



THE
BRITISH PORPHYRIA
ASSOCIATION
Charity No. 1089609
www.porphyrin.org.uk

The Campaign #PorphyriaTogether

Dates 2-9 April 2022

Hashtags #PorphyriaTogether
#PAW2022
#PurpleForPorphyria
#Tell15

Capture your porphyria: Can you sum up porphyria in one image?

We plan to generate a visual collage of 'porphyria' made up of as many 'captures' as possible! The plan is to share this visual representation later in the year! These images will help raise awareness and get people talking about what a life with porphyria is really like. **How would you capture this in one image?** We can't wait to see how you will 'capture your porphyria'!

We are a strong porphyria community, you are not alone, we are **#PorphyriaTogether**

Step-by-step guide: Capture your porphyria

STEP 1: Decide what element of your porphyria you would like to share

What would you focus on?

- Pain
- Treatments
- What you do differently because of your porphyria
- Your family/parent/partners/children
- Or something completely different

STEP 2: Find a suitable location to take the photo

You might already have a photo that sums up your porphyria perfectly, but if you haven't here's some tips for taking good photos:

- A clear/nice background (indoors or outdoors) and a well-lit area
- A clean camera/phone lens
- Could you wear purple? **#PurpleForPorphyria**

STEP 3: Email your photos to the BPA

1. Send to helpline@porphyria.org.uk
2. Deadline 09:00 on Sat 9 April 2022

For further details on the BPA's Porphyria Awareness Week campaign
please contact: helpline@porphyria.org.uk