

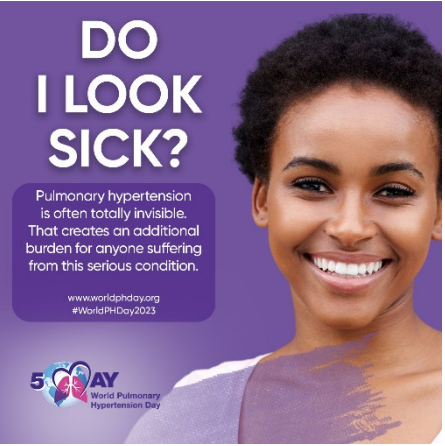




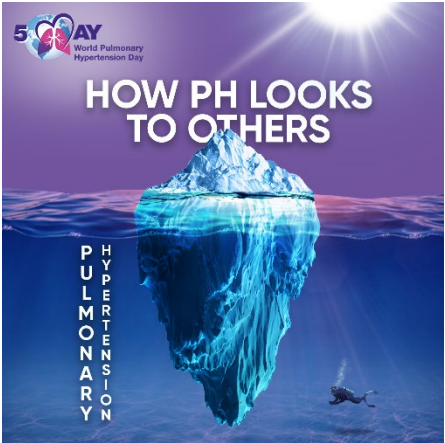




DATE	FORMAT	COPY/text with hashtags	VISUAL to be published
<p>Initial post 30<sup>th</sup> of April</p>	<p>PHA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Let's talk about pulmonary hypertension</b></p> <p>Early diagnosis can lead to a longer life with PH. Help us inform others of PH and let us spread awareness about the importance and impact of this serious disease. Your help in educating others can make a significant difference.</p> <p> <a href="http://www.worldphday.org">www.worldphday.org</a>  <a href="http://www.phaeurope.org">www.phaeurope.org</a> </p>	
<p>1<sup>st</sup> of May</p>	<p>PHA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>You can be our voice</b></p> <p><b>Raise your voices for us.</b> <b>Together, we can be louder than our disease.</b></p> <p>Living with our disease can make it exhausting for us to advocate for better treatment and diagnosis options for PH at times. That's why we need your support to create a meaningful impact. The number of people affected by PH is increasing, and with each new patient, the need for change grows. By coming together and raising awareness, we can work towards a better future for those living with PH.</p> <p> <a href="http://www.worldphday.org">www.worldphday.org</a>  <a href="http://www.phaeurope.org">www.phaeurope.org</a> </p>	

<p>3<sup>rd</sup> of May</p>	<p>PHA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Do I look sick?</b></p> <p>Pulmonary hypertension is often totally invisible. That creates an additional burden for anyone suffering from this serious condition. Today, we shed light on what is hidden behind the healthy faces of those who live right next to you. It could affect your friends, neighbors, family members, colleagues—PH can affect anyone, at any age.</p> <p> <a href="http://www.worldphday.org">www.worldphday.org</a>  <a href="http://www.phaeurope.org">www.phaeurope.org</a> </p>	 <p><b>DO I LOOK SICK?</b></p> <p>Pulmonary hypertension is often totally invisible. That creates an additional burden for anyone suffering from this serious condition.</p> <p>www.worldphday.org #WorldPHDay2023</p> <p>5<sup>th</sup> MAY World Pulmonary Hypertension Day</p>
<p>5<sup>th</sup> of May</p> <p>KEY VISUAL</p>	<p>PHA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Still PHighting</b></p> <p>We are still phighting, but with your support, we are moving closer to making a normal tomorrow a reality for PH patients. PH is an invisible disease, and those who suffer from it are often unfairly accused of being lazy or inactive. This can lead to feelings of isolation and abandonment, which can exacerbate the already difficult symptoms of PH. You can make a difference by offering individuals with PH - whether they are friends, family members, or acquaintances - a helping hand, understanding, and a positive attitude. Let's work together to support those affected by PH and show them that they are not alone.</p> <p> <a href="http://www.worldphday.org">www.worldphday.org</a>  <a href="http://www.phaeurope.org">www.phaeurope.org</a> </p>	 <p><b>STILL PHIGHTING</b></p> <p>We are still phighting, but with your support, we are moving closer to making a normal tomorrow a reality for PH patients.</p> <p>www.worldphday.org #WorldPHDay2023</p> <p>5<sup>th</sup> MAY World Pulmonary Hypertension Day</p> <p>3 Alternative visuals available Use <b>#phighting</b> hashtag</p>

<p>7<sup>th</sup> of May</p>	<p>PHA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Scan it early save lives</b></p> <p>Curiosity and compassion can save lives. Learn more about PH in simpler terms to understand the condition better. By helping us spread the word about PH, you support early diagnosis. Learn more about PH and how to raise awareness by scanning the code.</p> <p> <a href="http://www.worldphday.org">→ www.worldphday.org</a>  <a href="http://www.phaeurope.org">→ www.phaeurope.org</a> </p>	<p>Opens Infographic carousel</p> 
<p>9<sup>th</sup> of May</p>	<p>HA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Our only option is PHighting</b></p> <p>Despite facing multiple challenges and uncertainties, our determination to fight for our lives remains strong. We are encouraged by the development of new therapies and treatment options, which offer us hope for the future. With the support of expert audiences and decision makers, these drugs are becoming more effective at managing the complex symptoms of our condition. By increasing awareness and promoting further research, we can continue to improve the quality of life for those living with this disease.</p> <p> <a href="http://www.worldphday.org">→ www.worldphday.org</a>  <a href="http://www.phaeurope.org">→ www.phaeurope.org</a> </p>	

<p>10<sup>th</sup> of May</p>	<p>HA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Masks might be off for some... Find out how it is for us!</b></p> <p>While the pandemic of COVID-19 may be slowly improving, its devastating effects are still being felt, especially for those suffering from dangerous conditions such as PH. For PH patients, their reality is a world that has known the isolation and risks of a pandemic for years.</p> <p>By raising awareness and supporting research for PH, we can work towards improving the lives of those affected by this disease.</p> <p>Discover more facts by scanning the QR code</p> <p> <a href="http://www.worldphday.org">→ www.worldphday.org</a>  <a href="http://www.phaeurope.org">→ www.phaeurope.org</a> </p>	<p>Opens symptoms infographic</p> 
<p>12<sup>th</sup> of May</p>	<p>HA EUROPE</p> <p><b>FB, IG, LI, TW</b> Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>How PH looks to others</b></p> <p>Encountering an iceberg can be deceptive - what you see above the water's surface may be only a fraction of its true size. The same is true when you encounter someone with PH. Behind a healthy and smiling face, there may be someone suffering from a debilitating condition. Support us by exploring and learning about what PH really means and how it can affect those diagnosed with this condition. Let's be bold, gear up, and dive beneath the surface to discover the true impact of PH.</p> <p> <a href="http://www.worldphday.org">→ www.worldphday.org</a>  <a href="http://www.phaeurope.org">→ www.phaeurope.org</a> </p>	

<p>14<sup>th</sup> of May</p>	<p>HA EUROPE</p> <p>FB, IG, LI, TW Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Reality of PULMONARY HYPERTENSION</b></p> <p>The reality of PH can be very difficult, harsh and painful, but by maintaining a positive outlook and extending helping hands to those in need, we can shift our perspective and create positive change.</p> <p>We are not drowning under the weight of PH, but are pushing the ocean aside and fighting against the waves. We are PHighters.</p> <p>Quick facts: Anyone can get PH, but women are more prone than men, according to the latest research.</p> <p>➔ <a href="http://www.worldphday.org">www.worldphday.org</a></p> <p>➔ <a href="http://www.phaeurope.org">www.phaeurope.org</a></p>	
<p>15<sup>th</sup> of May</p>	<p>HA EUROPE</p> <p>FB, IG, LI, TW Post</p> <p>+</p> <p>WORLD PH DAY PAGES</p>	<p><b>Isolation can be real</b></p> <p>PH might affect children in terms of feeling isolated and alone. This condition can have a devastating impact on children, making it all the more important to raise awareness about it and support research efforts to improve treatments and outcomes for the youngest among us.</p> <p>Early detection and proper management of PH in children is crucial for improving outcomes and quality of life.</p> <p>➔ <a href="http://www.worldphday.org">www.worldphday.org</a></p> <p>➔ <a href="http://www.phaeurope.org">www.phaeurope.org</a></p>	
<p><b>HASHTAGS:</b></p> <p>#StillPHighting #InhaleHope #InhaleCourage #BeatPH #PutAHappyFace #PhilosophyofPHantasticals  #PureHope #PatienceHeals #WorldPHDay2023 #TalkPH #OneBreathForPH #pulmonaryhypertension #BlueLight #raredisease etc. #RaiseAwareness #WPHD  #GlobalPulmonaryHypertensionInitiative #PHAEurope</p>			

<p>8<sup>th</sup> of May (Also available after scanning QR code)</p>	<p>HA EUROPE FB, IG, LI, TW Post  +  WORLD PH DAY PAGES</p>	<p><b>What is pulmonary hypertension (PH)?</b></p> <p>Pulmonary hypertension refers to high blood pressure in the lungs. It's different than the blood pressure that your doctor measures with a cuff. When a person has PH, the arteries in the lungs become damaged, narrow, or stiff, putting pressure on the right side of the heart as it works extra hard to push blood through. If left untreated, PH can lead to right heart failure and death.</p> <p>Classification:</p> <p>There are five groups of PH. Two groups can be quite common among the population, while the other three are rare, making diagnosis difficult.</p> <p>The appropriate treatment for PH can vary depending on the group and severity of the disease.</p> <p><a href="http://www.worldphday.org">www.worldphday.org</a> <a href="http://www.phaeurope.org">www.phaeurope.org</a></p>	 <p>Carousel post (5 visuals)</p>
<p>11<sup>th</sup> of May (Also available after scanning QR code)</p>	<p>HA EUROPE FB, IG, LI, TW Post  +  WORLD PH DAY PAGES</p>	<p><b>Can you recognize symptoms of PH (pulmonary hypertension)?</b></p> <p>There are several common symptoms amongst all types of PH:</p> <ul style="list-style-type: none"> <li>• Shortness of breath, especially during exertion and physical activity – BREATHLESSNESS</li> <li>• Shortness of breath when bending forward</li> <li>• General fatigue</li> <li>• Dizziness and light-headedness during exercise and moderate daily activity</li> <li>• Fainting spells</li> <li>• Chest pain during physical activity</li> <li>• Swelling of ankles, legs, and/or stomach due to water retention</li> <li>• Bluish color of the lips, skin, fingers etc., especially during exercise.</li> </ul> <p>Quick fact: Left heart catheterization remains a golden standard for establishing a PH diagnosis. Other useful diagnostic tools include echocardiography.</p> <p><a href="http://www.worldphday.org">www.worldphday.org</a> <a href="http://www.phaeurope.org">www.phaeurope.org</a></p>	

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\*\*\*Editable Canva template is available at the following link: [CANVA TEMPLATE LINK](#)

\*\*\*Canva editing tutorial is available at the following link: [CANVA TUTORIAL LINK](#)