



RAISING  
AWARENESS  
OF LUNG  
HEALTH



Communicating  
with all  
stakeholders  
in respiratory  
medicine

Healthy lungs for life is one of the largest ever lung health campaigns, raising awareness of the importance of healthy lungs to healthcare professionals, scientists, primary care, patients, policy makers and the public.

In 2014 our theme was 'Breathe Clean Air', launched through a range of events, projects and promotional activities at the ERS International Congress in Munich and then rolled out globally.

#BREATHE  
#CLEANAIR





## Munich 2014 - Lung Health Tent & City Events

MINI MUNICH  
**3,000**

children involved in a project where  
they could learn more about lung  
health and make a movie

[WATCH MOVIE](#)

[WATCH MAKING OF](#)

PATIENT  
EXPERT EVENINGS

**74**

patients registered to  
attend Q&A sessions  
with lung experts

LUNG HEALTH TENT

**1,746**

members of the  
public had their lung  
function tested



Peter Barnes  
ERS President





12 prime location banners in Munich Airport seen by **3 MILLION PASSENGERS**



**Munich Media Campaign**



240 sites across the city accessed by **86%** of Munich's population



221 sites across rail/underground network, including 21 large light boxes reached by **71%** OF COMMUTERS



10 respiratory health-related facts were communicated in English and German  
**Air quality affects the lungs of 100% of the population**





# ERS International Congress

ALL  
**ERS**  
PUBLICATIONS  
and journals featured  
campaign promotional  
adverts

**3,000**  
DELEGATES

introduced to the Healthy  
Lungs for Life campaign at  
the opening ceremony

**21,798**  
DELEGATES

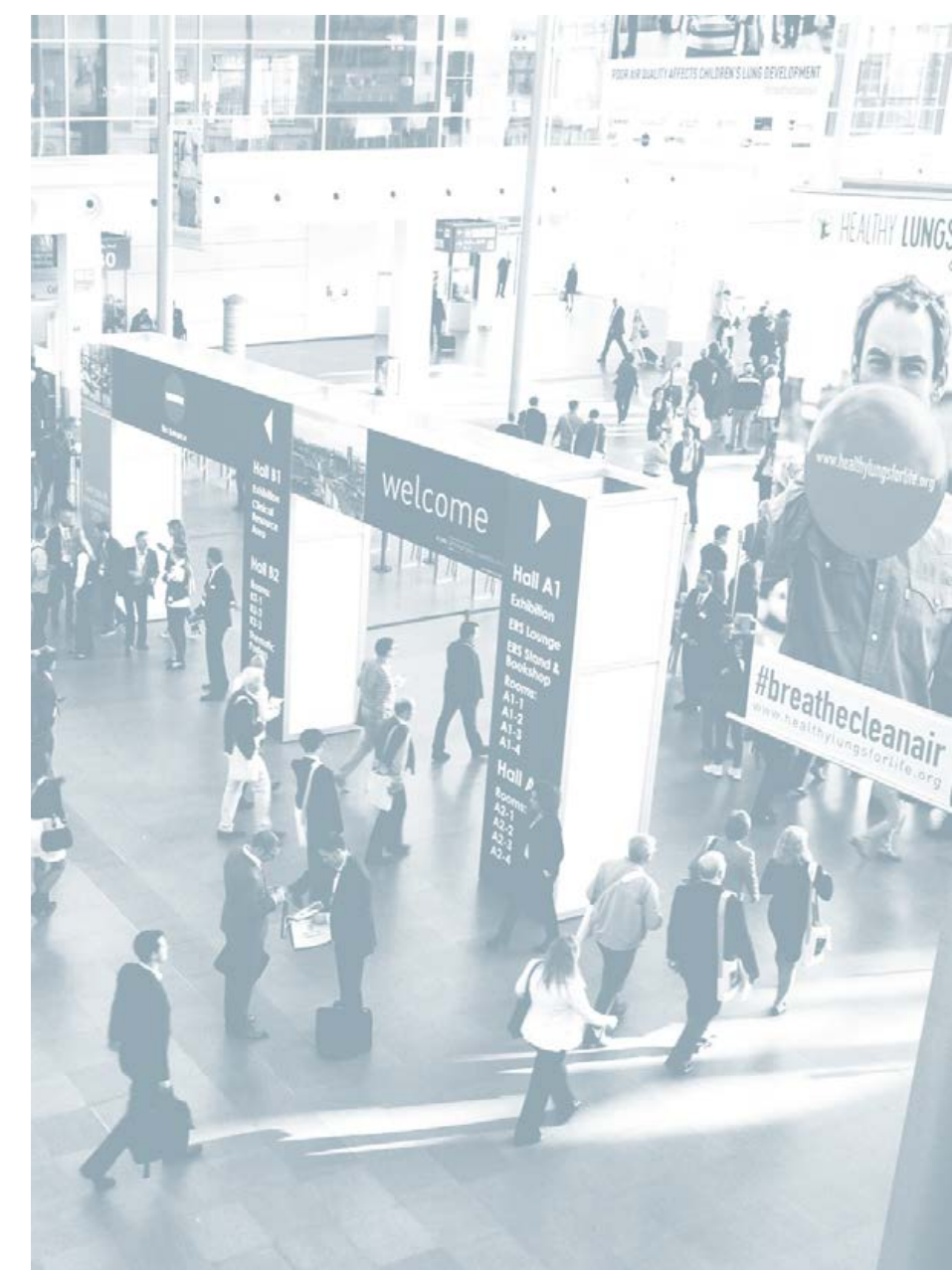
received bags with  
campaign logo branding

**15**  
SESSIONS

formed part of the  
scientific programme  
Healthy Lungs for Life

We targeted  
lung health professionals  
with 5 specific messages

Poor air quality  
limits the  
efficiency of  
respiratory care





Spreading  
Our Message  
Globally



100,000  
RESPIRATORY  
PROFESSIONALS

reached through advertising  
in ERS journals, websites  
and via email alerts

20

events in India showing  
video footage on clean  
air from ERS Congress

MILLIONS

of lung function  
tests across India and  
South East Asia



1,000  
VIEWS

within the first 2 weeks  
of ERS Vision: Clean Air  
& Lung Health video

[WATCH VIDEO](#)

115

World Spirometry  
Day events registered  
to take part globally



european respiratory society every breath counts

[WATCH LAUNCH VIDEO](#)