



A 2018 review of EFAPH member associations

Françoise Courtois

Pat Evans , Dianne Prince

*15th Annual General Assembly
Heidelberg, May 9-10 th, 2019*

CANADA
www.haemochromatose.ca

EUROPE
www.efaph.eu

NORWAY
www.hemokromatose.no

UK
www.haemochromatose.org.uk

USA
www.hemochromatosis.org

IRELAND
www.haemochromatose.ie

GERMANY
www.haemochromatose.org

BELGIUM
www.haemochromatose.be

HUNGARY
www.hemokromatosis.hu

SPAIN
www.hemochromatosis.es

ITALY
www.emocromatosi.it

PORTUGAL
www.sphenocromatose.org

FRANCE
www.hemochromatose.org
www.hemochromatose.fr

BRAZIL
www.hemochromatosehereditaria.com

AUSTRALIA
www.ha.org.au

NZ



Haemochromatosis International

Therapeutic recommendations

HealthPathways

Accredited education



Patient information and support

International collaboration

Highlights

- 1. HH International Awareness week**
- 2. Cross border regional / national actions**
- 3. Government lobbying**
- 4. Nice initiatives**
- 5. Other awareness actions in Europe**
- 6. International initiatives**

World Haemochromatosis Week

International collaboration made it a success!

Logo designed by HUK (in 11 languages & 2 formats – PNG/EPS)

Media release prepared by HA
Is the world pumping too much iron?

Activities in many countries



MEDIA RELEASE

IS THE WORLD PUMPING TOO MUCH IRON?

World Haemochromatosis Week 04 – 10 June 2018



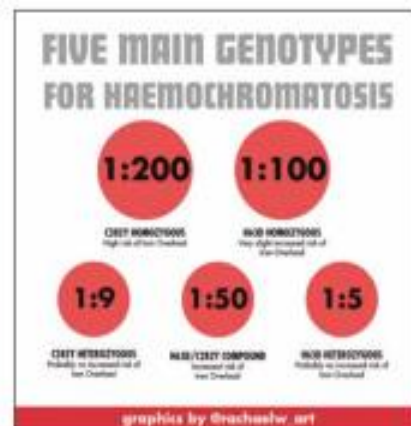
New research and new guidelines recommend early diagnosis and treatment for one of the world's most common genetic conditions.



Our sincere thanks to Sir Peter Cosgrove, Governor-General of Australia and Lady Cosgrove for helping raise awareness of haemochromatosis during World Haemochromatosis Week. They are pictured here proudly sporting our OVERLOAD collective cuff-links and brooch.



Sign at Newtown Fire Station, Sydney



An example of a graphic created by Rachael Wheeler



Haemochromatosis

is a common genetic condition causing too much iron.

- T**ricky to say
- E**asy to test
- S**imple to treat
- T**ragic to ignore



Find out if your iron level is right.
www.ha.org.au

- Activities in blood centers informing health professionals about HH





Activities in parks



Lectures



GBHH
www.hemocromatosebrasil.org.br



HH International Awareness week in Europe:

- 14 countries in February 2019



- Switzerland just gave up (March 2019)
- We hope someone will get involved soon

HAEMOCHROMATOSIS

**Genetic iron
overload disorder**



**Information - Prevention
Treatment**



HH International Awareness week in Europe:

• **HI initiative** (special congratulations from Margaret!)

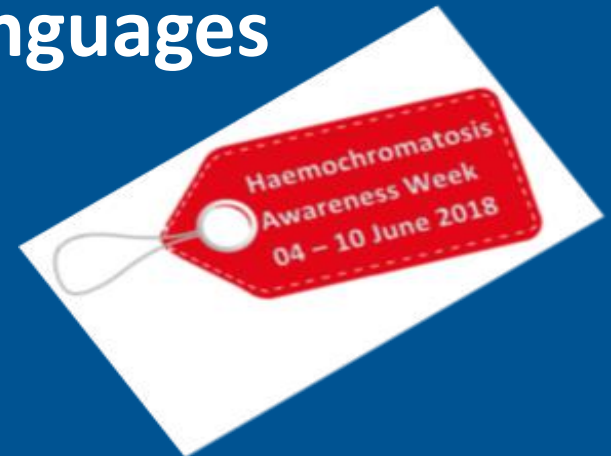


• **04 – 10 June 2018**

• **Special logo proposed by David Head**



• **The labels are available in 11 languages
and 2 formats**



- HI sent a common message to every member organisation
- Which translated it into their own language
- A nice communication tool to be used :
 - in press articles
 - on websites
 - by institutional partners
 -



MEDIA RELEASE

IS THE WORLD PUMPING TOO MUCH IRON?

World Haemochromatosis Week 04 – 10 June 2018



New research and new guidelines recommend early diagnosis and treatment for one of the world's most common genetic conditions.

Iron overload or haemochromatosis, is a serious condition in which too much iron is absorbed and stored in the body. It can cause liver cirrhosis, liver cancer, arthritis, diabetes and general fatigue.

World Haemochromatosis Week, which kicks off today, aims to strengthen awareness of iron overload as early diagnosis will result in better health outcomes for individuals as well as huge savings for a country's health care system¹.

Haemochromatosis groups worldwide, including European Federation of Associations for Patients with Haemochromatosis EFAPH, have joined in a push to raise awareness and improve the rate of early diagnosis of this prevalent but all too often overlooked condition.

Through international collaboration, a task force of haemochromatosis experts has agreed upon an objective, simple and practical set of therapeutic recommendations for managing hereditary haemochromatosis, which are applicable around the globe².

President Dr. Barbara Butzeck of EFAPH welcomes this landmark guideline, noting that although haemochromatosis the most common genetic disorder in Europe it is still widely under-diagnosed. "About one in 200 people of European origin have the genetic predisposition for haemochromatosis and additionally, one in 7 people are carriers of the gene that causes it"

"Haemochromatosis is under-diagnosed, partly because public awareness of the condition is low but also because its symptoms, including fatigue, depression and joint pain, are confused with a range of other illnesses. When undetected and untreated, iron overload can result in premature death," said Dr. Barbara Butzeck.

Although haemochromatosis is detected by simple blood tests, support groups around the world continue to hear familiar stories from people with significant health problems caused by a late diagnosis. Recent research by the Murdoch Children's Research Institute (MCRI) has shown that haemochromatosis should be treated even when iron stores are only mildly elevated.³

¹ De Graff, B et al. (2016, November 16). *Population Screening for Hereditary Haemochromatosis in Australia: Construction and Validation of a State-Transition Cost-Effectiveness Model*. Pharmacoeconomics.

² Adams, P. et al. (2018, March 27). *Therapeutic recommendations in HFE hemochromatosis for p.Cys282Tyr (C282Y/C282Y) homozygous genotype*. Hepatology International.

³ Ong, Sim Y et al. *Reduction of body iron in HFE-related haemochromatosis and moderate iron overload (MIRON): a multicentre, participant-blinded, randomised controlled trial* The Lancet Haematology, Volume 4, Issue 12, e607 - e614 <https://goo.gl/6ijumL>

HH awareness week june 2018 in Europe (1)



Ireland

HAEMOCHROMATOSIS AWARENESS DAY JUNE 7TH

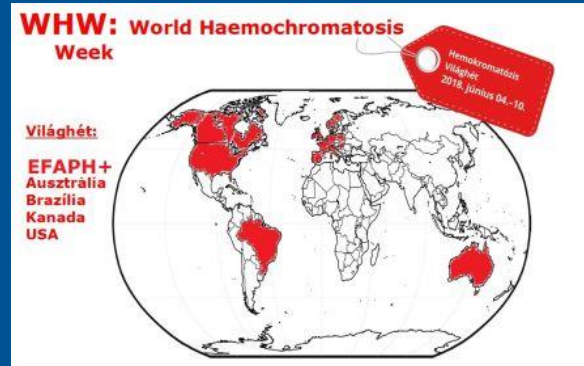
- Stands at over 30 venues nationwide
- Articles in the Irish Time and Irish Independent
- Dr Pat Kenny was interviewed on more than 13 regional radio shows highlighting HH signs, early diagnosis, ...



- Mini Marathon June 3rd 2018



HH International awareness week June 2018 in Europe (2)



Hungary



Budapest
Meeting and stands



Hungary regional TV

HH International awareness week June 2018 in Europe (3)



France

- 2nd National hemochromatosis awareness Week - DETECT/FER



Dissemination targeted at health professionals with the support of 17 health institutions : the French national medical Council (CNOM), learned medical societies, colleges of physicians, biologists, nurses...).

1. International Therapeutic Recommendations in HFE translated into French
2. Video clip : <https://www.hemochromatose.org/?s=clip+video>



Broadcast on:

- channel 33 (2000 doctors' waiting rooms, labs ...),
- social networks,
- learned societies', biologists', GPs' and physicians colleges' websites...



14 newspapers articles (40 issues): Ouest France, Télégramme de Brest, local news papers...



HH International awareness week June 2018 in Europe (4)



Portugal

- **Interviews** : - Portuguese TV
- Radio channels
- **National press** : special reports



June 2018: a picture of the extended family featuring haemochromatosis patients along with their friends and families on Haemochromatosis Day at Esposende

HH International awareness week June 2018 in Europe (5)



Spain

08 June 2018- Blood donation day at the Hospital Clínic in Barcelona



09 June 2018- AGM AEH - Visit to Sagrada Familia - attendance of patients >75 persons!!!



HH International awareness week June 2018 in Europe (6)

Germany

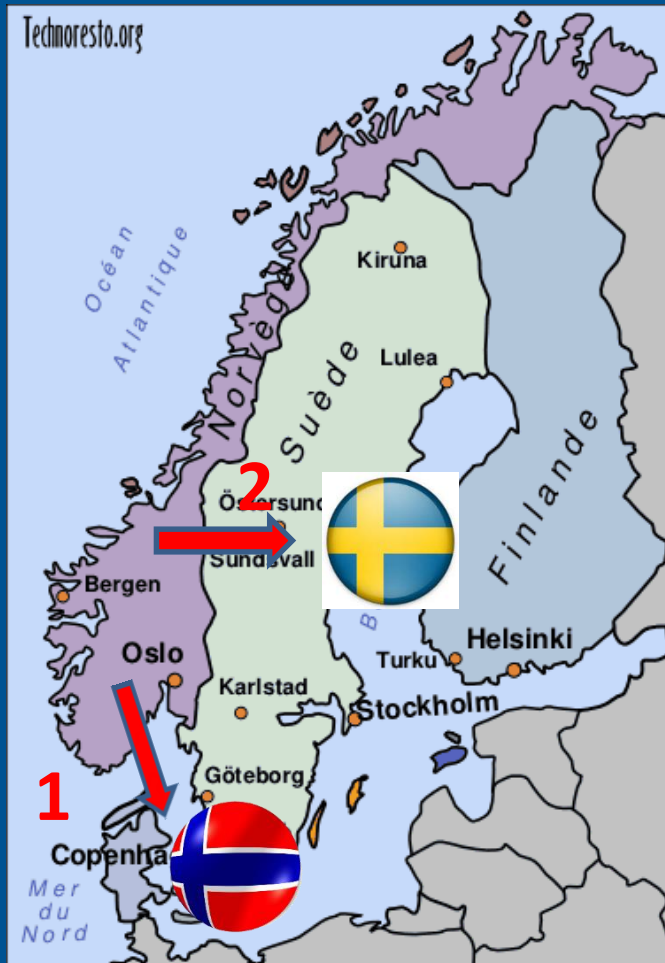


A dedicated hotline animated by the scientific board for a few hours several days over the HH week

Highlights

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2. Cross border regional / national actions
3. Government lobbying
4. Nice initiatives
5. Other awareness actions in Europe
6. International initiatives

Regional / national actions : Norway and the Scandinavian group!



1: DK 2016
2: SW 2018



Thanks Ketil!



New Sweden team: Marten,
Ing Marie and Eleonor

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Government lobbying (1)



The Danish National Board of Health has decided that haemochromatosis be assigned to the speciality of gastroenterology and hepatology. Consequently, a much larger number of HH patients were diagnosed (+++)



Reform of the 'third sector' paved the way to a comprehensive revision of how non-profit organisations are registered and operated.

This will affect the Italian association constitution, the membership rules, operational methods and financial affairs.

Government lobbying (2)

Phlebotomy



A close cooperation between FFAMH, the French Blood Establishment (EFS) and the French Health Authorities lead to an amendment **to open to HH patients the possibility for blood donation in the 124 EFS blood bank sites nationwide.**



May 2018 - Modification of decree 10/88 of 2005 on Donation by a Royal amendment that **allowed the use of all the blood of people with hemochromatosis.**

Government lobbying (3)

the cost of phlebotomy



Negotiations by HVD (scientific committee) + German Hepatology and Rheumatology societies with the new German Health minister to obtain **free** access to phlebotomy



16 months of negotiations without much success with the Irish Minister for Health regarding an 80€ charge for venesection in certain hospitals.

An unfair and prohibitive charge mainly affects patients without a medical card or private health insurance.

.... ***This issue is currently being taken into account!***



Following the gradual cessation of phlebotomies in most hospital care services and EFS for financial reasons (low reimbursement cost), FFAMH submitted a file to the Ministry for Health for a reassessment of the act (the same quotation for all partners)...

A "titanic" fight!

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Nice initiatives (1)



The « Iron Games » a great event !

- 11 teams for construction firms (with Irish roots) will compete in 4-sport tourney
- 4 Iron Cups sponsored by the Toureen Group
- It brought out significant funding -> HUK will propose to run a 3-year-HH Education programme



football



hurling



soccer



golf

Nice initiatives! (2)

Haemochromatosis

is a common genetic condition causing too much iron.

Tricky to say
Easy to treat
Simple to test
Tragic to ignore



Find out if your iron level is right.



What about translating into other languages ?

Nice initiatives! (3)



Germany

2018 Annual week end in Black forest for Haemochromatosis Patients – HVD members and family



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Clinicians and general public awareness actions in Europe (1)



Clinicians and general public awareness actions in Europe (2)



Hungary : 2 large conferences + new leaflet 500 GPs/2000 GPs



Denmark : 1 dedicated folder send to 4000 GPs



Portugal: 2 symposia of 150 GPs : 300 GPs



France : 1 symposium (National Biology days) 1000 Biologists



Ireland: 5 large information meetings: Dublin, Kikenny, Letterkenny, Tullamore, Mayo



UK: 3 Patient Information Days (PIDs): Belfast, Liverpool, Edimburg

Deployment of actions in the regions...



This year, the Associazione per lo Studio dell'Emocromatosi e delle Malattie da Sovraccarico di Ferro, set up regional representatives in :

- Lazio
- Veneto
- Tuscany



A promising initiative that has already been proven by some EFAPH country members

Awareness and information for students and nurses in Europe



1 seminar (1 day) for best practices for venesection (nurses)



2 educational lectures for students in Heidelberg and Bonn about HH given by 2 HVD members as « undiagnosed patients »



7 meetings organised with the support of the nurses' college in the Parisian area

World day of Rare diseases in Europe



Juan Bedmar (AEH Delegate in Madrid) had a privileged contact with the Spanish Queen



Different stands in Pécs (2018/2019) and in Szeged medical university (2019)

Highlights

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International initiatives

International Recommendations drivers by Paulo

Hepatology International (2018) 12:83–86
https://doi.org/10.1007/s12072-018-9855-0

GUIDELINES



Therapeutic recommendations in *HFE* hemochromatosis for p.Cys282Tyr (C282Y/C282Y) homozygous genotype

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Abstract

Although guidelines are available for hereditary hemochromatosis, a high percentage of the recommendations within them are not shared between the different guidelines. Our main aim is to provide an objective, simple, brief, and practical set of recommendations about therapeutic aspects of *HFE* hemochromatosis for p.Cys282Tyr (C282Y/C282Y) homozygous genotype, based on the published scientific studies and guidelines, in a form that is reasonably comprehensible to patients and people without medical training. This final version was approved at the Hemochromatosis International meeting on 12th May 2017 in Los Angeles.

Introduction

Although guidelines are available for hereditary hemochromatosis (HH), a high percentage of the recommendations within them are not shared between the different guidelines [1]. Our main aim is to provide an objective, simple, brief, and practical set of recommendations about therapeutic aspects of *HFE* hemochromatosis for p.Cys282Tyr (C282Y/C282Y) homozygous genotype, based on the published scientific studies and guidelines, in a form that is reasonably comprehensible to patients and people without medical training.

The final version of these recommendations was approved at the Hemochromatosis International meeting on 12th May 2017 in Los Angeles.

Whom to treat and when to start

Patients with *HFE* p.Cys282Tyr (C282Y/C282Y) homozygous genotype and biochemical evidence of iron overload, i.e., increased serum ferritin (> 300 µg/L in male and postmenopausal female and > 200 µg/L in premenopausal female) and increased fasting transferrin saturation (≥ 45%) [2, 3].

Considerations

- A judgement has to be made for each individual patient taking into account their ferritin level (according to local reference value), age, gender, and co-morbidities.
- Patients with other genotypes should be referred for further advice.
- Recent studies observed a beneficial effect of early and sustained management of patients with iron excess, even when iron load is mild or moderately elevated serum ferritin [4, 5].
- Elevated serum ferritin values are very common and the most frequent causes are not associated with HH, but with metabolic syndrome, inflammation (ferritin is an acute-phase protein), alcoholism, and liver damage. Thus, it is critical to investigate rigorously the cause of

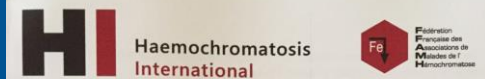
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Translation in several languages

...



Recommandations thérapeutiques dans l'hémochromatose *HFE* caractérisée par le génotype p.Cys282Tyr (C282Y/C282Y) à l'état homozygote

Hepatology International Publié en ligne : 27 mars 2018.
Les Auteurs (s) 2018. Cet article est publié en accès libre sur Springerlink.com.
https://doi.org/10.1007/s12072-018-9855-0

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Traduction française – mai 2018
Brigitte Pineau – Présidente Fédération française des associations de malades de l'hémochromatose
Relecture et validation : Pr Pierre Brissot – Inserm Unité 1241 – Hôpital universitaire de Pontchaillou – Rennes



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CHU de Rennes – Service des Maladies du Foie – 2 rue Henri Le Guilloux – 35033 Rennes Cedex 09
Association loi 1901 déclarée d'intérêt général – Membre de la FFAMH
www.association-hemochromatose-ouest.fr - president.aho@univ-rennes1.fr

- **Portuguese and Spanish Translations of Therapeutic Recommendations**

Recomendações terapêuticas para a hemocromatose com o genótipo homocigoto *HFE* p.Cys282Tyr (C282Y/C282Y)

Recomendaciones terapéuticas en hemocromatosis con el genotipo homocigoto *HFE* p.Cys282Tyr (C282Y/C282Y)

Hepatology International

Published online: 27 March 2018.

The Author(s) 2018. This article is published with open access at Springerlink.com.

<https://doi.org/10.1007/s12072-018-9855-0>

- **2018:** 925 individuals registered as patient on the site.
- **Challenges:** more involvement of patients as members and with the actions of the group.





- Biennial haemochromatosis conference
- Prof Olynyk's research
- NHMRC submission for screening



Fig. 3. Suggested approach to investigation for presence of HFE in patients based on presence of HCV or HCV results from full blood picture analysis.



- APNA module published online
- Haemochromatosis HealthPathways in 17 Primary Health networks around Australia
- Closer relationship with Australian Red Cross Blood Services – Red 25 group & challenge, presentations to ARCBS centre staff
- Clinical trials underway in several states
- Presence at health conferences including Blood 2018, APNA, The Australian Rural Health Conference, GPCE

Haemochromatosis for Nurses

- Member Price: Free
- Non-Member Price: \$38.50 Buy Now
- Members, please log in to register.

This course has been developed to provide an understanding of haemochromatosis, its symptoms, diagnosis and management.

After completing this module you will be:

- Confident in recognising the symptoms and signs of haemochromatosis, and refer for further investigation.
- Confident in supporting and educating the patient and their family on how to manage their condition.
- Able to safely perform a venipuncture when ordered by a medical professional, and
- Aware of the Haemochromatosis Australia information line for further support and information.

The educational activity has been developed by Haemochromatosis Australia Inc for APNA.

Duration approx. 1 CPE hour

Cost: \$38.50 inc GST + APNA Members FREE



Challenges

- Inequities in access to treatment across the continent
- Capacity constraints of volunteer organisation
- Organising face to face patient information days now considering FB Live for specific topics

Haemochromatosis Australia

Inherited Iron overload disorder



Public Health Promotion Campaign - Hereditary Haemochromatosis – 4-8KSR2CI

B. Grant Activity

The Public Health Promotion Campaign aligns with Annexure A3 'Chronic Conditions Prevention and Management' of the PHODGP Guidelines:

- Increase the community's awareness, knowledge and understanding of the risk factors and protective factors of chronic conditions.
- Increase the effectiveness and efficiency of the prevention, treatment, control and management of chronic conditions through the quality improvement of health services
- Identify and address the community's health and health promotion needs through an evidence-based approach.

The Public Health Promotion Campaign will promote the importance of early detection of hereditary haemochromatosis in order to prevent harm caused by the accumulation and storage of excess iron, with the purpose of encouraging at-risk young adults to take preventive action.

There are two major campaign aims:

1. To encourage young people to find out if they may be at risk of hereditary haemochromatosis.
2. To support young people at risk of iron overload to self-manage the condition, by providing a range of engaging content material based on health literacy principles, easily accessible via social media platforms.

The Activity has four phases:

1. Media (radio and television) - community service announcement (CSA) for television and radio and associated supporting activities (July-September 2018).
2. Social Media (Facebook, Instagram, Twitter) - develop narrative, create and pilot content materials on digital and social media (including 10-12 patient stories and supporting animated videos, infographics and print material) (September-December 2018).
3. Medical Practices - roll out CSA in selected medical practices across primary health networks where a haemochromatosis HealthPathway is in place (January-June 2019).
4. Campaign Evaluation and Sustainability - evaluate the impact of the campaign on the target group (20-35 year olds) by tracking HFE gene tests, iron studies results, numbers of new blood donors (via Haemochromatosis Australia's Red 25 program), numbers of referral for Therapeutic Venesection (via Red Cross High Ferritin app).



Are you the first?



- Social media followers are growing
- Facebook followers appear to prefer simple, graphical content or stories they can relate to on a personal level - Facebook is almost like a support group
- Increase in social media following does not result in increasing membership or donations
- Campaign has helped us develop large number of resources for future use
- Built stronger connections to aligned organisations
- Established ongoing relationships with journalists
- 20-30% increase in website traffic during social media campaign





Focus on Raising Awareness Multimedia and grassroots activities



- A 4 month multi-media campaign utilizing Facebook, Google and YouTube successfully combined awareness, information and direct actions which promoted the benefits of screening and early detection to targeted audiences in the provinces of British Columbia and Nova Scotia, including healthcare professionals and individuals with a Northern European and Celtic ancestry.
- **275,000+** unique individuals in our Facebook audience
- **Hundreds** of shares, comments and reactions gave strong indication that an interested and engaged audience was reached and that the campaign messages were spread to other provinces
- **14,800+** visits from Facebook to our Self-Assessment page on our website, with visitors spending an average of three minutes checking their risk for hemochromatosis.
- **10,000+** visitors from Facebook spent time reading five new case histories on our website, along with symptom and testing information.
- **27,000** visits came through to our website from Google search and display ads.
- **7,000** visits to our website were attributed to health professionals
- **300,000+** views of our 30 second videos on YouTube,
- Ottawa Information Session, using Facebook Live for the first time ever in CHS history to provide greater access for Facebook users wanting to learn more about hemochromatosis



Focus on Raising Awareness Multimedia and grassroots activities



- Hemochromatosis on the Hill event on Parliament Hill with co-host Senator David Wells, promoting awareness amongst MPs, Senators and their constituents



- Ottawa Irons for Iron Golf Event, which helped to raise awareness and \$11,530
- Awareness presentation to Rotary Club of Winnipeg West
- Radio interviews in Atlantic Canada and with campus-based stations
- Interview for Global News online article "What is the 'Celtic Curse?' Hemochromatosis Explained"
- Calgary Information Session with panel of 5 hemochromatosis sufferers



- Awareness and information booth at Ottawa Health and Wellness Expo
- Awareness at Canadian Blood Services blood donor clinic in Quispamsis, NB
- Awareness booth at the Family Medicine Forum in Toronto to connect with 3,500 attending family physicians



NZ
www.leukaemia.org.nz

- HI's newest member
- <https://www.leukaemia.org.nz/information/about-blood-cancers/haemochromatosis>
- Treatment managed by NZ Blood Service until maintenance reached when patient is referred back to their general practitioner
- <https://www.nzblood.co.nz/clinical-information/transfusion-medicine/information-for-health-professionals/venesection-and-haemochromatosis>



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JOIN THE EXCESS IRON DISCUSSION GROUP

To Get **On** the List:
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To Get **Off** The List:
Excessiron-off@mail-list.com

Once you subscribe to the discussion list, you will receive an email with instructions to confirm your decision to participate. You must complete the steps of accepting the terms before you can begin to post and share in the discussion. As a participant of the Excess Iron discussion group you may receive Alerts about news or announcements related to excess iron.

Name *

First Name

Last Name

Email Address *

How Can We Help You? *

SUBMIT

Please note:

We are a volunteer organization. At this time, we are unable to offer any phone service. Please utilize our web form or continue to view our websites. You can find additional information about hemochromatosis on irondisorders.org.



Iron Disorders
Institute

@irondisordersinstitute

Home

About

Posts

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Community

Reviews

Info and Ads

Like Follow + Create Fundraiser

Send Message

About

Suggest Edits

Mission

IDI exists so that people with iron disorders receive early, accurate (complete) diagnosis, appropriate treatment and are equipped to live in good health.

CONTACT INFO

m.me/irondisordersinstitute

http://www.irondisorders.org

MORE INFO

About

http://www.irondisorders.org

Company Overview

Iron Disorders Institute's vision is that no one should suffer or die prematurely because of Iron-Out-of-Balance™

Founding date

Iron Disorders Institute is a 501(c)(3) national organization headquartered in Greenville, South Carolina. IDI received its non-profit status in 1998.

Products

Physician Reference Charts
Hemochromatosis
Iron Overload with Anemia... See More

Nonprofit Organization

**A worldwide
Network so
active!**