

PRESS RELEASE



PID patients need more plasma donors flash campaign

Cornwall, UK
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FOR IMMEDIATE RELEASE

IPOPI is launching today its flash campaign ***PID patients need more plasma donors*** dedicated to the worldwide need for more plasma donors and more plasma, the starting material for immunoglobulin therapies and other life-saving plasma derived medicinal products. The campaign was created to observe the International Plasma Awareness Week (IPAW).

PID is a key indication for immunoglobulin therapies as recognized in the **WHO** list of essential medicines. PID patients represent a significant group of people whose lives and quality of life rely on an appropriate access to a range of immunoglobulin therapies. Without the commitment of plasma donors this access would be jeopardized and in view of the growing demand for immunoglobulins, there is a clear need for more plasma donors and for a more balanced approach to plasma collection between world regions.

The IPOPI *PID patients need more plasma donors* flash campaign takes place between today and October 11 on Twitter and Facebook and hopes to engage the extended primary immunodeficiencies (PIDs) stakeholders' community (patients, families, physicians, nurses, pharmaceutical industry and policy makers) and to reach a broader audience. The campaign also complements what IPOPI members and other partners are already doing to raise awareness about plasma collection.

The campaign shares facts and figures about PIDs, immunoglobulins and plasma, to appeal to current plasma donors and to prospective ones. The campaign also focuses on the issue of plasma supply, a particularly relevant topic as many PID patients across the world have recently been experiencing restricted access to immunoglobulin replacement therapies.

The global need for immunoglobulin is growing faster than plasma collection and this is putting patients at risk. IPOPI calls for global sufficiency of immunoglobulins and plasma-derived medicinal products through regionally balanced plasma collection and under the requirements of robust regulation such as from the EMA and FDA.

PID patients need more plasma donors flash [campaign materials](#):

Facebook profile picture filter

Dedicated messaging and graphics on Facebook posts and Twitter threads

Audience activation through sharing of personal pictures with campaign messages

About IPOPI: IPOPI is the leading advocate for primary immunodeficiencies' patients worldwide working in collaboration with patients, doctors, politicians, regulators, pharmaceutical industry and other relevant stakeholders. IPOPI is the Association of national PID patient organisations currently representing 68 countries.

More: www.ipopi.org, [Facebook](#), [Twitter](#)

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