RAISING AWARENESS OF LUNG HEALTH
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.

Communicating with all stakeholders in respiratory medicine
children involved in a project where they could learn more about lung health and make a movie

MINI MUNICH

3,000

PATIENT EXPERT EVENINGS

74

LUNG HEALTH TENT

1,746

patients registered to attend Q&A sessions with lung experts

members of the public had their lung function tested

Munich 2014 - Lung Health Tent & City Events

MINI MUNICH

WATCH MOVIE

WATCH MAKING OF

PATIENT EXPERT EVENINGS

WATCH MAKING OF
12 prime location banners in Munich Airport seen by 3 MILLION PASSENGERS

Air quality affects the lungs of 100% of the population

10 respiratory health-related facts were communicated in English and German

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

Munich Media Campaign
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

Meaningful action was taken to promote clean air in children's lives through a comprehensive campaign.

Healthy Lungs for Life: The International ERS Congress

15,000 delegates worldwide heard about the Healthy Lungs for Life campaign.

A call for clean air to prevent lung diseases was made during the opening ceremony.

All ERS publications and journals featured campaign promotional adverts.

3,000 delegates were introduced to the campaign at the opening ceremony.

21,798 delegates received bags with campaign logo branding:

15 sessions formed part of the scientific programme.

We targeted lung health professionals with 5 specific messages:

- Poor air quality limits the efficiency of respiratory care.
- Meaningful action was taken to promote clean air in children's lives through a comprehensive campaign.
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

1,000 VIEWS within the first 2 weeks of ERS Vision: Clean Air & Lung Health video

115 World Spirometry Day events registered to take part globally

MILLIONS of lung function tests across India and South East Asia

WATCH VIDEO