

PHAction: Providing Tools for Grassroots Success

The Pulmonary Hypertension Association's (PHA's) mission is to seek a cure for pulmonary hypertension and provide hope for the pulmonary hypertension community through support, education, advocacy and awareness. *PHAction*, an online tool for use by PHA's members and friends, is invaluable to us in fulfilling this mission.

Created by PHA staff, *PHAction* provides users with step-by-step guides for awareness raising, fundraising, and advocacy activities. Activities are divided into four main categories: those to be done at school or in a workplace, those that impact the general community, press-related activities, and government-level advocacy. They range from planning a "blue jeans for PH" day in your office to visiting your elected official, providing opportunities for activists at every level of experience and interest.

In addition, PHA has recently launched the *PHAction* Mentors program. As it develops, *PHAction* Mentors will allow individuals who have successfully completed a related activity to provide information and support to new PH activists.

Through *PHAction*, PHA's individual members have taken a crucial role in providing the support, education, advocacy, awareness, and hope mentioned in the mission statement. A recent "Blue Jeans for PH" event held in Illinois raised over \$1,000. A member in Texas had this to say about her advocacy experience: "I sent an email and a personal letter to Ralph Hall, my representative in Texas, and he finally co-sponsored the bill!...It really works and is so easy!"

PHAction can be found online at <http://www.phassociation.org/PHAction/index.asp>.

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