



One of these children is not here today because their diagnosis was missed.

It's Brooklyn in blue, on the far right. The others are all thriving and leading normal lives thanks to treatment.

Align yourself with a respected Canadian leader in the field of genetic disease of the immune system working to ensure that every child is saved.

It all starts with the 10 Warning Signs.

Immunodeficiency Canada is the only registered charity in Canada dedicated to providing patient support, education and research for a cure for Primary Immunodeficiency (PI). In 1999, Immunodeficiency Canada was established by Dr. Chaim Roifman, a world expert on Primary Immunodeficiency, based at Toronto Sick Children's Hospital.

Primary Immunodeficiency occurs when an individual is born with a broken or missing immune system. There are over 300 different types of PI and one form you may have heard of is the "Bubble Boy" disease. PI affects one in every 1,200 individuals or approximately 29,000 Canadians. Over 70% are undiagnosed.

Immunodeficiency Canada is a leading national organization working with 16 PI diagnosis and treatment centres across Canada. It secured newborn screening for SCID in Ontario, hosts nationwide educational events, and has funded research at—Toronto Hospital for Sick Children, St. Justine Hospital (Montreal), BC Children's Hospital, and Alberta's Children's Hospital to name a few. We are responding to the need of the PI community.

For a complete listing of our various programs and services, visit [www.immunodeficiency.ca](http://www.immunodeficiency.ca)

You and your company can become a Partner in Awareness and help. Here's how.

Commit to raising awareness for a day, a week, or even a whole month long.

- Share the 10 Warning Signs Video on your website or social media
- Share 30 second Public Service Announcements
- Post signage of Immunodeficiency Canada
- Include the 10 Warning Signs in your newsletter
- Email your staff with the 10 Warning Signs
- Link to Immunodeficiency Canada
- Invite a speaker to attend an event
- Host an information booth
- Host a fundraising event
- Add Immunodeficiency Canada to your United Way Drive

Yes, I want to help create healthy everyday lives for children with PI.





## Some Partners in Awareness participants

**BOMBARDIER**  
the evolution of mobility

**BMO** Bank of Montreal

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Create • Captivate • Connect

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**yelp**

### Red Flags for Primary Immunodeficiency

- Repeated invasive infection (two or more pneumonias, recurrent septicemia, abscesses, meningitis).\*
- Infections with unusual or opportunistic pathogens (PJP).\*
- Poor response to prolonged or multiple antibiotic therapies.\*
- Chronic diarrhea with or without evidence of colitis.\*
- Chronic failure to gain weight and grow.\*
- Persistent (or recurrent) unusual (atypical) or resistant to treatment oral lesions (thrush) or skin rash (erythema, telangiectases, recurrent pustules/nodules/plaques).\*
- Structurally abnormal hair (kinky, silver) nails (dystrophic) or teeth (pitted).\*
- Low serum IgG, chronic lymphopenia, neutropenia or thrombocytopenia.\*
- Absent lymph nodes and tonsils or chronic enlargement of lymphoid tissues.\*
- A family history of Primary Immunodeficiency, autoimmune or leukemia/lymphoma.\*

References:  
\* All age groups  
\* Infancy and childhood

There are more than 250 genetic defects and disorders of the immune system that are recognized as Primary Immunodeficiency. One individual is affected by this disease and early diagnosis an individual in saving lives. Treatment can improve or prevent long term vital in saving lives. Treatment can improve or prevent long term vital in saving lives. Treatment can improve or prevent long term vital in saving lives. Treatment can improve or prevent long term vital in saving lives.

Two or more Red Flags should trigger an urgent referral to a

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## 10 Warning Signs Primary Immunodeficiency

Children up to age 18

If your child has two or more of these signs, ask your doctor about Primary Immunodeficiency. It could save your child's life.

1 Four or more new ear infections within 1 year

2 Two or more serious sinus infections within 1 year

3 Two or more months on antibiotics with little effect

4 Two or more pneumonias within 1 year

5 Failure of an infant to gain weight or grow normally

6 Recurrent, deep skin or organ abscesses

7 Persistent thrush in mouth or fungal infection on skin

8 Need for intravenous antibiotics to clear infections

9 Two or more deep-seated infections including septicemia

10 A family history of Primary Immunodeficiency

Adults

If you have two or more of these signs, speak to your doctor about a possible Primary Immunodeficiency.

1 Two or more new ear infections within 1 year

2 Two or more new sinus infections within 1 year

3 One pneumonia per year for more than 1 year

4 Chronic diarrhea with weight loss

5 Recurrent viral infections (colds, herpes, warts, condyloma)

6 Recurrent need for intravenous antibiotics to clear infections

7 Recurrent, deep abscesses of the skin or internal organs

8 Persistent thrush or fungal infection on skin or elsewhere

9 Infection with normally harmless tuberculosis-like bacteria

10 A family history of Primary Immunodeficiency



www.immunodeficiency.ca

## Exposure And Reach

- \* Website averages over 100,000 hits a month. Website is bilingual
- \* Google Ad Campaign for awareness- \$10,000 a month in Google grants.
- \* Constant Contact All Star Award for top 10%, newsletter efficiency and online marketing
- \* Over 900 subscribers for online newsletter
- \* Press releases via Canada Newswire Services for World PI Week secured 7 million impressions
- \* Online presence with Facebook, LinkedIn, Instagram, Twitter, and Youtube
- 16 Healthcare Institutions in Network



**Google**  
Canada



**You Tube**

**facebook**

**LinkedIn**



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