

Update 04.09.2025

Plasma campaign

Social media toolkit (October 6-12, 2025)



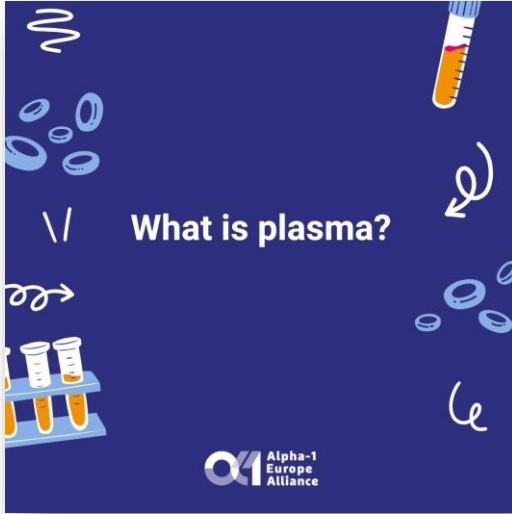
Plasma week campaign

- Date: October 6-12, 2025
 - Main goals:
 - Raise awareness of the life-saving value of plasma and PDMPs.
 - Highlight the growing need for plasma and EU's 40% dependency on U.S. supply.
 - Promote ethical, public and private plasma collection in line with the SoHO Regulation.
 - Call for policy support on regulated donor compensation.
 - Target audience:
 - General public and potential donors
 - EU and national policymakers
 - Healthcare professionals & patient groups
 - Media & health influencers
 - Content calendar (next slides):
 - 7 posts (tiles and copies)

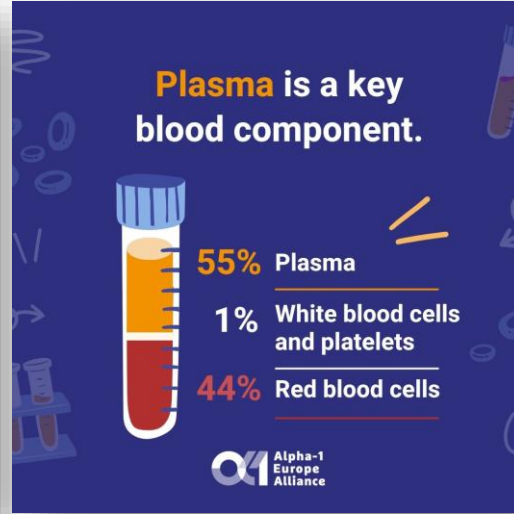


Post 1

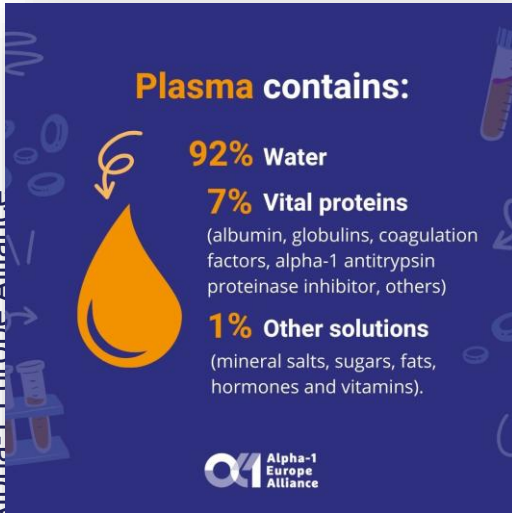
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COPY #1

Publication date: Monday, October 6
[Tag PPTA and A1EA members]

International Plasma Awareness Week (October 6–10) is here!

💧 Did you know that plasma makes up more than half of what flows in our veins?

Plasma is unique: it's 92% water, but also rich in vital proteins, salts, and nutrients that are essential to our health.

It helps our body by:

- ✓ Regulating blood pressure and volume
- ✓ Helping blood clotting and fighting infections
- ✓ Carrying electrolytes to our muscles
- ✓ Keeping the right balance for our cells to function

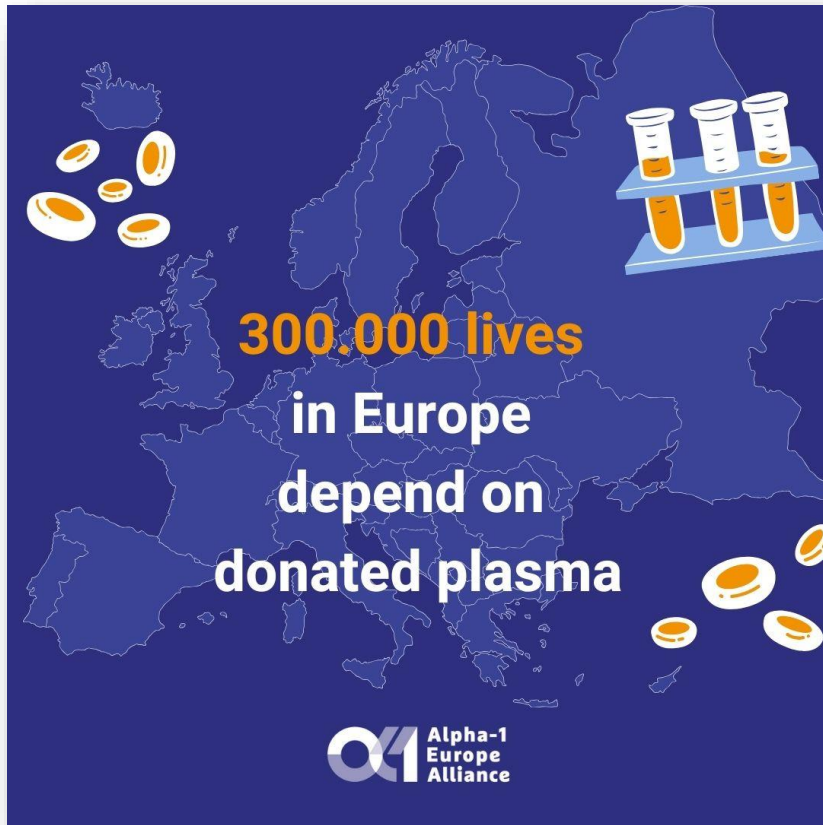


Donated plasma is also the source for plasma-derived medicines (PDMs). These medicines treat rare and life-threatening conditions, including Alpha-1 Antitrypsin Deficiency (AATD), where augmentation therapy from plasma is often the only available treatment.

💛 Plasma is truly precious – and it depends on the generosity of donors. During IPAW, we join the global community in raising awareness of the vital role of plasma and plasma donors.

#IPAW2025 #PlasmaPowersPossibility! #AATD #Alpha1

Post 2



COPY #2

Publication date: Tuesday, October 7
[Tag PPTA and A1EA members]

🌍 Europe needs more plasma #IPAW2025

Every day, 300,000 European patients rely on plasma-derived medicines to treat rare, chronic, or life-threatening conditions. For many, these therapies are their only chance to survive.

But Europe cannot meet its own needs:

- The EU faces a shortfall of 5.6 million litres of plasma needed to manufacture life-saving medicines (MRB, 2023).
- 30-40% of the plasma used here comes from the US
- Europe has only 150 plasma donation centers – compared to nearly 900 in the US (PPTA, 2021)

The reality is clear: demand is growing, but supply is fragile. Without stable plasma donations, patients face uncertainty about the treatments they depend on.

💛 Plasma is precious. Europe urgently needs stronger donation efforts and better infrastructure to ensure patients can access the medicines that keep them alive.

💉 Join us in celebrating the International Plasma Awareness Week and raising awareness about the life-saving impact of plasma donations.

#IPAW #EuropeNeedsPlasma #PDMPs #AATD #Alpha1



Post 3

COPY #3

Publication date: Wednesday, October 8

[Tag PPTA and A1EA members]

📌 International Plasma Awareness Week (IPAW, October 6–10) highlights how plasma donations save lives every day.

For people living with Alpha-1 Antitrypsin Deficiency (AATD), plasma donations aren't a choice – they're a lifeline.

Each patient needs around **900 donations every year** to receive their treatment.

The only therapy available for AATD-related lung disease is augmentation therapy: intravenous infusions of purified AAT protein, derived entirely from the plasma of healthy donors.

This treatment helps:

- ✓ Maintain healthy protein levels
- ✓ Prevent lung tissue destruction
- ✓ Slow disease progression
- ✓ Improve quality of life

To ensure stable access, public health authorities must focus on building strong local donor communities – through awareness, education, and incentives that highlight the life-saving impact of plasma donation.

💛 Thanks to committed plasma donors, Alpha-1 patients can live longer, healthier lives filled with hope.

#IPAW2025 #PlasmaSavesLives #PlasmaPowersPossibility #Alpha1 #RareDiseases



Post 4

1



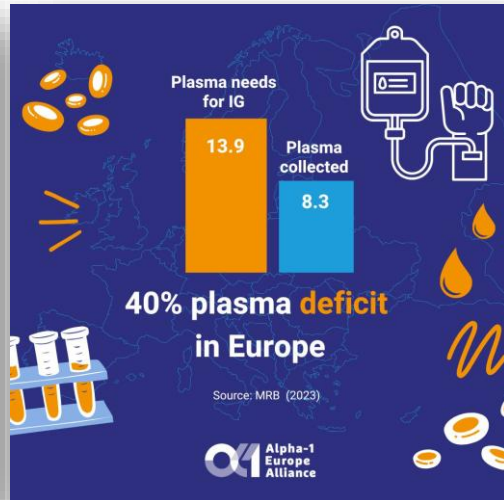
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COPY #4

Publication date: Thursday, October 9
[Tag PPTA and A1EA members]

🩸 Europe is facing a plasma shortage.

Europe is the second largest user of plasma worldwide, after North America, which consumes nearly half of the global supply. And demand keeps rising every year due to increased access to treatment, expanded diagnoses, and more patients being identified (MRB, 2023).

To meet patient needs, plasma collections in Europe should have increased by 4.3 million litres in 2019 and 5.6 million litres in 2020. Yet the EU still falls short and relies on the U.S. for 30-40% of its plasma supply.

👉 Every year, 2 million additional blood and plasma donors are needed across the EU – people willing to donate several times to support patients with rare, chronic, and life-threatening conditions.

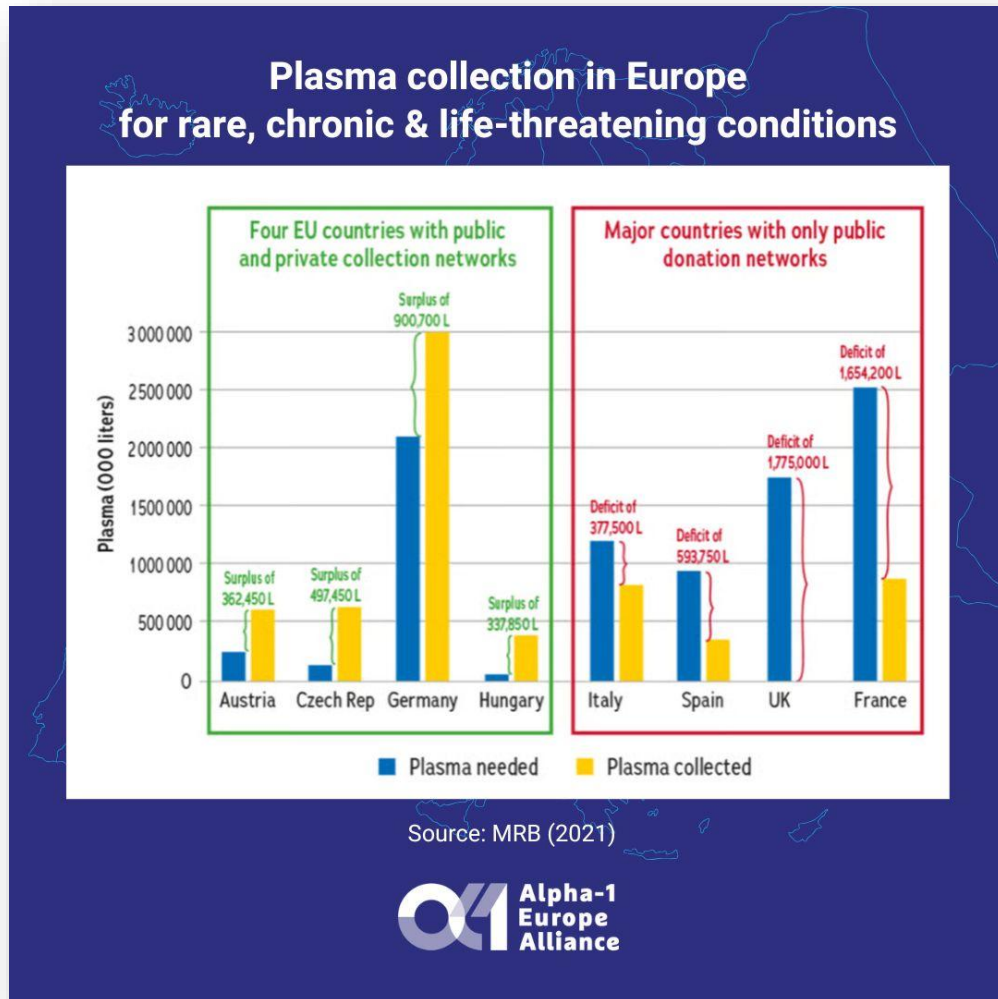
💛 During International Plasma Awareness Week, we call for dedicated plasma collection programs and coordinated outreach efforts across Europe.

#IPAW2025 #PlasmaSavesLives #PlasmaPowersPossibility #Alpha1 #RareDiseases

Post 5

COPY #5

Publication date: Friday, October 10
[Tag PPTA and A1EA members]



🔴 Towards plasma self-sufficiency in Europe

Countries with a combined public–private collection model – Austria, Czech Republic, Germany, and Hungary – collect 4x more plasma per resident than other EU Member States.

💡 Their models allow regulated compensation for plasma donors to cover expenses and inconvenience, while maintaining a voluntary, ethical framework.

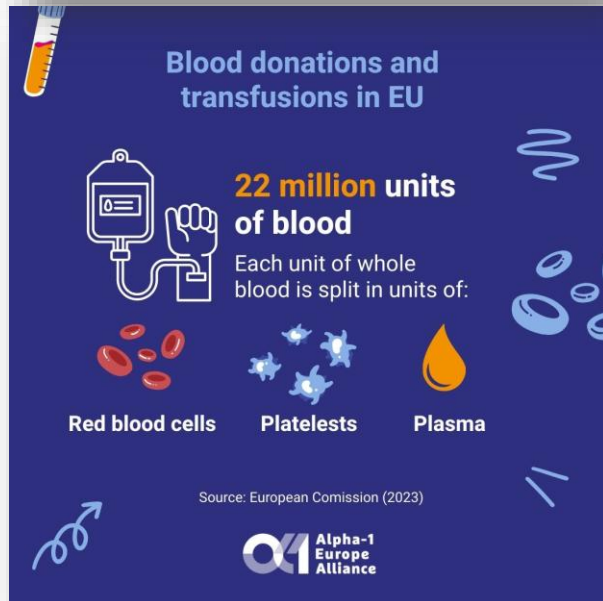
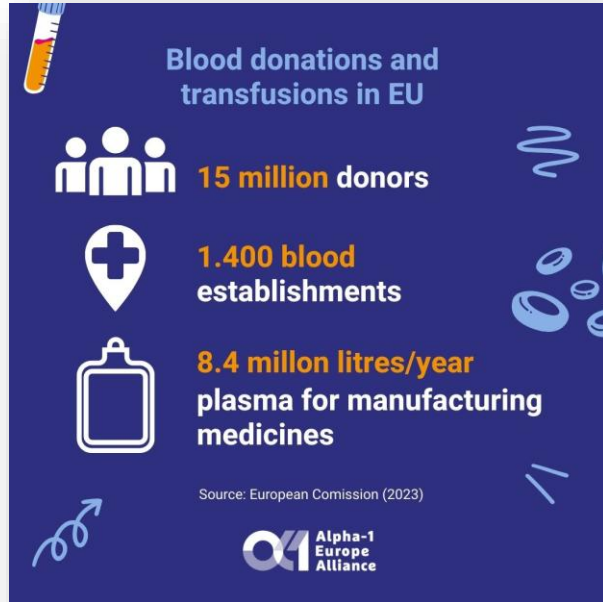
👉 These countries show that fostering both public and private collection systems can help achieve plasma self-sufficiency.

💛 Plasma-derived medicines are essential not only for Alpha-1 therapies, but also for treating people with a wide range of rare, chronic, and life-threatening conditions. To secure plasma for patients across Europe, we must explore similar approaches – ensuring access, fairness, and sustainability.

#IPAW #PlasmaSavesLives #PlasmaPowersPossibility #Alpha1 #RareDiseases #EuropeNeedsPlasma



Post 6



COPY #6

Publication date: Saturday, October 11

[Tag PPTA and A1EA members]

What is the SoHO Regulation – and why does it matter?

The SoHO Regulation is the EU’s new legal framework for substances of human origin, designed to strengthen the safety, quality, and accessibility of blood, plasma, and other donations used in healthcare.

- ✓ It gives the member states flexibility to design plasma collection models that fit their healthcare systems.
- ✓ It acknowledges that compensation is compatible with voluntary, unpaid donation.
- ✓ It ensures the health and safety of donors remain a top priority.

💡 This new framework is an important step toward increasing plasma collection in Europe, reducing dependency on imports, and securing treatments for patients who rely on plasma-derived medicines.

#SoHO #PlasmaSavesLives #EuropeNeedsPlasma #RareDiseases #Alpha1 #AATD #Thankyoudonors



Post 7

COPY #7

Publication date: Sunday, October 12
[Tag PPTA and A1EA members]



As we close International Plasma Awareness Week (IPAW), the Alpha-1 community wants to share a heartfelt thank you to all plasma donors.

♥ Your generosity makes life-saving treatments possible for more than 300,000 people across Europe living with rare and chronic conditions.

At the same time, we join the wider European community in calling on national authorities and stakeholders to ensure a more sustainable and diversified plasma supply within the SoHo framework – to minimize the risk of shortages, protect thousands of lives, and secure the long-term availability of plasma-derived medicines for patients in Europe.

Let's make sure access to plasma is secure, fair, and sustainable.

#IPAW2025 #PlasmaSavesLives #PlasmaPowersPossibility #AATD
#Alpha1 #RareDiseases

