

# Hold your own Healthy Lungs for Life event!

Healthy Lungs for Life events raise help us raise awareness of the importance of lung health with the aim to reduce the burden of lung conditions on society. Thousands of people have already attended events across Europe and the rest of the world.

Event organisers ensure that the important messages of the campaign are heard around the world. It is this collective action that we need to reduce the burden of lung conditions. It only takes one person to start the process of organising an event – that person could be you!

## Introduction

This guide includes all of the information you need to organise and hold a successful Healthy Lungs for Life event! A range of further resources are available online, including logos, posters, template press releases and event checklists. Here, you can also learn more about keeping your lungs healthy and take inspiration from previous events held around the world:



Click or scan this QR code for more Healthy Lungs for Life resources and information.



# HEALTHY LUNGS FOR LIFE



## What type of event can I hold?

There are many different types of events to consider. The most common are public lung function testing events where the public are invited to get a free spirometry test. Other events focusing on the different areas of prevention highlighted during the campaign could include:

- Exercise events, such as public keep fit sessions in town centres or races on static exercise bikes
- Air quality events, such as air quality monitoring stations or information sharing stalls
- Smoking cessation events, such as training sessions for healthcare professionals or information sharing stalls.
- Training events to teach healthcare professionals how to accurately and effectively use spirometry.

## Where and when can I hold my event?

You could choose a healthcare or educational facility such as the hospital of a university, or a public space such as a town square or shopping centre.

The Healthy Lungs for Life campaign is kicked off by the European Respiratory Society and the European Lung Foundation, each year during the ERS Congress. The campaign does not end after the congress, but it marks the start of a year-long drive to promote these messages. You could organise an event around one of the lung health awareness days, such as World Lung Day (25th September).



# HEALTHY LUNGS FOR LIFE



## How can I fund my event?

A Healthy Lungs for Life event does not need to cost a lot, especially if you can find a free-to-use location for your event. Here are some things to consider when budgeting for your event:

- The cost of printing basic signage, flyers and posters to advertise the event.
- Communications can cost money but consider free channels to advertise the event. This could include contacting other local health facilities and contacting the local press and media.
- If you hold a spirometry testing or a training event for healthcare professionals, equipment might be available to you. This equipment should only be used and controlled by appropriately trained staff, to ensure the equipment is used safely and correctly. This might result in having some staff-cost. [Learn more about spirometry events here.](#)

**There are ways to fund the costs of your event.** For example, when you are holding an exercise- or air quality-themed event, you may need to work in conjunction with a sports or air quality company. A company or relevant organisation might be willing to support your event in some way.

If you need to seek sponsorship, it is best if this comes in the form of an unrestricted grant from a company with an interest in promoting awareness of lung diseases and lung health. The funds given should hold no restriction on the event and any agreement made with a sponsor should ensure that no input in the running of the event is permitted. In return, there should be acknowledgment of their support by using their logo in any communications.



# HEALTHY LUNGS FOR LIFE





## What staff do I need to consider?

For a spirometry testing event, you should consider:

- An event organiser to coordinate all staff members before the event
- A welcome team to explain the process, hand out questionnaires, organise a queuing system and to distribute leaflets in the local area
- Appropriately trained nurses / physiologists / technologists / doctors to carry out the tests
- Doctors to give immediate advice to those with restricted airflow or those who wish to quit smoking
- Smoking cessation support groups or other patient organisations may wish to be involved to advise patients and members of the public

Ensure that you have enough staff to allow for breaks. Each test should take approximately 10 minutes, based on a person performing three blows. For training events, you should consider:

- A team leader to deliver the training
- Other supporting healthcare professionals for spirometry demonstrations if required



Click or scan the QR code to read our full guide to holding your own spirometry testing event.



# HEALTHY LUNGS FOR LIFE



## How do I promote my event?

All Public Relations (PR) activities should focus on promoting the event to local residents, or in the case of a training event, healthcare professionals, to encourage them to attend. Some examples of effective PR activities include:

- Contacting local press and media. Make sure to provide information on the event and lung health information.
- Sending promotional posters and flyers to nearby clinics and making them available in waiting areas
- Advertising your event in local free newspapers and online events pages
- Inviting local journalists to get their lungs tested
- Contacting local patient organisations, hospitals and universities to use their networks and communications channels to help promote the event
- Using social media to spread the word about your event, using **#healthylungsforlife**

[Find more information about social media campaigns here.](#)

## How do I collect and share the event results and impact?



Click or scan the QR code to access our Healthy Lungs for Life event reporting guide.



# HEALTHY LUNGS FOR LIFE



## Now you are ready to hold your own Healthy Lungs for Life event!

If you have any more questions or need more information to support your event, you can contact the Healthy Lungs for Life team: [info@europeanlung.org](mailto:info@europeanlung.org).

You can also visit the '[Inspiration](#)' page on our website to find examples of past events. Good luck! We look forward to hearing about your event.



For the latest information and resources, visit our website. Click or scan this QR code for our latest toolkit, or visit [www.healthylungsforlife.org](http://www.healthylungsforlife.org)



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