



# FUNDACIÓN DE DESARROLLO INTEGRAL Y AMPARO SOCIAL CALUMA

Acuerdo ministerial N° 0233 DPBS-B

## EVENT REPORT:

### HEALTHY LUNGS FOR LIFE CAMPAIGN, IN CALUMA CITY, BOLÍVAR-ECUADOR.

**Implementing Entity:** Caluma Integral Development and Social Protection Foundation.

**Beneficiaries:** Senior citizens and retirees from the Pasagua Peasant Social Security System and residents of different sectors of the Caluma City.

#### Presentation of the Organization:

The Caluma Foundation for Integral Development and Social Protection is a non-profit organization, founded in the Caluma canton, Bolívar province, Ecuador, under Ministerial Agreement No. 00233 granted by the Provincial Directorate of MIES-BOLIVAR on October 13, 2004.

- **Mission:** The mission of the foundation is to promote the right of people, especially children, youth and the elderly, to live with dignity and equal opportunities. This is achieved by promoting the integral development of individual and collective capacities to transform society, eradicate poverty and inequality, and foster a healthy and balanced environment. The foundation also focuses on education and developing the capacities of the people it serves, generating new opportunities for the present and future.
- **Vision:** The vision of the foundation is to be an integral social action organization, committed to the sustainable development of people and communities. The aim is to promote the defence of human rights and generate socio-economic and environmental opportunities that improve the quality of life from birth. The foundation strives to act both locally and internationally, thanks to the active participation of collaborators and social actors made up of young professionals with human and institutional values.

The Foundation has contributed significantly to social well-being in the region without discriminating on the basis of religion, ethnicity, colour or gender.

#### Background of the Event.

The "Healthy Lungs for Life" event was organized in response to the growing concern about respiratory diseases in the community. The importance of the event lies in several factors:

- **Prevalence of Respiratory Diseases:** Lung diseases are a major cause of morbidity and mortality globally. In Ecuador, factors such as air pollution, smoking, and other environmental risks have contributed to the increase in these diseases.
- **Community Awareness:** Through the event, we seek to increase knowledge about the risk factors associated with respiratory diseases and promote healthy practices that can prevent these conditions.
- **Relationship with the Healthy Lungs for Life Campaign:** This event aligns with the global "Healthy Lungs for Life" campaign, which emphasizes the importance of lung care throughout the life cycle. By organizing this event within the framework of World Lung Day, we aim to raise awareness among the population about how their daily actions can impact their lung health.

#### Goals and Objectives.

The "Healthy Lungs for Life" event was established with specific goals and objectives that would guide its development:



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- **Increase Knowledge:** The goal was to inform at least 300 people about the risk factors associated with lung diseases and strategies for their prevention. This would include informative talks on the impact of smoking, air pollution and other environmental factors.
- **Early Detection:** Free lung function tests (spirometry) were scheduled for a minimum of 100 people. This activity would not only allow respiratory problems to be detected at early stages, but would also provide information on how to manage these problems.
- **Promoting Healthy Lifestyles:** The goal was to motivate participants to adopt healthier lifestyles. This would include encouraging regular physical activity and promoting vaccination campaigns against respiratory diseases.
- **Strengthening Partnerships:** A key objective was to consolidate partnerships between the local health center, social assistance units, and other community actors to create a comprehensive approach to respiratory health.
- **Environmental Awareness:** The event also included educational activities on how the environment affects our lung health. A symbolic delivery of plants for reforestation was planned, highlighting the role a healthy environment plays in our overall health.
- **Educational Entertainment:** To attract more attendees and make learning fun, artistic performances and recreational activities were included to engage participants in a fun environment.

### Event Overview.

The "Healthy Lungs for Life" event was held on November 14, 2024, at the Dispensario Seguro Social Campesino de Pasagua, Caluma, Bolívar Province, Ecuador. Organized by the Caluma Integral Development and Social Protection Foundation in collaboration with the local medical dispensary and funded by the European Lung Foundation, this event aimed to promote lung health and prevent respiratory diseases in the community.

The Participation was remarkable, with 350 attendees benefiting from the various scheduled activities.

### Program Structure.

The event program was designed to be informative, interactive and engaging, facilitating active participation by attendees.

Below is a breakdown of each activity carried out:

#### 1. Welcome remarks.

- **Description:** Ms. Hellen Baños Arias, Vice President of the Caluma Foundation for Integral Development and Social Protection, welcomed the attendees and introduced the event.
- **Objective:** To establish a welcoming atmosphere and motivate the participants about the importance of the event.

#### 2. Conference: World Lung Day.

- **Description:** Dr. Amos Laborde, director of the Pasagua Peasant Social Security Medical Dispensary, gave a talk on the importance of lung health and how to prevent respiratory diseases.
- **Objective:** Educate the community about the risks associated with lung diseases and preventive measures.

#### 3. Physical Activity and Lung Health.



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- **Description:** Lic. Judith Arguello presented the benefits of physical exercise for lung health, including a dance therapy session.
- **Objective:** Promote an active lifestyle as part of the prevention of respiratory diseases.
- 4. Healthy Eating and the Lung.**
  - **Description:** Nutritionist Mishel Baños Sánchez spoke about the importance of a balanced diet for lung health and offered fruit salad tastings.
  - **Objective:** Raise awareness about how good nutrition can positively impact lung health.
- 5. Environment and Lung Health.**
  - **Description:** Eng. Marcelo Vega discussed the impact of the environment on lung health. During this activity, trees were given to attendees as part of a reforestation initiative.
  - **Objective:** Highlight the relationship between a healthy environment and respiratory health, promoting concrete actions to improve the environment.
- 6. Dance and Entertainment.**
  - **Description:** Students from the José H. González School presented an artistic performance to entertain the attendees.
  - **Objective:** To create a festive atmosphere that keeps the participants engaged and interested.
- 7. Closing.**
  - **Description:** Mr. Mesías Baños, President of the Caluma Foundation for Integral Development and Social Protection, thanked all the participants and concluded the event.
  - **Objective:** To summarize the key points of the event and encourage the participants to apply what they learned.
- 8. Distribution of Refreshments.**
  - **Description:** A refreshment was offered to all the guests to close the event.
  - **Objective:** To provide a moment of socialization among the participants.

### Spirometry Tests

Free lung function tests (spirometry) were performed during the event. However, due to the high cost associated with these tests, only ten people who had respiratory problems were seen according to the doctors present. This activity was essential to identify respiratory problems in early stages and provide information on their management.

### Resources Used

In order to carry out this event, various resources were used that contributed to its success:

- **Information Leaflets:** Leaflets containing information on lung health, risk factors, prevention and details on the scheduled activities were distributed.
- **Advertising Banners:** Banners were installed at the event site to promote the event and raise awareness about its purpose.
- **Audiovisual Material:** Visual presentations were used during the conferences to facilitate understanding of the topics discussed.
- **Sound Equipment:** Microphones and speakers were available to ensure that all presentations were audible to all attendees.
- **Trees for Reforestation:** Trees were given to attendees as part of the commitment to the environment.



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These resources not only facilitated the realization of the event, but also helped maximize the informational impact on the attending community.

Through these activities, participants were not only educated and informed about crucial issues related to their lung health, but also a sense of community and collaboration was fostered towards a common goal: improving respiratory health in Caluma.

## **Difusión Mediática y Plan de Comunicaciones.**

evento "Pulmones Saludables para toda la Vida" fue respaldado por un plan de comunicaciones integral que buscó maximizar la difusión del evento y asegurar una participación activa de la comunidad.

Este plan incluyó diversas estrategias de comunicación, tales como:

- Comunicados de Prensa: Se emitieron comunicados a medios locales para informar sobre el evento, sus objetivos y su importancia para la comunidad.
- Redes Sociales: Se utilizaron plataformas como Facebook y whatsapp para promocionar el evento, compartir información relacionada con la salud pulmonar y generar expectativas entre los asistentes.
- Material Gráfico: Se diseñaron trípticos informativos y lonas publicitarias que se colocaron en puntos estratégicos del cantón Caluma, brindando información sobre el evento y los beneficios de cuidar la salud pulmonar.

## **Media Diffusion and Communications Plan.**

"Healthy Lungs for Life" event was supported by a comprehensive communications plan that sought to maximize the dissemination of the event and ensure active community participation.

This plan included various communication strategies, such as:

- Press Releases: Releases were issued to local media to report on the event, its objectives, and its importance to the community.
- Social Networks: Platforms such as Facebook and WhatsApp were used to promote the event, share information related to lung health and generate expectations among attendees.
- Graphic Material: Informational brochures and advertising banners were designed and placed at strategic points in the Caluma canton, providing information about the event and the benefits of taking care of lung health.

## **Media Outreach and Communications Plan.**

The "Healthy Lungs for Life" event was supported by a comprehensive communications plan that sought to maximize the dissemination of the event and ensure active participation of the community. This plan included various communication strategies, such as:

- **Press Releases:** Press releases were issued to local media to inform about the event, its objectives and its importance for the community.
- **Social Networks:** Platforms such as Facebook and WhatsApp were used to promote the event, share information related to lung health and generate expectations among attendees.



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- **Graphic Material:** Information brochures and advertising banners were designed and placed at strategic points in the Caluma canton, providing information about the event and the benefits of taking care of lung health.

### Results and Evaluation

The event objectives were largely achieved. 350 attendees were registered, exceeding initial expectations. The scheduled activities were well received, and a high level of participation in the talks and workshops was observed.

However, there were challenges that affected the results:

- **Limitations in Spirometry Tests:** Although free lung function tests were offered, they could only be performed on ten people due to the high cost of the equipment and limited resources. This limited the capacity for early detection in the population.
- **Information Reach:** Despite efforts in digital media, some segments of the population could not be reached due to lack of access to technology or social networks.

### The Way Forward.

Strengths and successes of the event include:

- **High Participation:** Attendance of 350 people demonstrates significant interest in lung health issues.
- **Community Awareness:** Informative talks and hands-on activities increased awareness of lung health among participants.
- **Effective Collaboration:** Partnership with different social actors, such as the local medical clinic, the local school, and the Prefecture of the Province of Bolívar, strengthened the impact of the event.

### Strategies

To increase the impact of the "Healthy Lungs for Life" campaign in the future, the following strategies can be considered:

- **Expand the Scope of Testing:** Seek additional funding or partnerships with institutions that can provide resources to conduct more spirometry tests.
- **Increase Digital Outreach:** Use more audiovisual content and testimonials on social media to attract a broader audience.
- **Host Periodic Events:** Establish a series of regular events focused on lung health to maintain interest and ongoing education in the community.

### Conclusion and Final Thoughts

The "Healthy Lungs for Life" event was a significant step towards promoting lung health in Caluma. The achievements achieved reflect the Caluma Integral Development and Social Protection Foundation's commitment to community well-being and the alliance with international NGOs such as the European Lung Foundation.

As we move forward, it is crucial to reflect on the lessons learned during this event. The need to improve access to health services, as well as strengthen information campaigns, are key areas to develop.

Next steps include seeking new strategic alliances that will allow us to expand our capacities and resources.



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The Foundation will continue to work on initiatives that align its efforts with the Sustainable Development Goals (SDGs), focusing especially on ensuring access to basic health services and prevention education. With a renewed focus on community collaboration and effective outreach, we are confident that we can achieve a lasting impact on the lung and overall health of our population.

### Graphic Content

Photos of the event are attached:

Sincerely

Ing. Mesías Baños Rojas.

PRESIDENT. CALUMA INTEGRAL DEVELOPMENT AND SOCIAL  
PROTECTION FOUNDATION.