treatment. Through events and activities promoting the **warning signs of PI**, seminars, public lectures, video-diaries, and press conferences, the global PI community can unite to bring about positive changes in healthcare systems and practices around the world in support of people living with PI.

For more detailed information about PI Week please visit the website: www.worldpiweek.org

II. Ideas for Events for Schools and Family Carers

For Teachers

- Teachers read illustrative children's books for their pupils in class on PI to educate them about the disease and healthy habits to provide a healthy environment for their fellow classmates with PI [where relevant]
- Play interactive games/quizzes on PI and use coloring books in the classroom that teach the children about the immune system
- Incorporate a lesson on PI during science class during PI week

For Family Carers

- Organize a fundraiser and/or sports activity to raise awareness of PI
- Start a blog on the World PI Week website on relevant topics to PI care
- Distribute posters and leaflets on PI Awareness in your local schools and community buildings
- Contact local politicians and community leaders to raise awareness and gain support for activities within your community during world PI Week

III. Ideas for Events for Health Professionals

- Particularly around World PI Week – but also throughout the year – inform patients and family carers about the importance of early detection and diagnosis
- Monitor and educate your patients who are at particular risk and warn them of implications of going untreated



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- Get in contact with your local or national immunodeficiency society or your local or national immunodeficiency foundation to find out how you can participate in initiatives, help disseminate information and become otherwise involved
- Review and refer to tools on the World PI Week focused on primary immunodeficiency diseases
- Review the guidelines on how to detect primary immunodeficiency diseases and how to implement a screening program. More about guidelines in the section for health professionals on the PI Week website.

IV. Ideas for National Blood and Plasma Collection Centres

- Inform donors about what are primary immunodeficiencies, especially around World PI Week
- Distribute leaflets on PI and the “10 warning signs” in the waiting room (e.g. at the same time as handing the information booklet on blood donation). The “10 warning signs” could be given in the form of a questionnaire, in addition to the donor health check form. The World PI Week 2012 postcard should also be available in the waiting room.
- Explain to donors how their blood/plasma is used and the importance of blood donations, in particular to save the lives of many PI patients.

V. Ideas for the Broader PI Community

- Post pictures, videos and articles
- Post your video on your World PI Week page, on YouTube, or directly on the website of international media outlets, who use videos created by members of the public more and more.
- Post your pictures on the ‘World PI Week Day Photos’ group on Flickr
- Start a blog on the World PI Week website
- Join the World PI Week group on Facebook
- Twitter about World PI Week
- Put World PI Week 2012 Poster in:
 - in the lobby of your company
 - in the lobby of your hotel
 - in your waiting room
 - at your school
 - at the entrance of your religious centre
 - at your insurance company
 - at your bank etc.
- Have a primary immunodeficiency educative class in your local school
- Ask your post office company to create a World PI Week stamp
- Broadcast World PI Week video or images on a screen in a pharmacy or in public transportation
- Show a banner (World PI Week 2012 Poster) at the start of a football match



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VI. World PI Week Tools

Below is a list of the types of documents and guidance that you can find via the World PI Week Website to help you, maximize your activities in your schools and communities:

- **PI Leaflet:** *provides information on PI, what it is, how to treat it, how to live with it*
- **World PI Week 2012 poster and postcard**
- **Activities/Quizzes/Books:** *Interactive games, books and quizzes for students to learn about PI*
- **Campaign ideas:** *Message boards with events from around the globe to inspire*
- **Guides your school for students with PI**
- **JMF 10 Warning Signs of PI for children**
- **JMF 10 Warning Signs of PI for adults**
- **JMF Immune System poster:** *To prepare schools, teachers, nurses and parents for students living with PI*
- **World PI Week Materials**
- **IPOPI PID Glossary**
- **IPOPI Booklet of 6 Different PI**
- **Government Outreach Guidelines**
- **Celebrities Outreach Guidelines**
- **Press Toolkit**
- **Expert Recommendations on Better Management of PID**

VII. World PI Week – Central Committee Contact Details

For further support with regards your participation in World PI Week , please feel free to contact us!

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