



“Healthy Lungs for Life” A Range of Events 2021.

Pakistan



ERS

EUROPEAN
RESPIRATORY
SOCIETY



ELF

EUROPEAN
LUNG
FOUNDATION

NOVEMBER 4, 2021

Submitted by Qamar Iqbal (dctcowl@gmail.com)

SUMMARY

Air Pollution is a global threat leading to large impacts on human lung health and ecosystems. Traffic- related emissions have increased in many areas worldwide. Air pollution is currently the most important environmental risk to human health, and it is perceived as the second biggest environmental concern for citizens, that exposure can influence human vulnerability and susceptibility to respiratory diseases. Air pollution also has considerable economic impacts, reducing life expectancy, increasing medical costs and reducing productivity through working days lost across various economic sectors.

Overall, [Pakistan air pollution](#) caused the country to be ranked as the second most polluted in the world, its most populous cities like Karachi, Lahore, Peshawar and Gujranwala (5th populous city, 2.027 million) are ranked among first five polluted cities of the world. In accordance with the World Health Organization's guidelines, the air quality in Pakistan is considered unsafe - the

most recent data indicates the country's annual mean concentration of PM_{2.5} is 58 µg/m³, exceeding the recommended maximum of 10 µg/m³.

Air pollution in Pakistan is caused by a combination of vehicle and industrial emissions, smoke from brick kilns, the burning of crop residue and general waste, and dust from construction sites. Other factors of air pollution include large scale losses of trees to build new roads and buildings. People living on low incomes are, a large part of population living next to busy roads or industrial areas facing higher exposure to air pollution whereas the high smoking rate, smog and polluted air conditions leads rise of respiratory –related diseases such as acute respiratory infections, tuberculosis, asthma, COPD, pneumoconiosis, head and neck cancers & lung and adverse impacts on fertility, pregnancy, new-born and children

Lungs protection is more important as before in the current circumstances of Covid-19 pandemic. We are much thankful to European Lung Foundation (ELFL) and European Respiratory Society (ERS) for raising awareness and encouraging people to look after their lungs through **“Healthy Lungs for Life”** campaign grant (1000 €), I reach out directly 165 persons including respiratory diseases patients, young generation (students), on road sides people (drivers, workers) and indirectly to newspaper readers and social media users. Through the conducted activities covering the four themes (quit smoking, avoid air pollution, physical activity and vaccination) spreading the ELFL messages to a wider pollution. These behaviour change interventions will definitely bring forth a considerable group of people helping the others to protect their lungs for a healthy life resulting in a decrease in poverty, health burden and loss of national productivity

Events Activities

Activity 1 – September 25, 2021

Care your lungs

September 25, World Lung Day (WLD) was observed involving Hospital administration and doctors at DHQ teaching & general hospital Gujranwala with the volunteer support of local NGO Health Way Society

Delivery

An awareness material was designed covering WLD three themes of 2021

- I. **Take care your lung**
- II. **Say no to tobacco use**
- III. **Protect lung through vaccination**

I engaged Government Hospital doctors of T.B. & Pulmonology department in delivering awareness material for the hazards of smoking, passive smoking & benefits of quit smoking to smoker patients

- I. I designed an awareness material in pamphlets form (about 1000) highlighting benefits of quit smoking, hazards of smoking and passive smoking
- II. The printed material was handed over to the staff of Pulmonology department and health education dissemination wing for raising awareness on benefits of quit smoking for delivering it to the visiting smoker patients. The hospital is overcrowded in Gujranwala (2.027 million population, 5th populous city of Pakistan). There are about 50 to 60 patients being checked in the outpatient department.
- III. Expected, we can reach to 50-60 families minimum per day, the remaining pamphlets were handed over to the concern staff for the next day's distribution

Partnership:

District Teaching & General Hospital Gujranwala and Health Way Welfare Society Gujranwala

Resources:

Printed Material and interaction meetings with hospital department

Date: September 25, 2021

Location: District Teaching & General Hospital Gujranwala

Beneficiaries:

Pamphlets

I. Meeting with hospital administration, pulmonary department in-charge & doctor and health education in – charge of hospital



II. The awareness material was kept onto doctors table for delivering to visiting patients and outside room for general public



III. Patients leaving pulmonologist room with pamphlets



IV. Patients waiting in queues for their check-up in outdoor wards of general physicians room collecting brochures



V. Print media Coverage to reach out maximum population



Physical active–better lung

Date: October 6, 2021

Activity

With the help of Government FMF post Degree College Peoples Colony Gujranwala administration, I organized a workshop for 1st year college students on the importance of physical activities in their lives, the purpose was to enable them to work as healthy lungs for life **advocates**. They will communicate the gained knowledge to other students or friends the role of physical activities in healthy life & healthy lungs using their social media or WhatsApp network connections or face to face interactions. In this way, we can communicate a considerable young population through the trained students

Partnership:

Govt. Faqeer Muhammad Faqeer College (GFMFC) Gujranwala

https://web.facebook.com/fmfcollege/?_rdc=1&_rdr

Resources:

“Healthy Lungs for Life” A Range of Events 2021. Pakistan

Printed Material and interaction workshop

Location: GFMFC Gujranwala

Beneficiaries:

Young generation directly (40-50)

Event highlights

Pamphlets



I. Students are being engaged to play their role to work as healthy lungs for life advocates



- II. Students agreed to support in spreading the healthy lungs for life messages as advocates particularly for physical active – better lungs awareness to the maximum young generation using their creativity and social influences



III. Awareness on Social media

<https://www.facebook.com/media/set/?vanity=faqirmuhammad.faqir.589&set=a.426634442139904>

Activity

To increase awareness about respiratory health in Pakistan through social media

Partnership:

Health Way Welfare Society Gujranwala and Government FMF post Degree College

Resources:

Social media

Date:

October - November, 2021

Location

Face book pages of FMF College and Dr, Farooqi

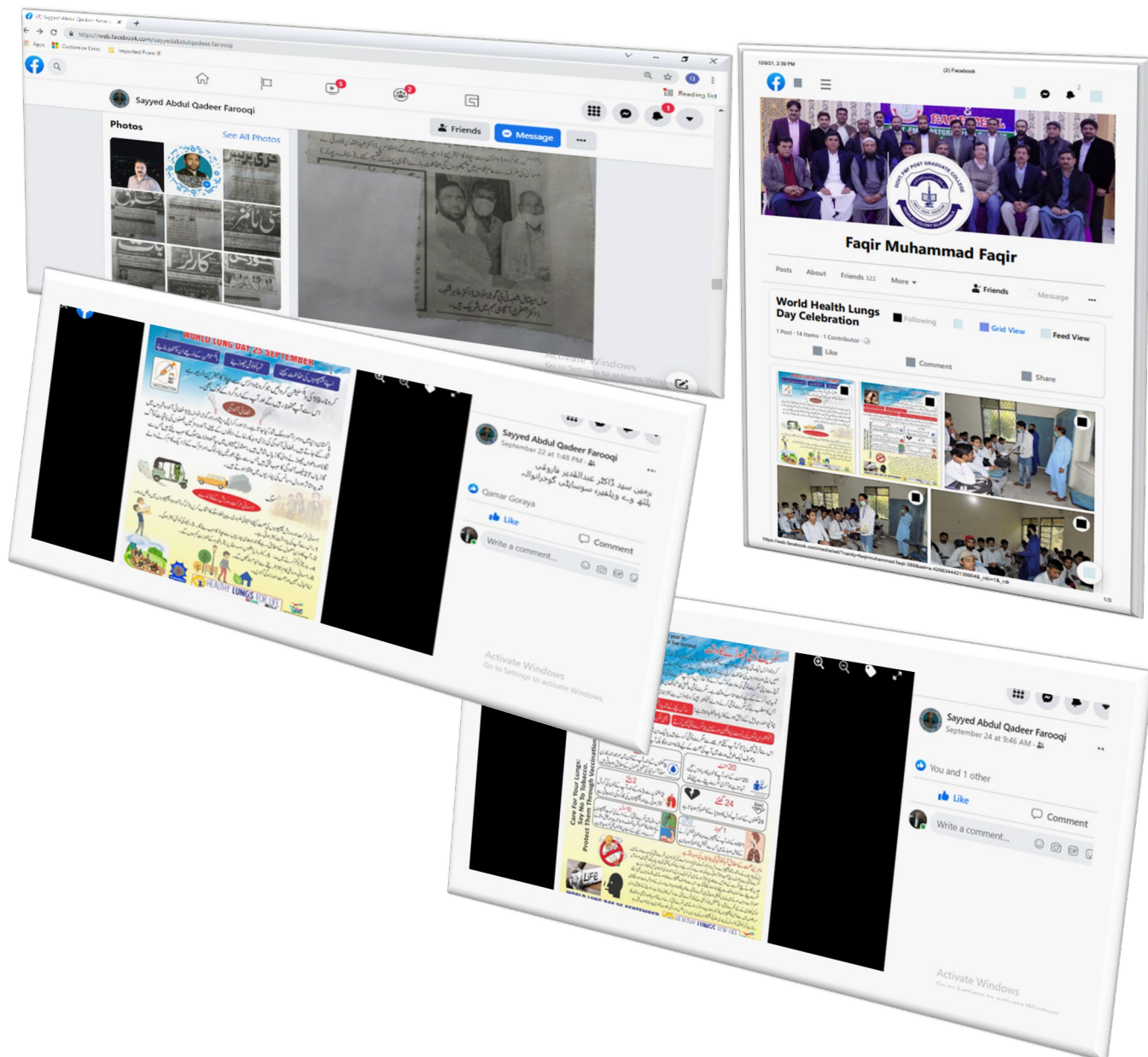
Beneficiaries:

Social media users. Social media use is rapidly increasing in Pakistan. Public health campaigns are increasingly using social media platforms like Twitter/Facebook raising awareness reaching wider people. In the midst of COVID19 pandemic, it is the best method to reach the maximum number of people in a short period of time

Photos

<https://web.facebook.com/faqirmuhammad.faqir.589>

<https://web.facebook.com/sayyedabdulqadeer.farooqi>





Activity

Traffic-related air pollution is a type of **air pollution** that comes from the emissions of local rickshaws and motor vehicles and has been considered to be a major risk factor for cardiovascular and respiratory diseases particularly people working at road sides, children, women and sick persons. It also decreases the life expectancy of drivers too. I (with medical officer) spoke out a gathering of drivers at rickshaw stop distributing graphic brochures and delivering information on the dangers of traffic- related air pollution, focusing to select potential **advocates** to disseminate the healthy lungs messages to other colleagues or friends to reach the maximum population among drivers or workers those work on traffic busy road sides. Four drivers and two workers agreed to work as a healthy lung for life **advocates** they will spread the lung protection messages as a sustainable hierarchy activity

Partnership:

Health Department Gujranwala

Resources:

Disseminated information through graphic brochures and lectures

Date:

November 2, 2021

Location

Gujranwala City

Beneficiaries:

“Healthy Lungs for Life” A Range of Events 2021. Pakistan

Drivers and road side workers (15)

Videos

<https://1drv.ms/v/s!ArodiToreCN3gyF9mfsm42SOoyaf?e=8AXNt8>

<https://1drv.ms/v/s!ArodiToreCN3gyJbNfm6PrcPleYE?e=BigeJ2>



Event Pictures



Activity:

Article published in newspaper

Date: November 4, 2021**Partnership:**

European lung Foundation and European Respiratory Society

Resources:

Print media

Date:

November 04, 2021

Location

Country

Beneficiaries:

Newspaper readers

The article is very relevant to address the current environmental conditions in Gujranwala city where **Air Quality Index** is worse, close to 300 index nowadays as October and November are high **Smog months** in central Punjab. The message directly will reach to hundreds of people and indirectly thousand people to motivate them to protect themselves from poor air which leads to lung diseases



فضائی آلودگی ایک عالمی خطرہ

ہیلتھ آرگنائزیشن کے رہنما خطوط کے مطابق، پاکستان میں ہوا کے معیار کو غیر محفوظ سمجھا جاتا ہے۔ تازہ ترین اعداد و شمار بتاتے ہیں کہ ملک میں $PM_{2.5}$ کی سالانہ اوسط حراستی 58 g/m^3 ہے، جو تجویز کردہ زیادہ سے زیادہ $10 g/m^3$ سے زیادہ ہے۔ پاکستان میں فضائی آلودگی کاڑیوں اور صنعتی اخراج، اینٹوں کے بھٹوں سے نکلنے والا دھواں، فصلوں کی باقیات اور عام فضلہ کو جلانے اور تعمیراتی جگہوں سے نکلنے والی گرد و غبار کی وجہ سے ہوتی ہے۔ فضائی آلودگی کے دیگر عوامل میں نئی سڑکوں اور عمارتوں کی تعمیر کے لیے درختوں کا پڑے پینے پرکاش بھی شامل ہے۔ پاکستان میں اعلیٰ آمدنی

تحریر۔۔۔ قمر اقبال

فضائی آلودگی ایک عالمی خطرہ ہے جس کے

Air Pollution is a global threat leading to large impacts on human lung health and ecosystems. Traffic-related emissions have increased in many areas worldwide. Air pollution is currently the most important environmental risk to human health, and it is perceived as the second biggest environmental concern for citizens, that exposure can influence human vulnerability and susceptibility to the respiratory diseases. Air pollution also has considerable economic impacts, reducing life expectancy, increasing medical costs and reducing productivity through working days lost across various economic sectors. . In Pakistan respiratory diseases are on the rise because of the growing trend of smoking, smog and polluted air conditions People living on low incomes are, in large parts of Pakistan, more likely to live next to busy roads or industrial areas and so face higher exposure to air pollution Overall, Pakistan air pollution caused the country to be ranked as the second most polluted in the world. The most populous cities of Pakistan like Karachi, Lahore, Peshawar and Gujranwala (5th populous city, 2.027 million) Recent reports of 2 November 2021, Lahore ranked 1st polluted city of the world. In accordance with the World Health Organization's guidelines, the air quality in Pakistan is considered unsafe

Grant justification

“Healthy Lungs for Life” grant (1000 €) spent on

- Graphic brochure designing and printing cost
- Event arrangement facilitators cost
- Health Way Welfare Society workers working day stipends
- Media persons cost
- Travelling cost
- Refreshment cost for students, drivers and workers for engaging them as a sustained HLFL advocates
- HLFL awardee service charges

Grant directly beneficiaries

165 persons

Grant indirectly beneficiaries

Unknown

Healthy Lungs for Life topic covered

• Air Pollution • Smoking Cessation • Physical Activity • Vaccination

Healthy Lungs for Life intervention impacts

Through HLFL awareness campaigns more needed population groups were sensitised how to protect their lungs in this critical and polluted environment. The object of designing graphic brochures covering the four themes of HLFL for long time reading. Selected HLFL advocates are working slowly but steadily. The health officer considered these activities a behaviour change initiate producing more HLFL campaigners in the communities <https://1drv.ms/v/s!ArodiToreCN3gyMpD31vCgXlgDjO?e=dgqiof>

A young smoker showing his willing to quit smoking <https://1drv.ms/v/s!ArodiToreCN3gxTBKo8b9ldoq1DP?e=kFceHu>

Advocate HLFL 1st year student feel happy in spreading the messages to the maximum population <https://1drv.ms/v/s!ArodiToreCN3gyTEKFlojGugOtQ?e=BL6som>



Sincerely,

Qamar Iqbal