World Primary Immunodeficiency Week 2022

Together, bringing about change for primary immunodeficiency patients worldwide

CAMPAIGN REPORT
About World PI Week
A global movement to drive change

Mission
World PI Week (22-29 April) is a global movement to raise awareness of Primary Immunodeficiency (PI) and related challenges; promote quality of life for people with PI, early diagnosis, availability and access to treatment and care worldwide; and stimulate communication and advocacy around PI.

Aims
World PI Week offers an 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.

Vision
Over 10 million people live with PI around the globe, and yet the condition is still widely unknown. Greater awareness, testing, diagnosis and improved access to treatment are needed.

The Week acts as a central platform to drive awareness as well as global and national advocacy.

Since its inception, World PI Week has been successful in stimulating awareness and advocacy efforts in all continents.
World PI Week by the numbers

Over 80 countries across the globe

Thousands of people reached

Hundreds of events every year

12 years of campaigning

13 committed organisations driving the campaign

8 days to create momentum on PIDs
World PI Week in pictures
Our active network

Asian Pacific Society for Immunodeficiencies
Arab Society for Primary Immunodeficiencies
African Society for Immunodeficiencies
Immunodeficiency Canada
Clinical Immunology Society
European Federation of Immunological Societies
European Society for Immunodeficiencies
International Nursing Group for Immunodeficiencies
International Patient Organisation for Primary Immunodeficiencies
Jeffrey Modell Foundation
Latin American Society for Immunodeficiencies
Plasma Protein Therapeutics Association
South East Asia Primary Immunodeficiency Network

A dynamic, multi-stakeholder and global community
Informative & advocacy tools available in several languages

- Flyers
- Videos
- Scientific pieces
- “Story sharing” visuals
- PID quiz
- Messaging brochure
- Template press release and articles
- Template letter for Governments
- Template social media posts
- Policy Pledge
- Podcasts

Click here to download all materials
WORLD PI WEEK 2022 IN ACTION
Thousands showing support worldwide

People mobilized for the PID cause both online and in-person

Through (virtual) runs, online webinars and workshops, social media campaigns, TV/radio interviews; by donating blood or plasma – World PI Week is for everyone!
In 2022 we showed that lives can be saved

Access to quality care saves lives.
Spotlight on 4 themes linked to improving access to care for patients

Access to healthcare is a basic human right. The millions of people living with PIDs worldwide depend on it. Each of them is entitled to the correct diagnosis, quality treatment & care.
Our bespoke information toolkit

Everything you need to know about the 2022 campaign, how to mark the week and direct link to resources.

Click here to download toolkit
The 2022 'essentials'

Communications package

Pledge card, e-banners, posters, email signatures, sample website posts, press release & many more

Click here to download materials
Available in various languages

Translations available in:
- Arabic
- Chinese
- Dutch
- French
- German
- Italian
- Malay
- Portuguese
- Spanish
- Swedish
- Thai
- Turkish
Preview of 2022 resources

A mix of advocacy, social media and other communication tools

Click here to download materials
New campaign on access to quality care

Access to healthcare means a lot more than you think

Patients, healthcare professionals, supporters from all over the world participated in the online campaign #AccessToCareMatters

8 themes for 8 days:

- Early diagnosis
- Newborn screening
- Genetic testing
- Access to specialist doctors
- Life-saving treatment
- Immunoglobulin therapy & access to plasma
- Transplantation
- Gene therapy
Explaining what access to care means

Real-life examples to show the impact it has on patients’ lives

Animated stories were published each day of the week (one theme per day)

The reasons why it is so important for patients to get access to quality care – across the continuum of care

Access to care campaign materials
#AccessstoCareMatters by the numbers

**Stories submitted** by the community before the campaign – from patients, health professionals, carers

**+120**

**Stories published** by World PI Week during the campaign, reflecting multiple experiences and from diverse countries

**31**

**Posts across social media platforms**, relayed online by patients, patient groups, doctors and specialists, nurses, researchers, media, industry and more

**+240**

The campaign remains open in the next months, submit your story via our website or engage with #AccessstoCareMatters
Pursuing the World PI Week Talks

4 new episodes to the podcast series by the World PI Week

EPISODE 1: Early diagnosis & newborn screening
EPISODE 2: Treatment & Care
EPISODE 3: Research
EPISODE 4: Preventative Medicine
This podcast explores different issues surrounding diagnosis and screening of PIDs, including the **difference it makes** in the lives of patients, how neonatal screening is currently implemented worldwide, obstacles and efforts led by stakeholders across the globe to improve the situation.

This podcast discusses how to achieve **universal access to quality healthcare** for PID and gives a brief overview of the **main treatment options**. It also provides a glimpse into the promise of **gene therapies** and explores the role of **transplantation** in PID care.

This podcast sheds light on the **benefits of research** and its role and impact on patients, families, medical practices as well as society. It explores existing challenges related to research in PIDs, what the **future of research** may look like in the field, and the value of international collaboration.

This podcast explores how **health awareness measures** and preventative medicine help people living with primary immunodeficiencies, including tools such as focus groups that are used to talk to patients about those aspects and the challenges in patients' access to preventative medicine.

Join the conversation on social media with #WPIWTalks
A new policy pledge on access to care

Launched on the last day of the campaign to keep momentum, the pledge focuses on the main topics of World PI Week 2022 and complements the call to action.

It outlines **priorities to make access to quality care a reality for all PID patients**, no matter where they live. It unifies organizations and individuals who are committed to improving awareness and recognition of PIDs; as well as addressing current challenges in access to quality care – understanding the complex realities of healthcare systems across the world.

Access to quality care for those living with PIDs matters: it saves lives!

Click here to access the policy pledge
Supporters of the policy pledge

The pledge is **open for endorsement**, please click in the link [here](#) to endorse it.

Engage with the pledge, **share it around you including with your local/national representatives**; and encourage them to support it.

16 international organisations encouraging collaboration so that access to quality care become a reality for all PID patients.
27-29 April 2022
For the first time, World PI Week was at the International Primary Immunodeficiencies Congress (IPIC)!

**World PI Week corner**
- Visual background/gallery including stories of the online campaign on access to quality care
- Copies of WPIW material with link to online resources
- Photobooth/picture frame to "Strike a Y" for World PI Week
- Filmed interviews with patients & specialists

Click for more information on the congress
World PI Week Interviews

16 interviews with patients and experts during IPIC

Interviews are being finalized and will be published soon, stay tuned!
Photo campaign #PictureAwareness

Striking a “Y” on all continents to support the PID cause

- Participation on social media to mobilise and drive attention using #PictureAwareness
- Patients and supporters shared their pictures striking a Y in support of access to quality care for patients.
Congratulations to xxx
Social media engagement

This year, World PI Week reached its highest ever level of engagement on social media since the inception of the campaign!
Social media milestones

Driving conversations and mobilising to raise awareness of PIDs

April

+65 new followers and likes
90% increase in post coverage (22-29 Apr)
900 interactions per post (22-29 Apr)

April

+115 followers
+107 posts shared
+46.2K impressions
21.4K profile visits

This year, World PI Week reached its highest ever level of engagement on social media since the inception of the campaign!
Best-performing social media posts

- **2,417 Impressions**
- **+50 Engagements**
- **+68 Reactions**
- **+925 Total engagements**

Follow World PI Week:

**FACEBOOK:**
@WorldPIWeekcampaign

**TWITTER:**
@WorldPIWeek

**INSTAGRAM:**
@world_pi_week_
Media coverage

World PI Week 2022: What Are Primary Immunodeficiency Diseases?

Conozca cuáles son los diez signos de alerta de las inmunodeficiencias primarias

What are primary immunodeficiency disorders?

Infection in your ear for long? It may be immunodeficiency

World Primary Immunodeficiency week is observed from April 22-29 to raise awareness about primary Immunodeficiency diseases (PID). PID is a group of rare disorders in which part of the body’s immune system is missing or not functioning correctly. Genetic defects in the immune system cause these conditions. There are more than 400 types of PID identified so far. More than 90% of PID are undiagnosed in India. It is very important to know about the symptoms of these diseases. They can present in infancy, childhood, or adulthood, depending on the severity.
An improved website

Enhancing awareness of PIDs & engagement with the community

New features

- Rolling banners on home page to spotlight new initiatives and how to get involved
- Revamped “Get involved” section, clearer and with access to quick information about how to join the campaign, tips and inspiration to mark the Week
- Dedicated pages for the podcasts and policy pledge

+400k
Total impressions (Feb-June)

85%
New visitors

Facebook + Instagram
Top social referrals
40 countries reported participation to World PI Week 2022
SNAPSHOTS OF NATIONAL EVENTS
Argentina

AAPIDP (Asociación de Ayuda al Paciente con Immunodeficiencia Primaria)

- 2nd Virtual Congress for Patients with PIDs on 21\textsuperscript{st} and 22\textsuperscript{nd} of April
  - Overview of PIDs
  - Implication of Law
  - Covid-19 & Influenza Vaccines
  - Hematological & Oncological Manifestations
- #SePuedenSalvarVidas social media campaign
- “Strike a Y” Photo social media campaign
- Live TV presence at “Nuestra Salud” to talk about World PI Week + PID care
Australia

IDFA – Immune Deficiencies Federation Australia

- PI Education Program Webinars
- Patient testimonials
- Participation in #PictureAwareness Strike a Y social media campaign
- “Member Stories: Making a difference to PI” Booklet – digital storybook
- #RareAndPowerful, #PIAwarenessMonth, #LivingWithPI, #IDFACommunity

Click to see more
Australia

Australian Society of Clinical Immunology and Allergy (ASCIA)

• Launch of ASCIA Immunodeficiency Strategy for Australia and New Zealand

ASCIA Immunodeficiency Strategy for Australia and New Zealand

29 April 2022

The ASCIA Immunodeficiency Strategy for Australia and New Zealand was developed by ASCIA, the peak professional body of clinical immunology and allergy specialists in Australia and New Zealand, in consultation with patient organisations (AusPIPs, HAE Australasia, IDFA and IDFNZ), and other stakeholders. Whilst the main content of the Strategy was completed in November 2020, the final version of the Strategy is now available, to coincide with the International Day of Immunology and World PID Week.
Belarus

@ Спасем иммунитет – Save Immunity

- #MyPIStory Campaign – sharing patient stories
- Republican Conference of Patients with PIDs
- Social media engagement
- Sharing World PI Week materials

Click to see more
Belgium

Bubble ID

- Burst the bubble family and awareness raising event in Ghent

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Belgium

Belgian Patient Organisation for Primary Immunodeficiencies (BePOPI)

- Petition for patients with PID in a lockdown
- Educational animated video on PID
- Participation in #MyPhysicianAndI photo campaign led by IPOPI

Mensen met PID leven in een lockdown - Les patients atteints de DIP vivent confinés

BePOPI - Belgian patient organisation for primary immunodeficiencies

#WorldPIWeek is coming up! BePOPI launches a photo campaign in the framework of patient-doctor communication.

How are you participating?
1. Take a selfie/photo with your treating doctor.
2. Post this on a social media channel of your choice with the hashtag #MyPhysicianAndI & tag BePOPI.

We hope to receive your photos during #WorldPIWeek from 22-29 April 2022.

#MyPhysicianAndI

Photo credits: Blanca Schoonjans - Nick with his treatment doctor in UZ Leuven Dr. Giorgia Bucchi.
Bolivia

FIDEP – BOLIVIA (The Primary Immunodeficiencies Patient Organisation)

• “10 Alarm Signs” Information
  Videos distributed throughout the week online, alongside other educational material

Click to see more
Hospital Pequeno Principe

- Workshop on Diagnosis and Treatment of Inborn Errors of Immunity

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Canada

CIPO - The Canadian Immunodeficiencies Patient Organization

- First Annual Walk for PI with 103 participants across the globe
- World PI Week 2022 Special Webinar “Ensuring Access to Treatment”
- Social media engagement
  - Sharing World PI Week material

Click to see more

World PI Week 2022 Special Webinar: “Ensuring Access to Treatment”

The focus of this webinar was looking at the role of global organizations and the ongoing need to ensure access to treatment, diagnosis and testing for patients with rare disease and in particular primary immunodeficiency. The war in Ukraine was looked at as an example.

Special guests: See more

World PI Week is here!

World PI Week offers an 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, 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. See more

22-29 April 2022

The Canadian Immunodeficiencies Patient Organization
CIPO

25 April at 19:37

World PI Week 2022 Special Webinar: “Ensuring Access to Treatment”

World PI Week 2022 Special Webinar: “Ensuring Access to Treatment”

World PI Week 2022 Special Webinar: “Ensuring Access to Treatment”
Canada

Immunodeficiency Canada

- Social media engagement
- #MyPIStory – patient stories
  - Relayed information and resources on PI
  - Shared patient testimonials

Click to see more
Fundacion IDP Chile

- Picnic with the organisation community
- Virtual meeting to raise awareness of the organisation & PIDs

Click to see more
China

PID Care China

- “Jump for PI” Campaign
- Sending out comfort toy designed for China’s PID patients
- Contributed video stories/pictures with patient testimonials
- High involvement in the World PI Week “Strike a Y campaign”

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Columbia

Fundacion FIP (Fundacion Diana Garcia de Olarte) – Collaboration with Iniciativa ALAS

• Social media dissemination of campaign material
• Online webinar on PIDs
• Expert discussion on PID treatments

Click to see more
Section 1

Social media engagement

Awareness Raising activity engaging children with Simba Land Kinder Garden

Click to see more

Section 2

Cyprus

@ Ομάδα Ατόμων με Συγγενή Ανοσοανεπάρκεια και Φίλων

• Social media engagement

• Awareness Raising activity engaging children with Simba Land Kinder Garden

Click to see more
Section 1

Section 2

Ecuador

Foundation PIDE

• "Velada de Torchs" event in to commemorate World PI Week in collaboration with the Ministry of Health
• Call for Immunoglobulin therapies in city of Cuenca
• Educatives webinar on Primary Immunodeficiencies with specialists

Click to see more
Estonia

Immuunpuudulikkuse Selts

- Social media engagement
  - Sharing World PI Week material
- Presence at the IPIC Congress

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Association IRIS

- “Solidarity Run / Courir pour IRIS” with hundreds of people running, walking, cycling and more in support of PID patients
- Participation in IPIC Conference
- Interviews with PID patients and their families

Click to see more
IASO Children’s Hospital - Paediatric Immunology Department

- Scientific Symposium in collaboration with European Society for Immunodeficiencies
- Hybrid Scientific Lecture "The effects of Microbiome and Immunoglobulin therapy on immune dysregulation"
- Social media engagement
Greece

Immune Deficiency Association of Greece - GALINOS

- Immune Deficiency Bracelet for members & patients
- Leaflet distribution with 10 warning signs & information of PID care in Greece
India

Indian Patients Society for Primary Immunodeficiency (IPSPI)

- Talk on PID in WPIW in Lady Hardinge Hospital
- Banner display in Chacha Nehru Children Hospital
- Seminar on PID in collaboration with Chacha Nehru Children Hospital

Click to see more
India

IDAI (Indonesian Pediatric Society)

• Awareness raising on social media
• Video launch on PIDs
• Online Symposium on PIDs

Click to see more
Indonesia

Indonesia Primary Immunodeficiency Patients Society - IPIPS

- Launch of Parents Story
- WPIW photo competition to increase engagement
- Launch of IPIPS via live interview in the official channel
- Social media engagement

Click to see more
Iran

• In person meeting with patients, physicians and nurses
  • Entertaining shows for children and various activities in the meetings

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Section 1

IPIA - The Irish Primary Immunodeficiencies Association

- Social media engagement
- Awareness Stand display in collaboration with St James Hospital Dublin and Children’s Health Ireland at Crumlin

Click to see more
Bubble Care

- Launch of website and facebook page.
- Development of posters and brochures
- Films with English subtitles on PIDs
- Media articles on PIDs, gene therapy and awareness raising

Click to see more
Section 1

Associazione Immunodeficienze Primitive & Federazione Italiana Associazioni Donatori di Sangue

- Comics of the adventures of Lino Globulino for children
- IPIC presence
- 30th anniversary of AIP OdV

Section 2

Beautiful day yesterday in Jesi with the Ancona group! It began with the shareholders’ meeting that approved the financial statements and ended with a lunch to celebrate together the first 30 years of AIP OdV.❤️ #worldpiweek #ipol #myphysicianandI #aipodv #insiemealpub

Italy

Click to see more
Section 1

• Social media engagement

Click to see more

Kenya

PIDS Kenya

Social media engagement

Share your #MyPhysicianAndI stories today! The IPOPI #WorldPIWeek Photo Campaign 2022 aims to encourage conversation about this collaboration, increase connectedness as well as celebrate the close collaboration we know you have with your medical advisors.

Instagram.com

IPOPI (@ipopi) • Instagram photo
Malaysia

MyPOPI - Malaysia Patient Organization for Primary Immunodeficiencies

• Launch of rare disease video focusing on Severe Combined Immunodeficiency (SCID)
• Live interview on news channel and dissemination of WPIW campaign & MyPOPI material
• Awareness raising activities in collaboration with Child Passenger Safety Malaysia
• Charity exhibition sales

Click to see more
Morocco

@ Hajar

- Awareness raising campaign
- Education for families
- Vaccination training for doctors
Mexico

@

• Live Call to action to the government to promote detection of PIDs
• Social media engagement to share information on PIDs

i

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Section 1
Section 2

Fundación Mexicana para Niñas y Niños con Inmunodeficiencias

Mexican Foundation for Girls and Children with primary immunodeficiencies

Fundación Mexicana para Niñas y Niños con Inmunodeficiencias

Mexico

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Netherlands

Stichting voor Afweerstoornissen (SAS) Foundation for Immune Disorders

- Video and podcast series
- Speech in the IPIC Conference
- Social media engagement

WPIW Week 2022

Watch all videos and listen to all podcasts published so far from the WPIW week.

1. Video – Why is the SAS coloring the Erasmus Bridge green?
2. Video – What does it mean to grow up with a primary immune deficiency?
3. Podcast – Thijs, I’m not pathetic, I want to party
4. Podcast – Bibian: far from home it gets really exciting
5. Podcast – Natalie: I’m just starting to live
6. Video – Treatment of PID
7. Video – Working together for a better quality of life
IDFNZ Kids Foundation

- World PI Week Quiz
- Content dissemination in different languages
  - Warning Signs
  - Information packs for general practitioners

Thank you for participating in World PI Week 2022.

Remember — IDFNZ Warning signs posters are available to download free in English, Samoan, Kuans, Mandarin, Tongan and Hindi.


Information packs for General practitioners can be ordered free from info@idfnz.co.nz — we will post these out free on your behalf.


Join us in helping to raise awareness to support those living with PI. IDFNZ have a wide range of resources that are available free — help us to spread awareness by downloading and sharing these resources through social media, or print off posters to display at your workplace, schools, or medical centre.

You can support the charitable work of IDFNZ with a donation to https://idfnz.org.nz/get-involved/make-a-donation.

Organise a school multi dip or Orange day to support IDFNZ — we can provide cool information packs and story books if you contact us at info@idfnz.org.nz.

The Covid Pandemic has impacted on our vulnerable PI community.

In this inaugural IDFNZ Living with PI series, we bring you the first of a collection of talks addressing the latest information for PI patients.

Listen to Dr. Victoria Howie speaking on PI and Covid, the New Zealand experience. (27 minutes).

Click Following Link to Start Presentation: https://youtube/1D2wpf3Mk88

IDFNZ Kids Foundation

We are a not for profit organisation dedicated to supporting New Zealanders o...
Philippines

Philippines Patient Organization for Primary Immunodeficiencies

- Disseminating WPIW 2022 content on social media

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World Primary Immunodeficiency Week
• Live TV coverage of PIDs with patient representatives and experts
• Social media engagement
• “Resilience can be shared” campaign
  • Meeting with experts ahead of WPIW 2022

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Portugal

APDIP - Associação Portuguesa de Doentes com Imunodeficiências Primárias

- IPIC presence
- Social media engagement
  - Awareness raising of different PID treatments

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Section 1

• Patient testimonials

• IPIC Presence

• Social media engagement

• Collaboration with Military hospital in awareness raising

Click to see more
South Africa

PINSA Primary Immunodeficiency Network of South Africa

- Social media engagement promoting "Being Different makes us stronger"

Join us in celebration of World Primary Immunodeficiency Week! Help us celebrate "Being different makes us stronger!"

Angie was diagnosed at only 10 months old and is now 13. By the age of 5 she had overcome more than 50 hospitalizations, countless blood tests, X-rays & 3 surgeries. Today she has done 45! Life-saving infusions at home! She has survived TB, almost lost her voice, and been on continuous antibiotics for 8 years. BUT our warrior princess has launched a book on Childhood TB in 2016 in The Hague, where she met 2 real life princesses! She is smart, persistent, stubborn and creative; loves animals with all her heart, and is an outstanding horse rider. She has overcome, and is a true shining light for others with PI. We are endlessly grateful to God for preserving her life, and so proud of our Warrior Princess.

#WorldPIWeek
#primaryimmunodeficiency
#PIPIPI
RareDressesSouthAfrica NPO 120-991

Thank you for helping us to realize that Being Different is okay. Join us in celebration of Patients with Rare Diseases. This week is World PI Week and we celebrate how being different makes us stronger. Our genetic immune systems might be weak but we thought that you think. Celebrate you inspire us, we thank you!

#PIPI
#RareDiseasesSA
https://www.youtube.com/watch?v=pe2k4c6Wlbg
South Africa

AFSA (Allergy Foundation South Africa)

- Social media dissemination of campaign material
- Awareness raising for PIDs on social media

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Spain

Barcelona PID Foundation

- "I have PID, I am not alone" video campaign
- PID course for nursing staff
- Hospital visit with the Ginebro School of Llinars del Vallès

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Sudan

SOPPI - Sudanese Organization for Patients with Primary Immunodeficiency

- Online support to World PI Week campaign
- National News Coverage
- Event organisation to support PID patients

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Thailand

ThaiPOPI

- Delivering souvenirs and spray alcohol to the Thai Red Cross & to donors
- Social media engagement
  - Disseminating 10 warning signs fact sheets

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Turkey

AID – Turkey International Allergy and Clinical Immunology Association

• Webinar on PID with experts

Click to see more

Dünya Primer İmmün Yetmezlikler Haftası 2022

Antikor eksikliklerine guncel yaklasim:
Kimi, nasli tedavi edelim?
Dr. Hasibe Artaç

Agir kombine fy'de karsilapl olan sorunlar
ve cozumleri
Dr. Safa Barsi

FY tanisinda hazli ve pratik cozumler:
Yapay zeka teknikleri
Dr. Kazim Oğuz Dölu

28 Nisan 2022
Persembe
19.30
20.30

www.aid.org.tr
Uganda

PIPO Uganda

Patient Organization for Primary Immunodeficiencies - PIPO

- Awareness raising campaigns in different locations
  - Patients & care takers
  - Health care providers

Click to see more
United Kingdom

@ Immunodeficiency UK

- Social media engagement
- Dissemination of information charts

Click to see more
The CGD Association of America

- Educational video series on CGD

Click to see more

CGDAA Launches Educational Video Series on CGD for #WorldPIWeek

April 26, 2022 | CGD carriers, Patients with CGD

For World PI Week, CGDAA Launches a Special Educational Video Series on CGD, Featuring Dr. Harry Malech, a Globally-Recognized Expert in the Field

To recognize #WorldPIWeek, April 22-29, a global effort that aims to raise awareness for primary immunodeficiencies (PI), the CGD Association of America is pleased to share a video series featuring Harry Malech, M.D., Chief of the Genetic Immunotherapy Section at the National Institutes of Health, a globally-recognized expert in Chronic Granulomatous Disease, and a member of the CGDAA’s medical advisory board.
United States

Immune Deficiency Foundation

- Promoting World PI Week on social media
- "Walk for PI" campaign
- SCID knowledge survey
- Promoting donations

Click to see more

Survey explores provider SCID knowledge

April 28, 2022

Because of your generosity, kids like Maia could get the PI diagnosis they needed to receive proper treatment.

www.primaryimmune.org/awarness
Venezuela

- Social media dissemination of flyers
- Conference on 10 warning signs for general practitioners
- Virtual conferences for local paediatricians
- Webinar with immunologists on PIDs
- In-person meetings with patients & paediatricians
- Virtual 3rd IEI Meeting with national & international speakers

Click to see more
International Patient Organisation for Primary Immunodeficiencies (IPOPI)

- IPIC 5th edition conference
- #MyPhysicianAndI picture campaign
- Social media engagement

“Doctor-patient collaboration is essential for improving therapies and guaranteeing a better quality of life for our patients. Therapy on the sofa at home would not be possible without collaboration and dialogue with doctors. #MyPhysicianAndI”

Alessandra (Italy)
International

European Society for Immunodeficiencies (ESID)

- “ESID Grand Rounds Webinar” discussing diagnosis & access to care
- Social media engagement & sharing WPIW contentment

Click to see more
International

Latin American Society for Immunodeficiencies (LASID)

- PID Symposium
- Disseminating WPIW materials
- Awareness raising videos

Click to see more
Iniciativa ALAS

- Disseminating information on PIDs on social media

Sospecha - Diagnostica - Trata

ABRIL

Mes de las Inmunodeficiencias Primarias
Semana del 22 al 29

International
International

Jeffrey Modell Foundation

- Public service advertising campaign
- Social media engagement
- Dissemination of awareness raising "Do Something" video

Click to see more
International Nursing Group for Immunodeficiencies (INGID)

• IPIC presence
• Social media engagement

Click to see more
Life Sciences Industry

CSL Plasma

Takeda

X4 Pharmaceuticals

Binding Site

bpl

BPL-USA

Chiesi Global Rare Diseases

2022 WPIW REPORT
Thank You!

World PI Week 2022 was a success again!

PI awareness does not end with the campaign.

Continue to share information and engage worldwide, to drive positive change.