

PHAware

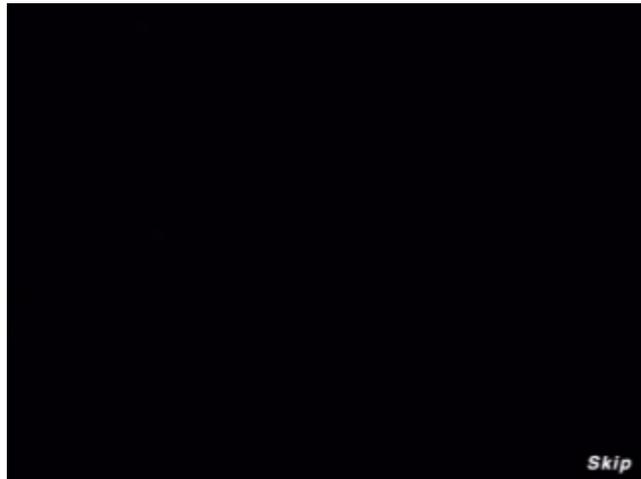
Increasing media coverage of
pulmonary hypertension through
grassroots involvement



PHAware: Increasing Media Coverage of Pulmonary Hypertension

Pulmonary Hypertension Association

The *Understanding Pulmonary Hypertension* CD-ROM is an important tool of the PHAware campaign. The video introduction, shown here, gives reporters a powerful illustration of the impact of the illness. Click on the “screen” to start the clip. (Clip volume is low, make sure your computer’s volume is on high.)





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 Evolution of the Campaign

- The *Understanding Pulmonary Hypertension* CD-ROM was initially developed to assist patients in educating their friends and family about the illness.
- As patients began to expand their outreach efforts to the media, the CD-ROM proved an effective tool.
- Eventually, PHA began an intentional campaign to increase media coverage of the illness through grassroots connections with reporters.

- The *Understanding Pulmonary Hypertension* CD-ROM allows participants in the PHAware campaign to explain PH to reporters in a clear and graphic manner.
- An accompanying brochure provides tips for a successful meeting with a reporter. Participants are encouraged to tell their own story, developing a local news hook for reporters.

- PHA provides CD-ROM's and brochures to our members free of charge when they express interest in raising awareness of PH through the media.
- In addition, participants can find step-by-step instructions for a successful media interview on PHA's website.

- In 2003, just over 100 participants in the PHAware campaign were sent an average of 4.5 CD-ROM's.
- News coverage of PH has increase steadily, from four identified press hits in all of 1999 to between one and five press hits per day in 2005.



Where to find more information

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