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 3rd 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).

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COPD Learn More Breathe Better®
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Awareness of COPD has steadily increased among U.S. adults since 2008

Awareness Increase

65% 68% 69%

Source: Porter Novelli HealthStyles 2006 - 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

COPD Learn More Breathe Better® is a trademark of HHS.
LMBB Program Elements

- Breathe Better Network
- Community Partner Subcontracts
- National Outreach Events

- Knowledge Sharing
- Capacity Building
- Monitoring and Evaluation
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

- COPD Branded Materials
  - COPD: Are you at Risk Fact Sheet
  - Breathing Better With a COPD Diagnosis
  - COPD Essentials for Health Professionals
State of the LMBB Campaign

2007
Define the disease
Fact/Info Driven

Now
Make it relatable
Impact on daily life

Tomorrow
Identify & develop strategies to overcome barriers
Impact on daily life

Beyond
Achieve definable, metrics that indicate we are getting consumers to the point of evidence-based treatment.
Link science to lifestyle improvement