



HEALTHY LUNGS FOR LIFE

 ERS  ELF

Year 3

London 2016 - Breathe Clean Air



Ensuring healthcare professionals can educate their patients

ERS Congress delegates are key to the HLfL concept, as educating them will ensure that the lay messages of the campaign make it back to their universities, hospitals, clinics and to their patients.

- **22,645 delegates** at the congress saw **giant banners** at the congress
- **22 sessions** formed part of the HLfL scientific programme running through the congress
- **1,000s of individuals** visited the HLfL area of the ERS/ELF stand
- **200 CleanSpace air quality tags** (monitors) were distributed to congress attendees
- **1,000 packs for professionals** were distributed – which aimed to help HCPS discuss the risk of air pollution with their patients www.ersnet.org/publications/air-quality-and-health
- **2,000 reusable tea mugs** with the campaign logo were distributed to congress attendees and taken home
- **All ERS publications and journals** to display professional adverts for year
- **3,000 delegates** saw the highlights of the HLfL campaign in the Opening Ceremony
- ELF Award was presented to **the Sunday Times** for their outstanding efforts to highlight the issues surrounding air quality and calling for action for the health of the public <https://www.youtube.com/watch?v=iZp-IV1AUE&feature=youtu.be>



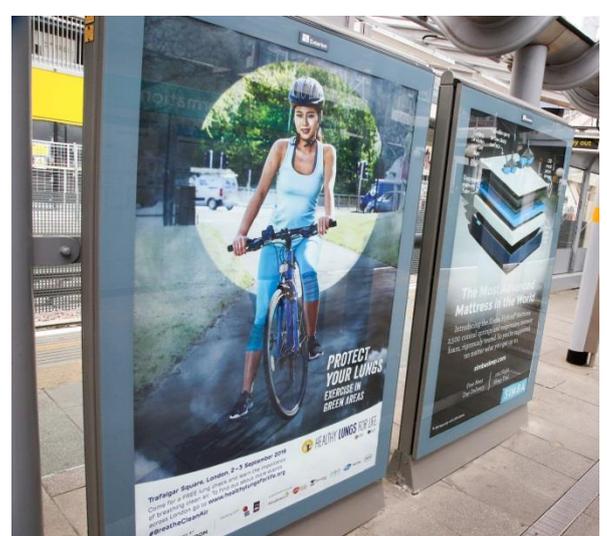
ELF Award 2016: Jonathan Leake and the Sunday



Engaging the city of London

HLfL had a key aim to engage the city of London and across the UK in lung health for over the course of the Congress - highlighting to the inhabitants of the city why breathing clean air is important

- **>500 sites** in the train and underground stations and at the airports displaying **3 key messages** over **2 weeks** with an estimated **26 million** viewings
- Events across the city supported by the **Mayor of London**
- **1,124 members of the public** who had their lung function tested On Trafalgar Square over **2 days**
- A further **2,000** who had their lungs tested in 6 further locations across London targeting a diverse population of individuals over the course of September
- A **successful** “Meet the expert session” at the Royal College of Physicians in London – with 3 top expert speakers and many questions
- **Unprecedented media coverage** >350 pieces of coverage with a reach of 26 million via broadcast, 7 million via print and 1 billion online. Full report available at: <http://www.europeanlung.org/en/projects-and-research/projects/healthy-lungs-for-life/news-and-media/reports>





Communicating the messages to the world

ERS Vision looking at the impact of occupational air quality, the risk posed by new exposures and how earlier identification of occupational health issues can save money and personal costs for patients:

<https://www.youtube.com/watch?v=EIXM5avMWx0>

- HLfL ERS Vision “Clean air and lung health” watched **>1,000 times** in first month of campaign
- **Air pollution pop** game available at events on site and also online: <http://www.europeanlung.org/healthylungsforlife/game/>
- **HLfL events** being registered to take part across the globe as part of the HLfL campaign:
 - Rio
 - Brussels
 - Leuven
- **3,739 visitors** for **2 minutes** to HLfL website in the launch month of September
- **450 Tweets** using the **#HealthyLungsForLife** hashtag during the Congress



Only possible with the support of.....

ERS/ELF is very pleased that the HLfL campaign has been able to demonstrate that all partners in respiratory health can come together to make a major impact on all respiratory stakeholders when promoting the important messages surrounding lung health and disease prevention. Both ERS and ELF are proud to have been able to partner with those listed below.

In partnership with



ELF worked very closely throughout the campaign with the UK-based professional and patient organisations, including: British Lung Foundation, British Thoracic Foundation, Asthma UK, Education for Health, Primary Care Respiratory Society – UK, Association of Respiratory Nurse Specialists (ARNS), Client Earth and London Sustainability exchange.

Special thanks also go to London and Partners and the Mayor of London for supporting the public events and to VITO for the air quality monitoring of the Monopoly board.

Thanks are also to be given to ndd Medical Technologies and the Association for Respiratory Technology and Physiology (ARTP) and its members for their fantastic support of the public lung function testing events.