

Awareness Campaign Success Stories

IPOPI Awareness Campaign Workshop

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What's an Awareness Campaign?

- Group of activities
- Within defined timelines
- With a clear goal



Why an Awareness Campaign?

- To focus on early diagnosis and neonatal screening
- To ensure access to treatment, in all its forms
- To educate health professionals
- To let people know what PIDs are
- **To increase PID Awareness**



How can IPOPI help?

- Support Programs
 - WPIW
 - NMOs
 - Twinning
- Toolkits
- Booklets
- Website



How can IPOPI help?

- Experience sharing
 - IPOPI Biannual Meeting
 - IPOPI LATAM Meeting



IPOPI in LATAM

- 20 Countries
- 577.200.000 inhabitants
- 8 countries with organisation already established
- 3 countries with organisations in formation



Success Stories

- LATAM «Call to Action»



Success Stories

- Regional Meeting in Rosario (Argentina)



Success Stories

- «Yo Amo la Vida» - WPIW (Colombia)



Success Stories

- Patients and Physicians Meeting (Uruguay)



Success Stories

- Vivi Comics (Brazil)



Success Stories

- Meeting with physicians, pediatricians, patients, families during the WPIW (Chile)
- Educational Speech (Venezuela)



Coming soon

- LASID 2013
- IPOPI 2013 LATAM Meeting



THANK YOU / GRACIAS / OBRIGADA

