

e-Update

Special



The global organisation working to improve the quality of life for people
with Primary Immunodeficiencies.

IPOPI is a Charity registered in the UK, registration number 1058005

2007 International Day of Immunology

During our Consensus Conference in Frankfurt, Dr Reinhold Schimdt from Hanover in Germany, and a Board member of EFIS – the European Federation of Immunodeficiency Societies – drew our attention to the International Day of Immunology.

This will be on April 29 2007.

Just imagine the opportunity this gives to increase **AWARENESS** of primary immunodeficiencies in your country, knowing that it is taking place **all around the world!!** This is the first time that the Day has been observed around the world and as such it presents new opportunities for everyone! It is a Sunday and Sunday newspapers are usually eager for new stories. See what you can do!

You will see from the slide below what took place in various European countries in 2006.

You may hold a prestigious lecture on immunology generally; you may want to arrange awareness sessions in hospitals for medical students; you may want to hold a conference for family doctors – whatever you plan to do, it will help to arouse awareness in your country, provided you work in co-operation with the local media resources that are available to you. (Don't forget the NMO Skills Manual!!).

IPOPI NMOs now have a growing bag of tools to use for such occasions – there is the Consensus Statement – and this would be a great opportunity to give national coverage in your country to the good news in that Statement! Arrange an event to highlight the importance of early diagnosis and good management! This can be aimed primarily at healthcare policy makers but could also be used as an awareness tool with medical professionals and the wider general public!

Then there is the Warning Signs produced by the Jeffrey Modell Foundation. Do remember that if you plan to use the Warning Signs and translate them into the language of your own country, you should get specific permission from the Foundation!

There may be a particular issue in your country that you could focus on – reluctance by the policy makers to meet the bills for immunoglobulin could be a good focus and one that could attract media attention just so long as you know you to contact in your national, regional or local news media! Media people are hungry for stories and are there to help you get your message across – so use them: they are a valuable resource available to you!!

If your issue or focus really ‘flies’ you may be lucky enough to get on local or national television – and keep checking with your membership for valuable media contacts – everyone knows someone who knows someone!!

But there are also other less dramatic way to get the immunology message across – an information stall in your local markets – advertisements in local newspapers or on radio or television if you have public service broadcasting...

There is no end to the number of ways in which you could focus on the immunology message – schools, clubs – your local Rotary or Lions Clubs could be good starters! – Churches – anywhere that people gather to learn new information.



29 April 2007

The International Day of Immunology

is another free gift to National Member Organisations – make sure you use to the advantage of people with primary immunodeficiency in your country

IPOPI will try to help wherever possible!

2006 Day of Immunology EFIS Campaign



Figure 1