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| **Primary Ciliary Dyskinesia Plan on a Page** | | | | |
| **Mission**  PCD Australia supports everyone in its community by effectively advocating for improved diagnosis and care while providing tangible support for people with PCD and their families. | | | | |
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| **Objectives**   1. **Improve diagnosis and care** 2. **Support people with PCD and their families** | | | | |
| **Advocacy** | **Information, Education & Awareness** | **Clinical Improvement** | **Research, Data & Clinical Trials** | **Community Support** |
| **Current Activity** | **Current Activity**  Website  Social Media  Peer Support  Videos  ‘Listening’ survey  AGM Speakers | **Current Activity**  Standards of Care | **Current Activity**  Trial recruitment ‘Repeat’ | **Current Activity**  Nebulisers & other equipment  Hospital Gift Bags  Parking |
| **Future Opportunities**  Drug Access  Hospital Expertise  Hospital Services  Financial Burden  Engage Politicians  Rural & Remote | **Future Opportunities**  Mentor/Buddy program  Lay Conference  Strengthen partnerships with NFPs, Pharma & corporates  Promote PCDA work  Develop database | **Future Opportunities**  Medical Conference  Data Registry  Clinician Forum  Better diagnosis  Clinical engagement  Support ‘Transition’ | **Future Opportunities**  Fund PCD research projects  Fund PCD clinician training  Bring OS trials to Australia | **Future Opportunities**  Exercise/gym support  Supplements  Broaden support to include more than parents of PCD kids  Improve comms  Community participation |
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| **Communication**  … currently through local community stakeholders, PCD websites and social media.  … future opportunities include greater engagement with local community and stakeholders, international collaborations, clinical stakeholders, more interactivity on websites, partner portals, public relations and regular social media posting.  **Lift Pitch**  PCD Australia is the national patient body working to increase recognition of this disease, accelerate diagnosis and improve care while providing valuable ‘hands on’ support for people with PCD.  **Cocktail Party Pitch**  PCD Australia is a passionate advocate for the delivery of first-class medical care and rapid diagnosis. As an exceptionally demanding disease, PCD requires considerable ongoing management, and this can be costly. PCD Australia provides direct assistance and peer support to people with PCD so they can access the best treatments and services. Currently 200 Australians are diagnosed as having PCD but due to limited diagnosis facilities the incidence of PCD could be much higher. | | | | |
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| **Funding**  … currently through local community and events  … future opportunities include corporates/pharma sponsorships, government and community grants, greater community involvement, larger events and fundraising campaigns, membership fees plus donors. | | | | |
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| **Brand Values**  Passionate and driven survivors Hardworking and striving to achieve Empathetic and knowledgeable supporters | | | | |
| **July 2022** | | | | |