



**I'm Not the Victim of Child Abuse...**

**I'm the Sufferer of Spontaneous Bruising  
Caused by a Poorly Understood & Underpublicized  
Bleeding Disorder Called ITP (Immune Thrombocytopenia)**

ITP is a growing but little understood health problem that most people (including some medical professionals) have never heard of. It affects individuals of all ages, sexes, and ethnic origins and 10 times as many people as hemophilia.

ITP is an autoimmune disease that causes the body to mount an attack against platelets that are essential to clotting in the blood. In addition to increased platelet destruction, some people with ITP also have impaired platelet production. Without a sufficient number of platelets, a person with ITP is subject to spontaneous bleeding or bruising. This bruising is often times mistaken for signs of physical abuse.

Fortunately, substantial progress in understanding the mechanisms of ITP has been made in recent years. New treatments are now available. As research continues, however, the challenge continues to educate healthcare professionals and the public about this disorder. ITP patients and caregivers often feel they know more about the disease than their healthcare providers. As a result, there has become an increasing need for ITP Centers of Excellence to study, treat, and accurately record data to further understand the disease. Similar centers have proven highly successful for studying, recording, and treating other bleeding disorders like hemophilia and sickle cell disease.

Join PDSA this September as we come together to make ITP as well-known as cancer and heart disease. There's never been a more important time to power up, get pumped, get in the game, and sport purple for platelets!! For more information about ITP in Children, visit [www.pdsa.org](http://www.pdsa.org) or call 1-87-PLATELET.

**September is National ITP Awareness Month**

**The last Friday of September is Sport Purple For Platelets Day**

