



Introduction to the 2020 hae day :-) toolkit

Dear all,

We were very excited to hold the **hae day :-)** in 2012, 2013, 2014, 2015, 2016, 2017, 2018, and 2019 as it provided us all with great opportunities to raise awareness of HAE across the world.

On 16 May 2020 the ninth global **hae day :-)** will raise even more awareness of HAE among the general public and medical community, with the aim of creating an environment with better care, earlier and more accurate diagnosis, and knowledge that HAE patients can lead a healthy life.

The **hae day :-)** has been initiated by HAE International but will never be a full success without the support of the steadily growing number of national HAE organizations throughout the world. Therefore, we would like to encourage you to participate in the 2020 version of the global **hae day :-)** and in order to make this as easy as possible for you, we have put together a collection of useful information and documents to guide you through the key stages of an awareness campaign.

We recognize that each country will have different resources and levels of need, and therefore we have designed the elements of the toolkit so you can pick and choose the ones appropriate for you to use.

The 2020 **hae day :-)** toolkit includes these items to use as you see fit:

- Getting involved – the role of HAE International and national organizations
- Aims, objectives and key messages
- Approaching the **hae day :-)** activity
- The HAE Global Walk 2020 – help raise awareness step by step
- Engaging with the media (including seven appendixes)
 - (A) Template – Save the day
 - (B) Template – Press release
 - (C) Template – Letter to the Editor



- (D) Template – HAE disease fact sheet
- (E) Template – Talking points
- (F) Template – **hae day :-)** Frequently Asked Questions
- (G) Template – HAE Frequently Asked Questions
- (H) Template – Letter to members of your organization
- (I) Template – Letter to your physicians
- (J) Template – Letter to other rare disease or community groups
- Using social media

Should you have any questions regarding the **hae day :-)** toolkit, please do not hesitate to get in touch with us:

Mr. Henrik Balle Boysen,
Executive Vice President & Chief Operating Officer
E-mail: h.boysen@haei.org
Skype: henrikboysen
Phone: +45 31 591 591

Thank you in advance for your commitment and participation in the **hae day :-)** in 2020.

Best regards,
Your **hae day :-)** team