



Pulmonary Hypertension is a chronic and serious lung and heart condition. Anyone can get sick with this disease regardless of age and gender. The symptoms of PH are often confused with other less serious illnesses. So when a patient complains about shortness of breath, fatigue and sometimes dry cough, the doctors often set the wrong diagnosis. However, timely early diagnosis is very important in order to get the patients on life saving medication fast. This is especially true for PH sick children in order to improve their condition at an early age. As of today, there are 172 known cases in Ukraine.

PHURDA work to create quality communication between patients with pulmonary hypertension and stakeholders who can improve their quality of life.



O2KIDS IN UKRAINE

A campaign aimed at raising both money and awareness for PH sick children

ABOUT THE O2KIDS PROJECT:



The project was initiated by the Austrian association for Pulmonary Hypertension and is implemented by PHURDA in Ukraine. The project is based on a short film about the life of a boy called Thomas, who suffers from pulmonary hypertension. In this movie you can see how Thomas is separated from the friends. When they offer him to play with them, he replies "no." But in fact, it is his lungs that say "no".

We posted this video on social media to raise money to buy electric scooters, portable oxygen concentrators and other things that are needed to improve the lives of children with pulmonary hypertension. The coverage in social networks was excellent. The film was watched by many people. In this way, money was raised and people were informed about the rare disease: pulmonary hypertension. We wanted to convey to people that

young patients face difficulties in overcoming daily barriers due to the illness.

The project was very popular with those for whom it is implemented - children with pulmonary hypertension. We received many letters from children who expressed a desire to receive electric scooters, oxygen concentrators and other important things. We acknowledged these children's needs to help them integrate with other children.

THE PURPOSE OF THE PROJECT:

Raise awareness of pulmonary hypertension among children. Overcoming the information barrier. Fundraising.

ACTIVITIES WE CARRIED OUT:

Videos with children (young patients). Videos on television. Radio and tv broadcasts. Posters in the city and billboards.

RESULTS:

Partnership with the First Western TV Channel. Electric scooters (four) for children. Our own video about the life of a small patient (Artemko) from Ukraine. Improving the psycho-social state of children with pulmonary hypertension

FUTURE PLANS:

172 children in Ukraine have this lung disease. We plan to continue with the mentioned activities in order to make more young patients experience emotionally fulfilling childhoods. We will invite more sponsors that would like to make childrens' dreams come true.