

SOCIAL MEDIA MESSAGES

#PERCHresults

ALL CONTENT EMBARGOED until 27 June 2019 23:30 UK time / 6:30pm EDT

CAUSES OF SEVERE PNEUMONIA REQUIRING HOSPITAL ADMISSION IN CHILDREN WITHOUT HIV INFECTION FROM AFRICA AND ASIA: THE PERCH MULTI-COUNTRY CASE-CONTROL STUDY

The Lancet Vol 393, 27 June 2019

The Pneumonia Etiology Research for Child Health (PERCH) Study Group

Funded by The Bill & Melinda Gates Foundation

<http://perchresults.org>

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SUGGESTED POSTS

Click on an image to download. Copy/paste text to share on social channels.

STOPPING PNEUMONIA

Knowing what causes pneumonia in countries most impacted helps us prevent and treat it better

PERCHRESULTS.ORG

File: Knowing causes of pneumonia leads to better prevention and treatment.mp4

Suggested text:

Pneumonia is a bigger cause of child mortality than malaria, tuberculosis, HIV, Zika and Ebola combined. But which germs actually cause pneumonia in children under 5? Knowing helps scientists find better solutions and save lives. Explore #PERCHresults at <http://perchresults.org>

CAUSES OF SEVERE PNEUMONIA

Explore the top causes of pneumonia across 7 countries



PERCHRESULTS.ORG

File: viruses cause lots of pneumonia.mp4

Suggested text:

#PERCHresults show viruses are responsible for most severe pneumonia in children in Africa & Asia—this will help doctors better prevent and treat a leading cause of childhood deaths. Explore the top causes of pneumonia across 7 countries at <http://perchresults.org>

DEVELOPING NEW VACCINES

Groundbreaking study tells us which new vaccines would have the most impact on illness and deaths from childhood pneumonia in Africa and Asia

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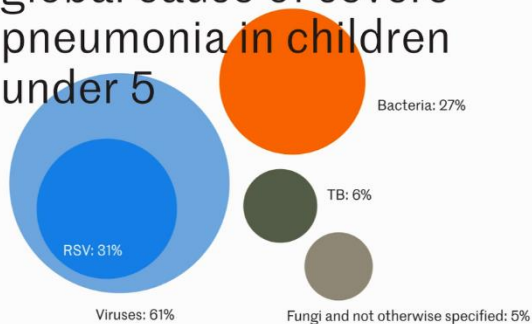
File: New vaccines for pneumonia. mp4

Suggested text:

Groundbreaking new study tells us which new vaccines would have the most impact on illness and deaths from childhood pneumonia in Africa and Asia. #VaccinesWork best when they are strategically designed! Explore more #PERCHresults at <http://perchresults.org>

IDENTIFYING THE CAUSES OF SEVERE PNEUMONIA

Effective vaccines are needed to protect kids from RSV—the leading global cause of severe pneumonia in children under 5



File: RSV is now the leading cause of pneumonia. mp4

Suggested text:

DYK: RSV is now the leading cause of severe pneumonia in children <5, showing a need for effective new vaccines and treatments to protect kids around the world. Explore all the #PERCHresults at <http://perchresults.org>

PERCH'S GLOBAL RESEARCH COMMUNITY

Hundreds of health professionals worked together across 7 countries to discover which germs cause severe pneumonia in children under 5

PERCHRESULTS.ORG

File: Multi country collaborative science. mp4

Suggested text:

How did PERCH discover which germs cause severe pneumonia in children under 5? Hundreds of health professionals worked together across 7 countries. Explore #PERCHresults at <http://perchresults.org>

PERCH PARTNERS

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Wellcome Trust


 **Emmes**



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