

Increasing reach to individuals and ensuring diversity

ELF aims to connect with people living with lung conditions across Europe and the world - to provide evidence-based information and to engage them in ERS activities and in respiratory healthcare in general. In our 2021-2023 strategy, we committed to improving diversity within our materials and our community.

We will:

- Better connect with people from all countries in Europe – in particular those with less access to healthcare resources and those whose voices are not currently heard
- Promote socio-economic diversity by addressing barriers to access such as cost and time obligation
- Engage an ethnically diverse population that is representative of people living with lung conditions in Europe
- Cater for different levels of health literacy including people with learning disabilities
- Outreach to different age groups to increase youth engagement
- Encourage engagement from people with disabilities by improving accessibility and representation in our media
- Ensure gender balance – including representation of trans and non-binary individuals
- Create a safe and inclusive space for the LGBTQI+ community

Tools ELF will use include, but are not limited to, those listed in the table below:

Governance	Provide training for staff and volunteers in diversity and equality	Ensure we take on board the views of our service users when deciding on terminology	Where possible monitor the diversity of user involvement activities - ensuring that people have the option to self-define/opt out of the question, and being conscious of sensitivities in different countries		
Imagery	Ensure that the images and videos used on the ELF website and on social media are representative of the respiratory patient community	Use imagery to challenge traditional stereotypes	Ensure that we consider cultural norms and nuances when choosing imagery		
Language	Ensure that factsheets continue to be translated in as many languages as possible	Provide the opportunity for people to join events in their own language	Explore technology to allow events and meetings to be delivered in several languages	Use inclusive language	Support national events in national languages
Accessibility	Develop “easy read” documents for individuals with learning disabilities	Ensure that people can contribute in a range of different ways to ELF activities: - face to face meetings - online meetings - surveys - email discussions	Develop resources or sections within resources that fulfill the specific needs of marginalised groups	Ensure that the length of events and breaks are considered in line with patient needs	Provide subtitles for video content

ELF Visibility	Use ELF's Google ad words allowance to reach a wider mix of people	Use paid social media advertising and boosting to target specific groups	Provide print materials when pertinent to access specific groups	Work with patient groups throughout Europe to ensure that patient communities are aware of our services and resources	
Support	Raise funds specifically to support these activities	Provide financial support where needed to individuals and groups, for example, cover the costs of involvement in advance (travel and accommodation costs)	Provide more events to inform people about their lung condition		
Advocacy	Work with people from the groups listed above to ensure we are effectively supporting their needs	Identify barriers to volunteering with ELF so we can address them	Develop written volunteer policies on volunteer involvement e.g. values, principles of equality and diversity		