

# **Feedback Report to ELF on Health Lungs and Environmental Impact Event by Breathe Easy Westminster**

On hearing that Healthy Lungs for Life were campaigning for an activity to raise awareness of lung health with a chance of a 1000-euro grant, our British Lung Foundation Support Group in Westminster gained the interest in 6 speakers, who we invited to attend an event on the 23<sup>rd</sup> May 2019 at top floor, Ada Court, Maida Vale, W9 1TD :

## **Dr Ian Mudway**

### **King's College London**

MRC Centre for Environment and Health

NIHR Health Protection Unit in Health Impact of Environmental Hazards, Asthma UK Centre in Allergic Mechanisms of Asthma, Faculty of Life Sciences & Medicine

School of Population Health & Environmental Sciences, Analytical, Environmental & Forensic Sciences

Division, [ian.mudway@kcl.ac.uk](mailto:ian.mudway@kcl.ac.uk)

(PowerPoint available)

## **Harriet Edwards**

### **Senior Policy and Projects Manager – Air Quality**

#### **British Lung Foundation**

73-75 Goswell Road

London EC1V 7ER

020 7688 5827

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## **Komal Patel**

### **Senior respiratory physiologist, Imperial College Healthcare NHS Trust**

Email: [k.patel20@nhs.net](mailto:k.patel20@nhs.net) ,

Phone: 020 331 25795

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## **Maudie Spurrier**

### **Public Affairs and Campaigns Officer**



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Fieldworks, 274 Richmond Road, London, E8 3QW

## **Adam Webber**

### **Principal Policy Officer (Air Quality)**

Policy, Performance and Communications

0207 641 4546



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**Martina O'Connor**

Westminster Stop Smoking Service Co-ordinator  
Mobile: 07860268079 | Office switchboard: 020 3434 2500  
<http://www.kick-it.org.uk/>

The event was advertised widely and when we had heard we were successful with the grant; this expanded to include the Evening Standard and local papers. (see refs)

We also had found a volunteer cameraman but regrettably he was unable to attend, though some digital photos were taken (see refs)

We also decided to have a stall that dealt with indoor pollution which was very successful

A Feedback form was also given out – and an invitation to the opportunity of spirometry testing was included (see ref)

A total of 42 registered to attend, plus 6 speakers and 7 Breathe Easy helpers. (55)  
Some apologies were given. **The actual attendance totalled 46.** During the meeting 3 registered as new Breathe Easy members and 4 others showed interest and given the application form

## **Feedback form results**

Out of the 40 public attendees 25 handed in their feedback form.

How did you hear of the event?

*Various. Publicity in libraries, Ada Court, 3 newspapers, Breathe Easy circular, Penfold hub, and word of mouth*

Did you find the venue easily?

*100% said yes*

Were the Breathe Easy volunteers helpful?

*100% said yes. Very helpful, caring, very much*

Did you find the event interesting?

*100% said yes.*

What was your favourite speaker subject?

*Dr Ian Mudway who gave a passionate talk on air pollution seemed the favourite, BLF speaker, Stop Smoking, some said “everything” or “liked it all”,*

What would you like to hear more about?

*Checking lungs, everything, how to complain to government, research findings/results, pollution studies, “what progress in solutions?”, “research in helping lung health”*

Would you like a follow up spirometry test

*8 interested in follow up, a room has been booked for 8<sup>th</sup> July. Extra publicity will be circulated. (see flyer attached)*

**The below are details of those that showed interest in a future spirometry. As soon as Imperial can confirm a date in June or July, further advertising will take place:-**

Stephen Manifold	020 7244 9734
Ken Dale	<a href="mailto:kendale1936@yahoo.co.uk">kendale1936@yahoo.co.uk</a>
Sabri Mazloun	020 7266 3320
Anna Cevirgen	020 7286 9180
Joan O'Connell	07561073233
Lisa Hilton	020 72891493 <a href="mailto:lisa_hilton@hotmail.com">lisa_hilton@hotmail.com</a>
Marlaine Marday	07883255273
Pat Isaac	07427112006 <a href="mailto:psychepty@gmail.com">psychepty@gmail.com</a>

**We will report results to**

<https://redcap.telethonkids.org.au/redcap/surveys/index.php?s=4ANHCPPMCP>

**The below is a sample list of some of the publicity circulation.**

Considering the expected grant, we advertised in the Evening Standard, but to be honest this was not worth the £250 cost, with only 2 take ups.

Abbey Community Centre digital newsletter and hard copy flyers

“Whats On” in Westminster digital newsletter

Westminster Council digital circulation

One Westminster community support organisation newsletter

Camden press

Pimlico Eye

Westminster Libraries: hard copy flyers

PRSA seminar

Ada Court residents hard copy flyers

140 Breathe Easy Westminster group members by email

Evening standard

Snowballed to local community support organisations

***And with many thanks for the great flyers from ERS/ELF on “exercise and air quality”, “air quality and lung health”, “your lungs and exercise”and “quitting smoking”. Which were all printed in large poster size and placed on the walls of the entry hall***