

**COPD** Learn More  
Breathe Better®

# A National Awareness Campaign



## The Origin: COPD Learn More Breathe Better®

- In 2005, COPD was recognized as the 4th leading cause of death in the United States, affecting an estimated 24 million Americans.
- In 2007, the NHLBI launched the COPD Learn More Breathe Better (LMBB) campaign to raise public awareness about COPD, particularly among those at risk, those who have the disease, and health care providers.
- LMBB reaches campaign goals through national and local outreach as well as through network based education.

# COPD Learn More Breathe Better®

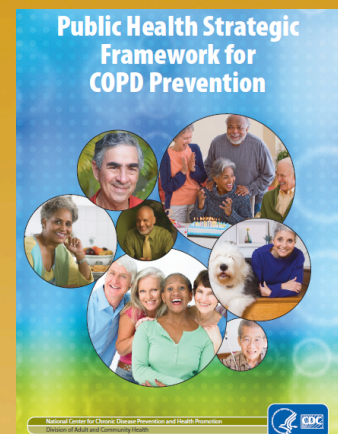
## Goals and Objectives:

- Increase awareness of COPD as a serious lung disease—the 3<sup>rd</sup> leading cause of death in the United States.
- Increase understanding that COPD is treatable.
- Encourage people at risk to get a simple breathing test and talk to their doctor or health care providers about treatment options.

## Target audience

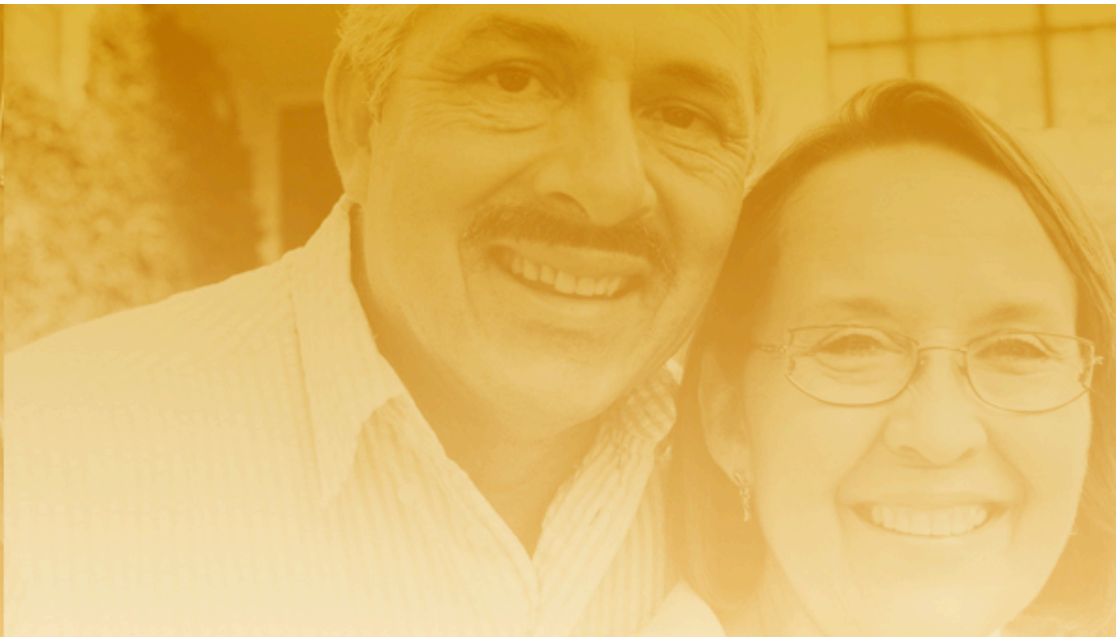
- Target audience: men and women over age 45, especially those who smoke or have smoked, and those with risk associated with genetics or environmental exposures. In addition, the campaign aims to reach people who have been diagnosed with COPD as well as health care providers, particularly those in the primary care setting.

# Public Health Strategic Framework for COPD Prevention



- **Goals**
  - (1) Surveillance and evaluation: improve collection, analysis, dissemination, and reporting of COPD-related public health data;
  - (2) Public health research and prevention strategies: improve understanding of COPD development, prevention, and treatment;
  - (3) Programs and policies: increase effective collaboration among stakeholders with COPD-related interests; and
  - (4) Communication: heighten awareness of COPD among a broad spectrum of stakeholders and decision makers (Table 1).
- [http://www.cdc.gov/copd/pdfs/Framework\\_for\\_COPD\\_Prevention.pdf](http://www.cdc.gov/copd/pdfs/Framework_for_COPD_Prevention.pdf)





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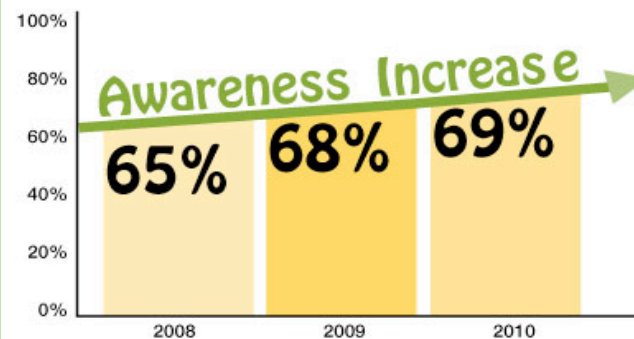
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Awareness of COPD has steadily increased among U.S. adults since 2008



Source: Porter Novelli HealthStyles 2008 - 2010  
Have you ever heard of a condition called chronic obstructive pulmonary disease or COPD? (% Yes)



U.S. Department of Health and Human Services  
National Institutes of Health



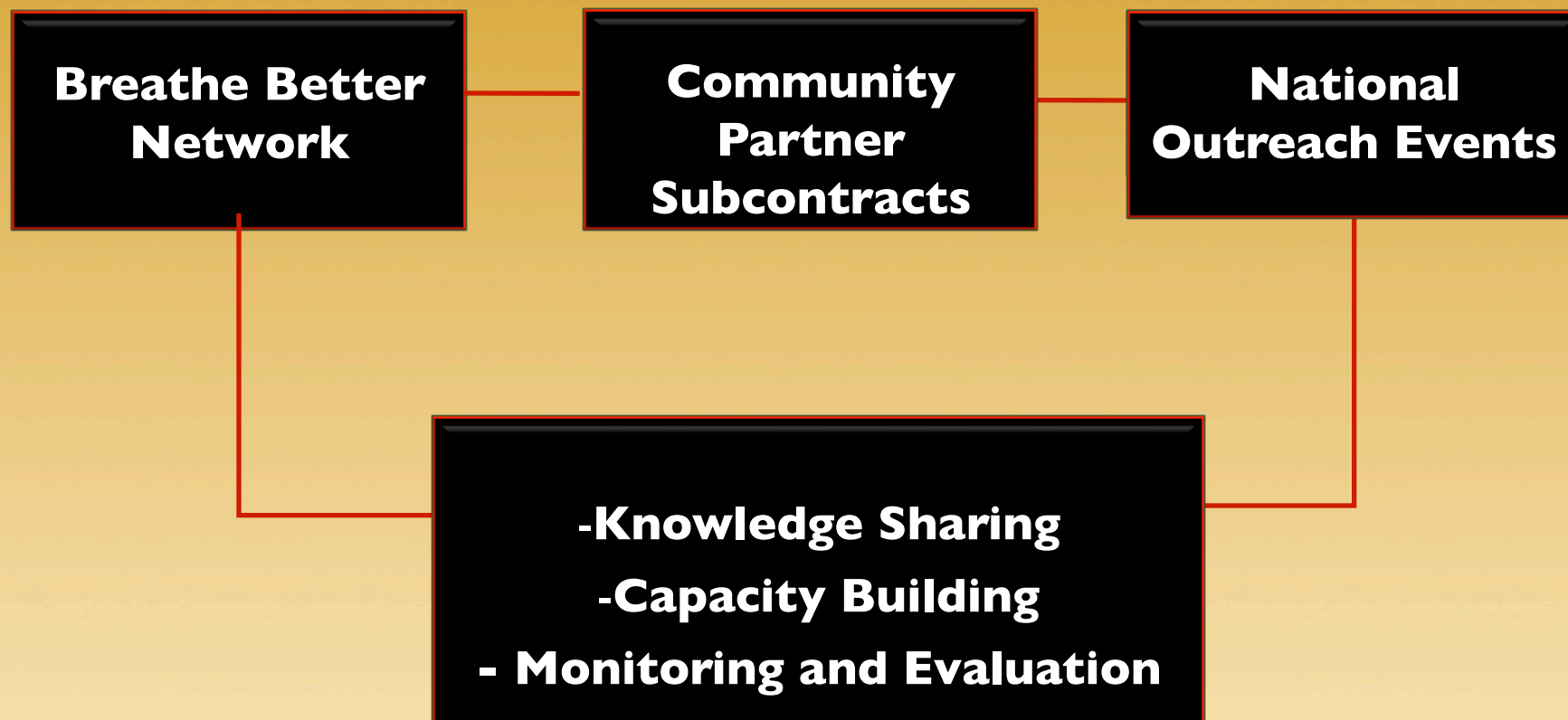
National Heart  
Lung and Blood Institute  
People Science Health

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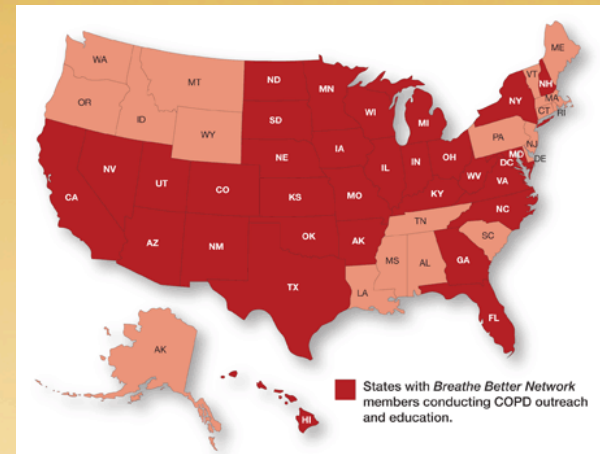
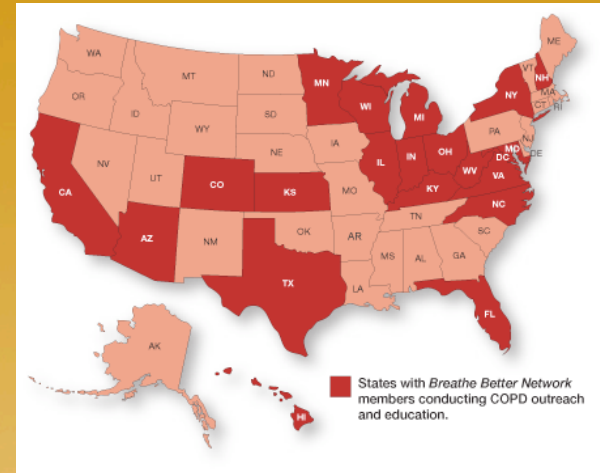
# LMBB Program Elements



# Partnerships

## Established the Breathe Better Network in 2009

- Nearing 60 partners in 31 states, including:
  - American Lung Association (NY, NM, ND, SD, UT, Plains-Gulf Region)
  - St. Rose Dominican Hospitals (NV)
  - Oklahoma Rehab Services
  - Virginia Association of Health Plans





# Community Partner Subcontracts

- Nearly \$400,000 in awards
- Three categories
  - Regional Centers
  - Country Conquers COPD
  - Cues to Action to prompt patient-provider dialogue
- ALA New Mexico
- ALA West Virginia
- ALA National
- Breathe LA
- Breathe NH
- COPD Foundation
- Metropolitan Health Association of Metropolitan Chicago
- NC COPD Coalition
- St. Mary's Hospital (*Decatur, IL*)

# Country Conquers COPD

- Continue to build on Country Conquers COPD successes
  - Reaching target at-risk audience
  - Strong partner involvement and interest
  - Wide reach, reproducible
- Expand and evolve events series



# Digital Presence

Goal: To reach those at risk for or living with COPD where they live, work and play.

- Recently surpassed 1,000 followers on Twitter
- Facebook Fans has reached more than 1,000



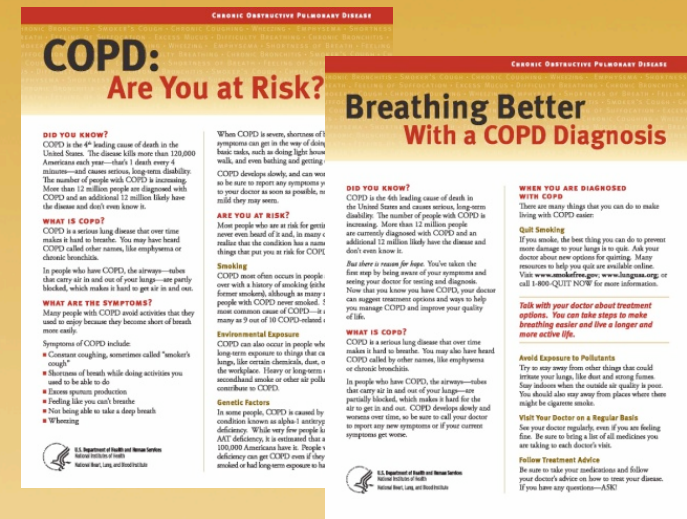
# Campaign Resources

- LMBB Website

- <http://www.nhlbi.nih.gov/health/public/lung/copd/>

- COPD Branded Materials

- COPD: Are you at Risk Fact Sheet
- Breathing Better With a COPD Diagnosis
- COPD Essentials for Health Professionals



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# State of the LMBB Campaign

**2007**

Define the  
disease



**Now**

Make it  
relatable



**Tomorrow**

Identify &  
develop  
strategies to  
overcome  
barriers



**Beyond**

Achieve  
definable, metrics  
that indicate we  
are getting  
consumers to the  
point of evidence-  
based treatment.

Fact/Info  
Driven



Impact on  
daily life



Impact on  
daily life



Link science  
to lifestyle  
improvement