



HERO STATEMENTS and SLOGANS

1. **'There Is No Present Like Time'**
2. **'There Is No Time Like The Present'**
3. **'It's Time for Trikafta'**
4. Australians with CF need access to life-changing treatments ... The community wants immediate access and early access to this third-generation drug.
5. The CF community is relying on the Government and in particular the Health Minister to support our pleas for access and we expect him to do everything in his power to make this life extending drugs available in Australia as soon as possible.
6. The Minister has listened to the CF community previously and we are grateful for his understanding and support.
7. Australia has one of the best health systems in the world. Germany, USA, England, Denmark and Ireland have access to Vertex's Trikafta and now it is Australia's turn.
8. We can't tolerate a long drawn out PBAC and negotiations process again while people's health is declining dramatically.
9. Trikafta will turn welfare recipients into taxpayers and early school leavers into tertiary students.
10. Trikafta tackles the disease rather than just CF symptoms.
11. Health Equity Challenge.
12. The CFTR modular odyssey (our long journey searching for a cure) cannot be allowed to end in a nightmare where care is denied.
13. Clinical trials showed that
 - a. LUNG FUNCTION was preserved and further decline was halted, relative FEV1 increased and a sustained improvement was evident
 - b. EXACERBATIONS reduced, as did hospitalisations and antibiotic use
 - c. NUTRITION improved, as did BMI and diabetes is less likely or less severe symptoms will be experienced
 - d. MENTAL HEALTH and QUALITY OF LIFE improved. Social inclusion, employment and education participation increase. Personal and family stress was reduced resulting in less depression and anxiety for patients, parents and support networks.
14. PBAC criteria arguments
 - a. TRIKAFTA is an ESSENTIAL medicine... not an OPTION
 - b. Trials proved clinical EFFECTIVENESS & SAFETY
 - c. TRIKAFTA CHANGES health outcomes and LIVES

TRIKAFTA CANNOT BE COMPARED TO OTHER CF TREATMENTS.

TRIKAFTA IS A THIRD GENERATION MIRACLE DRUG.

A ONE OF A KIND