

PHAction

Providing tools for successful
grassroots involvement

*I sent an e-mail and a personal letter to Ralph Hall,
my representative in Texas, and he finally co-
sponsored the bill!...It really works and it's so easy!*

--PHA member in Texas



What is Pulmonary Hypertension?

Pulmonary Hypertension (PH) is a simplified name for a complex health problem— continuous high blood pressure in the pulmonary artery in the lungs, resulting in an enlarged heart which can also lose its ability to pump.



What is Pulmonary Hypertension?

- Common symptoms of PH include breathlessness, chest pain, chronic fatigue and dizziness.
- Many people with PH are misdiagnosed with illnesses such as asthma or bronchitis, delaying proper treatment. Without treatment, the average survival rate for fifty percent of PH patients is 2.8 years from diagnosis.

- The mission of the Pulmonary Hypertension Association (PHA) is to seek a cure for pulmonary hypertension and provide hope for the pulmonary hypertension community through support, education, advocacy, and awareness.
- *PHAction* is an invaluable tool in fulfilling this mission.

What is PHAction?

- Created by PHA's staff, *PHAction* provides users with step-by-step guides for awareness raising, fundraising, and advocacy activities.
- These guides are available to the PH community online or in print in the form of "action kits."
- *PHAction* provides PHA's members with the inspiration and tools they need to execute a successful event during Pulmonary Hypertension Awareness Month in November, or throughout the year.

What is PHAction?

- PHAction 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 advocacy.
- The program provides opportunities for activists at every level of experience and interest.

Blue Jeans for PH is one popular PHAction activity

This event is a fun way to spread the word about PH while giving your co-workers the opportunity to support an important cause. Employees donate to PHA in turn for the option of wearing blue jeans to work on a day designated by your organization.

- **Get permission from your organization**
Meet with the appropriate people in your company to secure approval for the event.
- **Agree on an amount**
Set a "suggested donation" for participants to wear jeans to work on that day. Five, seven and ten dollars are common amounts and participants are free to make larger donations to PHA. Let co-workers know that PHA is a non-profit organization, and donations are tax deductible.
- **Choose a date**
Fridays are popular. Allow for time to promote the date. Let PHA know what date you will be hosting Blue Jeans for PH, and what materials you would like to receive for the event.

- **Build support**
If you will be sponsoring the event at multiple locations, or in different divisions, recruit a volunteer to handle donations in each location.
- **Promote the event**
Create flyers and advertisements for the event. ([view sample](#)) If you are raising money in honor/memory of someone special, we encourage you to let your colleagues know. Request free brochures and materials from the PHA office by emailing member@phassociation.org or calling (301) 565-3004 to distribute to colleagues. Send an e-mail or post reminders the day before the event.
- **Collect donations**
Checks should be made out to "PHA" and cash donations should be consolidated into a check or money order. Send checks to PHA in one envelope.
- **Get recognition**
PHA will send a thank you letter to your company after the event.

- *Just wanted you all to know to keep up the great work. I plan to use this resource and start my lobbying immediately.*

--PHA member

- *A recent “Blue Jeans for PH” event held in Illinois raised over \$1,000.*

--From a PHA newsletter

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.

- To learn more about PH, its symptoms, and available treatments, visit PHA's website at www.phassociation.org or call us at (301) 565-3004.
- *PHAction* can be found online at <http://www.phassociation.org/PHAction/index.asp>



Lobbying



Racing
for a Cure

Raising Awareness

