

Sample Letter to the Editor

Dear Editor:

Just imagine if your phone rang at three o'clock in the morning, waking you out of a deep sleep. The doctor tells you to come straight to the emergency room – not to brush your teeth, take a shower, and to be very careful not to bump yourself. "Couldn't it wait until the morning?" you ask. The doctor says... "No, you could bleed to death."

Immune Thrombocytopenia (ITP) affects almost 10 times as many people as hemophilia, yet most people know nothing about it. This lack of public awareness leaves many ITP patients feeling isolated and alone, and is the main reason why there is so little support for research on ITP and the lack of advancement in treatment. 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.

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.

While there is no cure for ITP, more is known about the disease each year and new treatments become available. But there are still so many unanswered questions.

On **[day, date]**, we are walking in support of ITP and PDSA. We hope everyone can join us at **[Location]** to walk to raise awareness of this bleeding disorder, and raise funds for ITP research and education. As **[an ITP patient/caregiver/someone that has lost a loved one to ITP]** I want to be sure that everyone knows to go see a doctor if they notice unusual bruising or excessive bleeding. I also want to be sure that no one has to go through their ITP journey alone.

[Optional - add 1 to 4 sentences about your journey with ITP here.]

Our Pump It Up For Platelets! event will, with help from the Platelet Disorder Support Association (www.pdsa.org), raise awareness for this poorly understood and under-recognized bleeding disorder and will support programs and research into better diagnosis and treatment of ITP.

Thank you for helping **(name of city/county)** support those with ITP.

Sincerely,

[Your Name Here]
[contact information]