PULMONARY FIBROSIS
awareness month
SEPTEMBER

PRESENTED BY Pulmonary Fibrosis FOUNDATION

pulmonaryfibrosis.org
LEARN
INCREASE YOUR KNOWLEDGE OF PULMONARY FIBROSIS (PF) by attending educational events, reading educational materials or viewing presentations in the PFF Disease Education Webinar Series on the Pulmonary Fibrosis Foundation website at pulmonaryfibrosis.org.

SHARE
PASS ALONG WHAT YOU’VE LEARNED so others can understand the challenge and opportunity. Start a conversation by creating your own awareness campaign. Follow the PFF on social media and share your story and photos.

FUNDRAISE
JOIN TEAM PFF AND HOST A CAMPAIGN Start a personal fundraising page or create an event to support the mission of the Pulmonary Fibrosis Foundation. To get started, contact Amy Kozyra at akozyra@pulmonaryfibrosis.org.
FOLLOW US ON SOCIAL MEDIA

Pulmonary Fibrosis Awareness Month relies heavily on social media participation to spread the word about PF all over the world. One of the first steps you can take is to follow and interact with us on our social media channels. Find us online with our handle @pfforg, and use the hashtags below to start getting social!

HASHTAGS

#PulmonaryFibrosisMonth
#BlueUp4PF
#PFWarrior
#pulmonaryfibrosis
#makeeverybreathcount
30 FACTS IN 30 DAYS

One of the best ways to spread awareness about pulmonary fibrosis is to educate others about the impact of this devastating disease. Each September, the PFF launches 30 Facts In 30 Days via social media. This campaign shares trusted, medically accurate facts about PF.

During PF month, be sure to follow us on Facebook, Twitter, and Instagram for daily facts about PF. To further your impact, be sure to like, share, retweet, or regram the facts to your family and friends on social media.

PFF: 30 FACTS IN 30 DAYS

Did you know you take up to 17,000 breaths a day?

#pulmonaryfibrosismonth
PERSONALIZE YOUR FACEBOOK PROFILE

Let your friends and family on Facebook know that you support Pulmonary Fibrosis Awareness Month! Download our cover photo and profile pictures from bit.ly/pfmonth.
The Pulmonary Fibrosis Foundation is about people. We are about the 200,000 people fighting this disease. If there is one thing we know for sure—it’s that we all have a story to share.

Our weekly Portraits of PF series on Facebook will expand to a much more frequent format in September so that we can best accommodate a greater volume of stories of our patients, family members, caregivers, friends, and medical professionals during that time.

We invite you to share YOUR story in honor of Pulmonary Fibrosis Awareness Month. Send an email to socialmedia@pulmonaryfibrosis.org now and we can help you get started!
#BLUEUP4PF

#BlueUp4PF is a social media and fundraising campaign started by Diane Reichert, a PFF Ambassador and dedicated PF advocate who passed away in 2015. In celebration of her tireless spirit and in honor of all #PFWarriors, we encourage you to show your support by wearing blue, then post about it on social media using #BlueUp4PF!

You can also personalize a printable sign to tell us where you are going blue! Take a selfie with your sign (don’t forget to wear your favorite blue attire and hair extensions) and post your photos on Facebook, Twitter, and Instagram with #BlueUp4PF to be a part of our global effort to spread pulmonary fibrosis awareness.

Download the sign at bit.ly/pfmonth.

You can send pictures to socialmedia@pulmonaryfibrosis.org.
We’re thrilled to announce the inaugural PFF Walk! Build a team, raise funds, and lead the way toward a world without pulmonary fibrosis on Saturday, September 9th in Chicago or virtually.

Patients, families, caregivers, and friends are invited to join us for a one- or three-mile walk on the city’s magnificent lakefront in Lincoln Park. The PFF Walk offers an unprecedented opportunity to unite the community and provides a platform to share your story with others who have been affected by pulmonary fibrosis.

Can’t make it to Chicago? No problem! Join forces with other patients, families, and friends of the pulmonary fibrosis community and register for our virtual walk.

Sponsorship opportunities and roles on the committee are available.

Register online today at secure.pulmonaryfibrosis.org/pffwalk.
FUNDRAISING IDEAS

JEANS DAY
Get your company involved with a dress down day, week, or even month! For a set donation amount, coworkers can #BlueUp4PF and wear denim or as much blue as they can. Talk to your HR department or manager to begin the process.

DON’T COME PARTY
Pick a fake date, create a formal invitation, and send it to your “guests” with a bolded line that reads “don’t come.” We encourage you to also include an educational insert on pulmonary fibrosis and why this cause is important to you.

#BLUEUP4PF!

Join the PF community and turn the internet blue! Consider asking for donations for your birthday, anniversary, or a workplace giving initiative as we work together to reach our goal of $15,000 during the month of September. You can lead the way toward a world without pulmonary fibrosis.

Here are some more ideas to get your started:

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<thead>
<tr>
<th>Host a Bake Sale</th>
<th>Wear Blue</th>
<th>Even More Ideas!</th>
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<tbody>
<tr>
<td>• Blueberry muffins</td>
<td>• Blue jeans and/or shirt</td>
<td>• Walks or runs</td>
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<tr>
<td>• Cookie Monster Cookies</td>
<td>• Paint your nails blue</td>
<td>• Golf outings or scrambles</td>
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<tr>
<td>• Cupcakes with blue frosting or use blue food coloring in the batter</td>
<td>• Blue wig or hair dye</td>
<td>• Garage, art, or bake sales</td>
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<td></td>
<td>• Blue temporary tattoo</td>
<td>• Happy hours</td>
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<td></td>
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<td>• Marathon, half marathon, or endurance events</td>
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<td>• Cook-off or bake-off (cupcakes, chili, etc.)</td>
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<td>• Block parties</td>
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<td>• Trivia nights</td>
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ATTEND AN EVENT

Find a local event in your community in support of the PFF! Attending an event is a great way to connect with others in the PF community. Below is a list of some upcoming events throughout the United States. For a full listing of events or to support an event, please visit our events calendar.
PROCLAMATION

Declare the month of September Pulmonary Fibrosis Awareness Month in your own city or state. Personalize our sample proclamation and submit to your elected official for a signature and official declaration. Then share your proclamation on social media, send to your local newspaper and email socialmedia@pulmonaryfibrosis.org to let us know about your accomplishment!
CITY OF <CITY NAME>

PROCLAMATION

WHEREAS, idiopathic pulmonary fibrosis (IPF) is a serious disorder that creates scarring (fibrosis) in the delicate lung tissue of affected patients causing progressive, incurable lung disease; and

WHEREAS, pulmonary fibrosis is often misdiagnosed and under diagnosed, and a need has been identified to increase wide-ranging awareness and detection of this imperceptible disorder; and

WHEREAS, the Pulmonary Fibrosis Foundation will unify patients, caregivers, medical professionals, and the general public, by sharing and providing the latest information about advancements alongside all of the work still to be done within the global pulmonary fibrosis community; and

WHEREAS, pulmonary fibrosis (PF) progresses quickly, often causing limited quality of life, disability and/or death within a few short years; and

WHEREAS, in many cases there is no identified cause of Pulmonary Fibrosis, which is referred to as idiopathic pulmonary fibrosis (IPF), and about 200,000 people in the United States are estimated to be affected by IPF; and

WHEREAS, the Pulmonary Fibrosis Foundation was established in 2000, the Pulmonary Fibrosis Foundation is a nonprofit organization that maintains a global mission to serve as the trusted resource for the pulmonary fibrosis community by raising awareness, providing disease education, and funding research. The Foundation works diligently to foster conversations and collaboration between everyone affected by pulmonary fibrosis, including those living with the disease, caregivers, the medical and research community, and the pharmaceutical industry.

NOW, THEREFORE, I, <ELECTED OFFICIAL'S NAME>, <TITLE> OF THE CITY OF <CITY NAME>, do hereby proclaim September 2017 to be PULMONARY FIBROSIS AWARENESS MONTH IN <CITY NAME>, and urge all community members to become informed and involved in the fight to eradicate this serious disease.

Dated this <DAY OF MONTH> day of <MONTH>, 2017.

<TITLE> <ELECTED OFFICIAL'S NAME>
Customize a letter to the editor of your local newspaper to let others know about Pulmonary Fibrosis Awareness Month or the event you are planning. The tips on the next page are available in a Microsoft Word document for download at bit.ly/pfletter.
letter to the editor writing tips

Writing a letter to the editor – especially to a local community paper – is an excellent way to share information about pulmonary fibrosis and what people can do to help. If you have any questions, please email socialmedia@pulmonaryfibrosis.org.

Here’s how to get started:

- **Know the rules.** Check the newspaper for guidelines, including length limitations, where the letter should go, as well as other information they require in order to consider a letter for publication, such as your contact information (many papers will publish letters only after verifying the author). Know the date that your paper is published – both print and online – so that you can keep an eye out for your letter.

- **Keep it short and to the point.** Newspapers have word limits, so keep your letter short. If a limit isn’t stated, aim for 150 words. Letters that are too long will be edited by the paper without your input.

- **Be accurate.** Support your letter with facts, statistics, and citations. You can find a variety of sources from the Pulmonary Fibrosis Foundation website.

- **Write for your audience.** Don’t use slang or jargon. Your letter needs to be understood by people who don’t know anything about pulmonary fibrosis. Most readers won’t know much about the disease or many of the medical terms associated with it.

- **Be yourself.** Include your personal connection with pulmonary fibrosis and to the Pulmonary Fibrosis Foundation. Write using your own voice.

- **Include a call to action.** Let the reader know how they can help and provide specific examples, such as how to participate with the Foundation on social media, or ask readers to host a Team PFF event, such as a bake sale or car wash. Refer them to pulmonaryfibrosis.org.

- **Recruit help.** Ask a family member or friend to proofread your letter, checking for correct grammar, typing errors and that the letter sounds like it’s coming from YOU, in your voice.

- **Send letters to smaller newspapers.** Small newspapers, such as your local weekly paper, are more likely to print your letter than major metropolitan dailies.

- **Share your publication.** Did your letter get published? Congratulations and let us know! Send a link to socialmedia@pulmonaryfibrosis.org so that we can share it on our social media platforms!
ABOUT PULMONARY FIBROSIS
Pulmonary fibrosis (PF) is a devastating group of progressive diseases that cause scarring in the lungs, limiting oxygen intake. As a result, the brain, heart and other organs do not get the required oxygen needed in order to function properly. There is no known cure for PF.

ABOUT THE PULMONARY FIBROSIS FOUNDATION
The Pulmonary Fibrosis Foundation (PFF) mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. The PFF collaborates with physicians, organizations, people with PF and caregivers worldwide. The Pulmonary Fibrosis Foundation has a four-star rating from Charity Navigator and is a Better Business Bureau accredited charity. The PFF Summit 2017, its fourth biennial international health care conference, will be held in November 9-11, 2017 in Nashville, Tennessee. For more information, visit pulmonaryfibrosis.org or call 844.TALK.PFF (844.825.5733) or +1.312/587.9272 from outside the U.S.