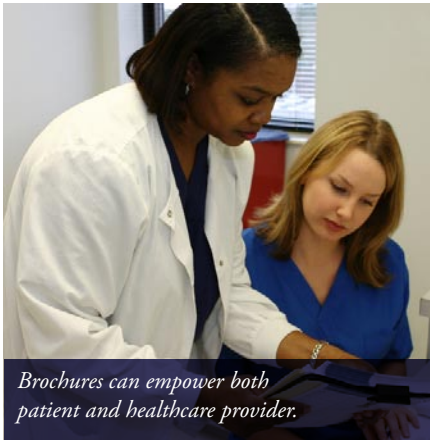




VOLUNTEER | NEWS

Preeclampsia Foundation Newsletter • Spring 2006



Brochures can empower both patient and healthcare provider.

Awareness and education in five easy steps A how-to for brochure distribution

STEP 1:

Email carol@preeclampsia.org and request a brochure "Starter Kit".

STEP 2:

Receive your FREE "Starter Kit", containing 25 sample brochures, in the mail. Via e-mail, receive an order form and a "Dear Doctor" cover letter.

STEP 3:

Schedule meetings with potential brochure distribution sites.

STEP 4:

Present the brochure. Note that the only cost for the brochures are S&H fee, which will be invoiced to the health care provider when their brochures are shipped directly to them.

STEP 5:

Follow-up with a phone call.

The brochure campaign:

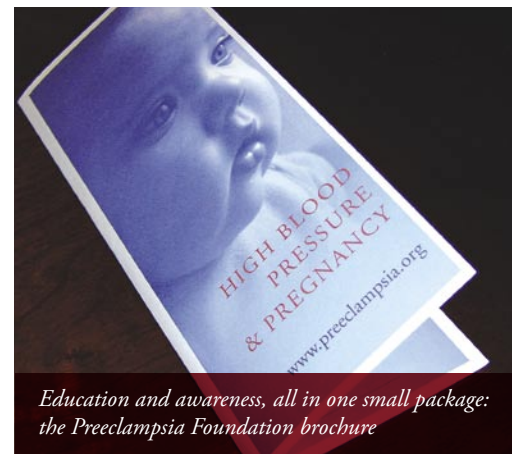
Moving the Preeclampsia Foundation from the Internet to your local community

The Preeclampsia Foundation has always been of the opinion that an educated woman is a prepared woman. "After all, our tag line says 'Know the symptoms...trust yourself,'" says Carol Hamilton, Pharm. D, Preeclampsia Foundation vice chair of board and director of volunteer development.

That's why the brochure campaign has been a dream for Hamilton and other Preeclampsia Foundation members almost since the Foundation's inception. The goal of the brochures is to raise awareness and offer education, says Hamilton, noting that they can be a tool to empower both health care providers and patients. Over 20,000 brochures have been distributed to date, with 80,000 more to go in this first printing.

Physicians and other health providers are constantly pressed for time. Having a brochure that can at least start the dialogue about preeclampsia - by providing the vast majority of the information - will allow them to communicate more efficiently with their patients about the issue.

For women, the brochure can offer a valuable education. Women who have already been diagnosed will have information that will empower them to ask more questions



Education and awareness, all in one small package: the Preeclampsia Foundation brochure

about their illness and what to expect. Most importantly, says Hamilton, the brochures will help to ensure that every pregnant woman knows that preeclampsia exists—and what the warning signs are.

Another tool for engaging nurses or physicians in their patient education efforts is our new Rx pads. They look very similar to a physician's prescription pad with check boxes next to signs and symptoms down one side and blank spaces to fill in BP, proteinuria and weight gain down the other. During a patient visit where preeclampsia is diagnosed or suspected, the health care provider can fill out the applicable information, then rip off the page and hand it to the patient to take home. Our website and toll free phone number appear at the bottom as a "next step" resource for the patient.

"We want to try to help women avoid what many of us went through, where the very first time you hear the terms 'preeclampsia' or 'HELLP' is when you're in the hospital in a critical situation," says Hamilton.

Turn to **BROCHURE CAMPAIGN** on pg. 4

Operations team overview

Warmest greetings to our most treasured asset - our volunteers! Welcome to the first edition of Volunteer News (look for a naming contest coming soon), an important tool in our volunteer development program that will help you stay connected with the Preeclampsia Foundation mission.



Eleni Z. Tsigas, Chair
Preeclampsia Foundation

We have so many amazing volunteers working around the country - raising money, distributing patient information brochures, building awareness, providing peer-to-peer support and more. This newsletter is an opportunity to applaud those great results, share ideas and inspiration, and keep you connected to our national agenda so we're marching in lock step to our ultimate goal - putting ourselves out of business!

We've spent the past year "rebuilding" our infrastructure, developing an awesome Operations Team, and working to develop a strategic plan to carry us into the next several years. Here's a look at who's who in Operations, and who to contact with questions and ideas:

JAIME NOLAN, DIRECTOR OF OPERATIONS, oversees the administrative, financial, technical, legal and basic operations of the organization. Contact Jaime (Jaime@preeclampsia.org) if you have questions about:

- *Copies of the PF's annual reports or other public documents*
- *event insurance*
- *accounting practices for local events*
- *getting a receipt for your donation*
- *getting brochures, Rx pads, White Papers, banners and any other materials*

- *anything else you're not sure what to do with!*

CAROL HAMILTON, DIRECTOR OF VOLUNTEER DEVELOPMENT, oversees our volunteers, including recruiting and retaining the best people, and providing training and education. Contact Carol (carol@preeclampsia.org) if you have questions about:

- *volunteering for the PF in your city or state*
- *starting or joining a local group*

- *distributing patient information materials (brochures, flyers, etc.)*

CATHERINE O'CONNELL, DIRECTOR OF RESEARCH, oversees our research agenda, including developing consistent procedures for how researchers may use the Preeclampsia Foundation and what research we engage in. Contact Catherine (research@preeclampsia.org) if you have questions about:

- *posting a call for study participants or otherwise enlisting the PF's support for your research*

Laura Muller, DIRECTOR OF PATIENT SUPPORT, oversees our online forum, crisis response, and developing additional resources for patient and family support. Contact Laura (laura@preeclampsia.org) if you have questions about:

- *responding to urgent patient or family needs*
- *other patient or family support resources*

CONTACT ILEANA BALCU, IT COORDINATOR (ileana@preeclampsia.org), if you have questions about:

- *the technical aspects of our website*
- *our National Preeclampsia Registry*

Contact **Fiona Morrow** (Fiona@preeclampsia.org) if you have questions about:

- *the Preeclampsia Foundation forums*

CONTACT ERIK HENRIKSON (erik@preeclampsia.org) if you have questions about:

- *technical problems with the forum*

CONTACT MOLLY LAURETO, NEWSLETTER COORDINATOR (mllaureto@yahoo.com), if you:

- *have ideas or contributions for our new quarterly newsletter*

CONTACT LAUREN LARSEN, SAVING GRACE 2006 EVENT CHAIRPERSON (laurenwardlarsen@earthlink.net), if you:

- *would like to be on the planning committee for the October 27, 2006 event*

CONTACT KRIS STEVENS, NATIONAL WALK-A-THON COORDINATOR (kris@preeclampsia.org), if you:

- *have questions about our annual Walk-A-Thon.*

Finally, while I'm technically the chair of the board and acting executive director, I'm really the coach for this amazing team. If you have thoughts or ideas that don't fit naturally somewhere above, you're welcome to contact me at Eleni@preeclampsia.org. We expect this list to expand as the team grows and we'll try to keep it updated online and in this newsletter.

Our continued gratitude goes out to the scores of volunteers who have committed to serving the cause. Every life we impact keeps us going!

Warmest regards,

Eleni Z. Tsigas, Chair
Preeclampsia Foundation

Saving lives through awareness: *Betsy's testimonial*

I found your site during my second pregnancy. I had developed severe preeclampsia with my first pregnancy seven years before, and wanted to submit a few questions regarding my health, as I was dealing with preeclampsia again. The knowledge and encouragement I gained from your site educated me greatly, and helped me see that I needed to go into the hospital and get checked out.

I was admitted at 29 weeks, was diagnosed with HELLP Syndrome, and delivered my daughter the next day at 30 weeks via emergency c-section. I had a placental abruption, and my daughter had to be resuscitated at birth. She was

born on Memorial Day, and after heart surgery and a few other complications, she came home in July.

If I had not educated myself, I would not have gone to the hospital that weekend and without a doubt my daughter, Sophia Grace, would not be alive. I thank God every day for what you do. You have made a difference and with me alone, have accomplished the goal set forth for this foundation! I cannot thank you enough!

Betsy, mother to: Bella, born at 35 weeks due to severe preeclampsia; and Sophie, born at 30 weeks due to severe preeclampsia and HELLP Syndrome.

WALK-A-THON 2005 HIGHLIGHTS



Last year's national walk-a-thon included 18 cities, over 2,000 walkers and raised \$50,000. First-time organizers from Tampa Bay, Fla. and Ann Arbor, Mich. had strong showings and a great time! Organizers in Davenport, Iowa, (not pictured) pulled off amazing results with over 300 walkers celebrating the life of Shelley Bridgewater, who died after giving birth to her daughter.

VOLUNTEER PROFILE

Q&A with Atanya Swinler of Glendale, Ariz.



Atanya Swinler

HOW DID YOU HEAR ABOUT THE PREECLAMPSIA FOUNDATION?

I first heard about the Foundation from a news article sent from my father-in-law after the loss of my daughter, Alexis Rose, in 2004.

WHY DO YOU VOLUNTEER FOR THE PREECLAMPSIA FOUNDATION?

Originally, I wanted to honor Alexis, and to turn the pain into a positive healing process - and I wanted to help prevent another person from going through what I went through. It was also helpful to me to meet others who have been in a similar circumstance and have survived it.

WHAT IS YOUR CURRENT PROJECT?

The 2006 Walk-a-Thon.

WHAT IS YOUR FAVORITE THING ABOUT VOLUNTEERING FOR THE PREECLAMPSIA FOUNDATION?

To feel like I have made a difference, and to find the bigger picture since Alexis became an angel. I know I would not be a part of such a wonderful organization if I hadn't gone through the loss.

WHAT WAS YOUR FAVORITE MOMENT OF VOLUNTEERING FOR THE PF?

So far it has been the moment right before the 2005 Walk-a-Thon. The speech our state coordinator, Jill Mushet, gave made me feel like I was in the right place. I love the people I have met and hope to continue to meet new friends.

VOLUNTEER NEWS

Our mission: To provide inspiration, information, and ideas for the volunteers of the Preeclampsia Foundation - a 501(c)(3) non-profit organization dedicated to educating patients and health care providers, funding research, and supporting those who have been affected by preeclampsia and other hypertensive disorders of pregnancy.

NEWSLETTER STAFF

Molly Laureto, Coordinator • Susan Catto
Jennifer Johnson • Mary Karius • Jill Mushet
Alexandria Powell • Andrew Rustad • Suzanne Sterns

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Make an impact: Become a volunteer

By Carol Hamilton, Pharm.D.,
Preeclampsia Foundation vice chair of board,
national group coordinator

Our organization is poised to shift into a whole new phase - moving the Preeclampsia Foundation from the Internet to your local community - and we need you to help us get there!

As an all-volunteer organization, the contribution of our members is highly valued and has a direct impact on our ability to meet the Foundation's goals and objectives. Our volunteer program is constantly evolving, and we are always eager for members to step forward and participate in our organization in a more direct way. Various volunteer opportunities exist that can be accommodated to your time availability, skills, background and interests. Here are just a few:

- **Get involved in brochure distribution** - help women to become informed about preeclampsia before they find out about it through a devastating experience. We need volunteers to distribute educational brochures to physicians offices, hospitals, clinics, childbirth education classes and other appropriate areas in your local community.

- **Join your state Preeclampsia Foundation group (or start one!)** Many states currently have a Group Coordinator serving to lead community-based events such as support services, fundraisers, and education and awareness initiatives. If there isn't a Group Coordinator for your state, you could be the one to get it all started!

- **Organize next year's Walk-A-Thon in your city.** Soon entering its third year, this event is one of our most important fundraising and awareness-building activities. Or look for other local fundraising opportunities.

- **Tell us how you can help.** If you have a particular background, skills, or experience that you would like to offer, please let us know.

As preeclampsia survivors we are all impassioned to make a difference. We all want to help others avoid the trauma of our experiences. Becoming a volunteer allows you to make an impact by offering the most valuable resource...you!

To find out more, email carol@preeclampsia.org

Wish list:

Specific volunteer needs

- Local coordinators for the 2007 Walk-A-Thon. No experience necessary! Contact Kris Stevens at kris@preeclampsia.org.
- Volunteers in San Francisco and surrounding areas to help plan the Saving Grace 2006 event. Contact Lauren Larsen at laurenwardlarsen@earthlink.net.
- Volunteers to help out in the following areas:
 - ▶ website designer
 - ▶ national fundraising coordinator
 - ▶ public relations professional
 - ▶ media relations expert
 - ▶ professional graphic designer
- Printing donation for 25,000 Spanish language brochures.

If interested, please contact Jaime Nolan at jaime@preeclampsia.org.

CALENDAR of EVENTS

MAY 6

- Walk-A-Thons in Phoenix, Ariz., Harrisburg, Penn., and Pottsgrove, Penn.

MAY 13

- Walk-A-Thons in Atlanta, Ga., Davenport, Iowa, Indianapolis, Ind., Ann Arbor, Mich., Minneapolis, Minn., Rome, N.Y., Marion, Ohio, Portland, Or., Beaver Dam, Wis., and Seabrook, Texas.

MAY 20

- Walk-A-Thon in Santa Barbara, Calif.
- Professional Tarpon Tournament Series' Ladies Day Event in Boca Grande, Fla.

MAY 27

- Walk-A-Thon in Auburn, Ind.

JUNE 17

- Professional Tarpon Tournament Series' Silver King Banquet in Boca Grande, Fla. Silent Auction will be held to benefit the Preeclampsia Foundation.

JULY 21-23

- Preeclampsia Foundation Leadership Training Conference.

SEPTEMBER 30

- Susan Denise Lowrimore Golf Tournament in Mansfield, Texas

OCTOBER 27

- Saving Grace: A Night of Hope event in San Francisco, Calif.

Brochure Campaign

Continued from page 1

The Foundation is relying almost entirely on volunteers for its brochure distribution. "We feel that having our own members be involved in the distribution of the brochures is really impactful," says Hamilton. "It puts a face on the issue, as opposed to finding a list of addresses of physician practices around the country and just mailing them off with an order form in hopes that someone will be interested."

The Foundation's hope is that the brochures are placed in as many places as possible: from large hospital systems to small community birthing clinics, from childbirth classes to women's health centers. Many more volunteers are needed to ensure this hope can be met. "There's no cost to the volunteer," says Hamilton. "All it takes is time and energy, and then you have the power to fight this disease through education."

For more information about the brochure distribution process, check out the sidebar on page one.