2021 World PH Day Toolkit

Throughout May, beginning on World PH Day, May 5, 80 global pulmonary hypertension (PH) organizations will participate in a worldwide awareness campaign to advocate for access to PH diagnosis, treatment and care.

PHA will share photos, stories and social media messages linked by an image of a heart globe. The heart globe logo symbolizes unity and the need for greater awareness of the disease. The image was chosen by PH associations around the world.

The Pulmonary Hypertension Association has designed a toolkit with easy-to-translate English-language materials you may use to participate in the World PH Day campaign. From May 5 - May 31, please use the contents of this kit to:

1. Encourage people to photograph themselves with a PH awareness message.
2. Change your social media profile and cover photos to the 2021 World PH Day images (below).
3. Share and repost participating organizations’ World PH Day campaign posts.
4. Adapt the news release template for your organization.
5. Post the World PH Day graphics included in this kit (below).

Social Media Graphics

Facebook Cover
Pulmonary hypertension can strike anyone, regardless of age, sex, race, social or ethnic background.

Know the symptoms.

#WorldPHDay2021
Social Media Posts

2–3 YEARS
Average time to get an accurate diagnosis for U.S. pulmonary hypertension patients.

75% have progressed PH when they are diagnosed.

#WorldPHDay2021
PULMONARY HYPERTENSION CAN STRIKE ANYONE regardless of age, sex, race, social or ethnic background. Know the symptoms.

#WorldPHDay2021

Most people with pulmonary hypertension can experience:
- Shortness of breath
- Fatigue
- Chest pain

#WorldPHDay2021
EARLY, ACCURATE DIAGNOSIS CAN IMPROVE OUTCOMES FOR PEOPLE WITH PULMONARY HYPERTENSION.

Contact your local PH association for help with depression and anxiety often associated with a pulmonary hypertension diagnosis.

#WorldPHDay2021
Schistosomiasis, living in high altitudes, left heart disease, pulmonary embolism and sarcoidosis can put people at risk for pulmonary hypertension.

#WorldPHDay2021

THANK YOU FOR TAKING CARE OF OUR LUNGS

#WorldPHDay2020

#PHoreverThankful
WE ARE THANKFUL FOR OUR PH COMMUNITY

Together, We Can Fight COVID-19

Consider A Vaccine
Together, We Can Fight COVID-19

Avoid Crowds

Together, We Can Fight COVID-19

Wear A Mask
Facebook and Instagram Posts

Schistosomiasis
Schistosomiasis-related PH is the most common cause of PH in the developing world.

Facebook and Instagram: Schistosomiasis is the most common cause of pulmonary arterial hypertension in the developing world, a widespread parasitic disease. Parasite eggs obstruct the pulmonary arteries, which can cause a severe form of PH that affects about 20 million people worldwide, mostly in Africa and Asia. It’s most frequently contracted through fresh water for drinking, bathing or washing. Learn more: [www.phassociation.org/worldphday/](http://www.phassociation.org/worldphday/) #WorldPHDay2021

Twitter: Have you heard of #schistosomiasis? It’s the most common cause of #PAH in the developing world. About 20 million people, mostly in Africa & Asia, can develop a severe form of #PH from schistosomiasis. [http://ow.ly/Xvb750Ek3c5](http://ow.ly/Xvb750Ek3c5). #WorldPHDay2021

Left Heart Disease
In economically developed countries, Group 2 pulmonary hypertension is the most common type of PH and is caused by left heart disease. In Group 2 PH, there are problems with how the heart squeezes or relaxes and issues with the left heart valves (think of them as little doors). This can make the heart unable to relax and keep up with blood returning from the lungs. A “backup” of blood raises pressure in the lungs. Learn more: [www.phassociation.org/worldphday/](http://www.phassociation.org/worldphday/) #WorldPHDay2021
Twitter: Group 2 #pulmonaryhypertension is caused by left heart disease, which affects how the #heart squeezes or relaxes. This can make the #leftheart unable to keep up with blood returning from the #lungs. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021

Lung Disease

Living for a prolonged time in high altitude can lead to scarring in the lungs, which in turn can cause PH.

Facebook and Instagram: Those who live at higher altitudes could be at risk for developing Group 3 pulmonary hypertension from a shortage of oxygen. More than 140 million people worldwide live 10,000 feet (3,048 meters) or more above sea level. Living at those heights can constrict blood vessels, increasing strain on the right heart over time. Learn more. www.phassociation.org/worldphday/ #WorldPHDay2021

Twitter: Those who live at higher altitudes could be at risk for developing Group 3 #PH. Over 140 million people worldwide live 10,000 ft+ above sea level. This can cause constricted blood vessels & increase strain on the #rightheart over time. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021
Facebook and Instagram: Chronic obstructive pulmonary disease (COPD) can make it difficult to take a deep breath. COPD causes restricted air flow in the lungs. This is mostly caused by exposure to irritants that damage the lungs and airways. Pulmonary hypertension is a common complication of COPD due to the damage and changes COPD can cause to pulmonary artery vessels. Learn more: www.phassociation.org/worldphday/ #WorldPHDay2021

Twitter: COPD restricts air flow in the #lungs due to irritants that damage the lungs & airways. #Pulmonaryhypertension is a common complication of #COPD because it can affect pulmonary artery vessels. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021
Facebook and Instagram: Sleep apnea is a potentially serious disorder that causes people to repeatedly stop and start breathing as they sleep. This can cause a shortage of oxygen or hypoxia in the lungs. Pulmonary pressures often worsen during sleep, making pulmonary hypertension a common complication of sleep apnea. Learn more: www.phassociation.org/worldphday/ #WorldPHDay2021

Twitter: Poor sleep can cause breathing disorders like #sleepapnea. Pulmonary pressures often worsen during sleep, making #pulmonaryhypertension a common complication of sleep apnea. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021

CTEPH
Facebook and Instagram: A pulmonary embolism is a blood clot that gets trapped in the lungs. People who have had PEs are at greater risk to develop more clots. New clots can cause high blood pressure in the lungs, or chronic thromboembolic pulmonary hypertension (CTEPH). Learn more: www.phassociation.org/worldphday/ #WorldPHDay2021

Twitter: A #pulmonaryembolism is a blood clot that gets trapped in the #lungs. People who have had #PEs are at greater risk to develop more clots, which can cause high blood pressure in the lungs or #CTEPH. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021

Sarcoidosis
Facebook and Instagram: Pulmonary hypertension is a serious complication of sarcoidosis, which has no known cause. The disease makes the immune system overact and develop clusters of inflamed tissue in various organs. Sarcoidosis most frequently affects African Americans, with women at higher risk. Sarcoidosis patients who have persistent, labored breathing should be screened for PH. Learn more: www.phassociation.org/worldphday/ #WorldPHDay2021

Twitter: #Pulmonaryhypertension is a serious complication of #sarcoidosis. Sarcoidosis most frequently affects African Americans, with women at higher risk. Sarcoidosis patients who have persistent, labored breathing should be screened for #PH. http://ow.ly/Xvb750Ek3c5. #WorldPHDay2021
2 A 3 AÑOS
Tiempo promedio para obtener un diagnóstico preciso para pacientes con hipertensión pulmonar en los Estados Unidos.

En el momento en que son diagnosticados, el 75% la HP ha progresado.

LA HIPERTENSIÓN PULMONAR PUEDE AFECTAR A CUALQUIER PERSONA
Independientemente de su edad, sexo, raza, origen social o étnico. Conoce los síntomas.

#WorldPHDay2021

#WorldPHDay2021
La mayoría de las personas con hipertensión pulmonar experimentan uno de estos síntomas:
• Dificultad respiratoria
• Fatiga
• Dolor de pecho

El diagnóstico temprano y preciso puede mejorar los resultados para las personas con hipertensión pulmonar.
Para buscar ayudar con problemas de depresión y ansiedad asociados al diagnóstico de hipertensión pulmonar, comuníquese con su asociación local de hipertensión pulmonar para obtener ayuda.

Graphiques Pour Médias Sociaux

2 À 3 ANS
Délai moyen pour obtenir un diagnostic précis pour les patients souffrant d’hypertension pulmonaire aux Canada.

Au moment du diagnostic, 75% d’entre eux ont déjà une HTP avancée.
La plupart des personnes atteintes d'hypertension pulmonaire éprouvent au moins l'un de ces symptômes:
- Essoufflement
- Fatigue
- Douleur thoracique
Un diagnostic précoce et précis peut améliorer les résultats pour les personnes atteintes d'hypertension pulmonaire.

Pour aider à surmonter les problèmes de dépression et d'anxiété souvent associés à un diagnostic d'hypertension pulmonaire, communiquez avec votre association locale pour obtenir du soutien.
La schistosomiase, vivant en haute altitude, les maladies du cœur gauche, l’embolie pulmonaire et la sarcoïdose peuvent exposer les individus à un risque d'hypertension pulmonaire.

#WorldPHDay2021