



Working together to improve lung health





**Fitness level:** All

**Donation level:** €1,500 (plus donations received through the fundraising efforts of your employees)

**Date:** choose any month\*







# What is Take the Active Option?

Being physically active offers huge health benefits, but sometimes we find it hard to fit enough movement into our daily lives. This is why ELF has launched **Take the Active Option (TTAO)** as a part of the Healthy Lung for Life (HLfL) campaign. By taking part in TTAO in your workplace, you can encourage your team to sign up and make time to find what activity works for them.

This could be choosing to walk or cycle to work, heading out for a lunchtime walk as a group, or running 10k at the weekend. The extra movement can have a positive impact on everyone's health and is also a fun way of getting to know your employees.







# Team building with a purpose

This is a brilliant time to engage your employees and invite them to work towards a common goal. Here is a summary of the aims of our campaign:

- To provide meaningful opportunities for workplaces and employees to **make a commitment to lung health** and promote the benefits of physical activity.
- To **promote social and environmental responsibility** by encouraging employees to be mindful of their actions and how they impact lung health, from indoor and outdoor air quality to the impacts of smoking and regular exercise.
- To support a great cause with a **lasting legacy through fundraising**. Your donations will support the Healthy Lungs for Life campaign that works globally to inform people on lung disease and keeping lungs healthy.







# Our team are here to help

Together we can help bring Take the Active Option to life in your workplace and answer any questions you have along the way.



We have a **bespoke platform** where everyone can record their activity and any donations. This way you can see how you are all doing and set your own fundraising targets.



Someone from our team will be your **point of contact**. They will help you get started, offer advice and can help if you have any issues.



Our team will also provide you with our 'Healthy Lungs for Life' digital materials\* to share with your team and promote good lung health. This will include information on stopping smoking, air pollution, vaccination, climate change and physical activity.

\*Our materials are available in many different languages so you can have this information in the language of your workforce.





# Background

**Healthy Lungs for Life (HLfL)** is a global public awareness campaign run by the European Respiratory Society (ERS) and European Lung Foundation (ELF). Each year, the campaign teaches thousands of people about lung health and how to make choices to positively impact their lung health and the lung health of others.

**Take the Active Option (TTAO)** is an initiative designed to raise funds for the HLfL campaign and raise awareness for the benefits of physical exercise for lung health. Find out how exercise benefits the lungs and our top tips for staying active.

By signing up to the Take the Active Option campaign you can help us to ensure that Healthy Lungs for Life activities reach as many people as possible and help to improve lung health globally.







# Get in touch

Send an email today to book an initial discussion on the needs of your organisation. Together we can make a plan to introduce Take the Active Option to your team and start to raise awareness for lung health in your workplace.

## Looking for other ways to support us?

We work in partnership with foundations, organisations, trusts and companies to continue to improve lung health and give a platform to patient voices. If you are interested to hear how you can impact health advancements for future generations, get in touch!

## Contact us



+32 2 238 53 60



[info@europeanlung.org](mailto:info@europeanlung.org)



# Thank You

Together we can make a difference



