



HEALTHY LUNGS FOR LIFE



Event report Healthy Lungs for Life

1. Introduction to the Organization

We are pleased to introduce our young non-governmental organization, Charity Wheel, established in 2023. The organization is actively engaged in several important areas, aimed at supporting and protecting human rights, assisting vulnerable social groups, promoting volunteer activities, and improving public health. We would like to express our sincere interest in cooperation and share our main areas of work and target groups.

Charity Wheel is a non-profit organization whose mission is to promote the health and well-being of local communities through educational, sports, and medical events. Our goal is to raise awareness about the importance of lung health and how to protect it.

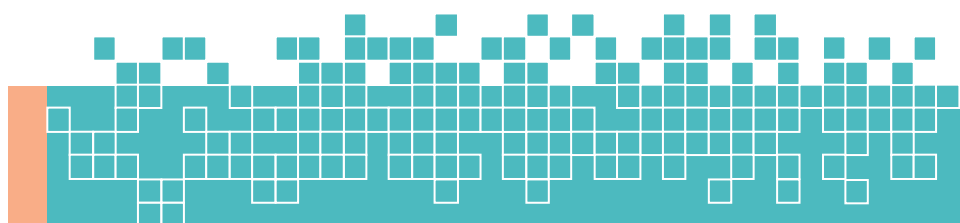
2. Event History

The "Healthy Lungs for Life" event was held as part of the international Healthy Lungs for Life campaign. We organized this event to raise awareness among children and young people about the importance of maintaining lung health, which is especially relevant in our region, where respiratory diseases remain prevalent.

One of the key topics of the event was the dangers of smoking, including vapes, hookahs, electronic cigarettes, and traditional cigarettes, as well as passive smoking. It is important to note that young people in our region start smoking as early as 9-10 years old, which requires active intervention through education and engagement in healthy activities like sports. The event aimed not only at education but also prevention, including widespread promotion on social media.

3. Goals and Objectives

The event's goals:





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- Educate children and youth on how to protect their lungs from harmful influences.
- Encourage participation in sports activities to maintain physical activity.
- Conduct preventive educational sessions in schools.
- Distribute informational materials to the public.

4. Program Overview and Structure

The event consisted of several key parts:

- **Lung health lessons** — These were held in 3 schools, with 270 children participating. The lessons discussed the dangers of smoking, the impact of environmental pollution, and ways to maintain lung health. Teachers and school principals actively supported these lessons, where students openly asked questions and discussed the harm of smoking and its consequences for future generations.
- **Volleyball event** — 50 people participated. Sports play an essential role in a healthy lifestyle. Coaches from sports schools helped organize and run the volleyball tournament.
- **Distribution of informational brochures** — 200 brochures were distributed in hospitals and clinics, another 200 in the Comrat Town Hall, and about 300 brochures were handed out in streets and parks to inform the population. The total reach of the event was over 1,000 people.

Volunteers for the event were: Iryna Shperle, Zinaida Varsan, Alla Leichu, Ludmila Anastasova, Olga Shvorneva, and minors. The event also involved the mayor of Comrat, doctors from hospitals and clinics, who actively participated in promoting lung health, sports coaches who helped organize the volleyball tournament, as well as teachers and principals from 3 schools who supported the lessons.

5. Media Coverage

The event was covered on our organization's Facebook page. The information about the event received positive feedback on social media, where we actively promoted the materials and photos from the event. Facebook page for the event: [Healthy Lungs for Life Facebook](#).



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6. Results

The event successfully achieved its goals. Over 1,000 people were reached through lessons, sports activities, and the distribution of informational materials. Volunteers and participants showed active interest in the topic of lung health. We also saw active discussions about the dangers of smoking among young people, confirming the effectiveness of our educational approach. There were no difficulties in organizing the event, thanks to the strong women's community in our region, which supported the campaign.

7. Next Steps

Based on the success of the event, we plan to continue it on a larger scale, including more schools and participants. We will also work on strengthening information support and expanding cooperation with medical institutions and local authorities. One of our priorities is to expand sports activities to divert young people from harmful habits.

Our next project will focus on the impact of allergies on young people, as 80% of the population, including young people, suffers from various types of allergies. This has become a serious issue, and it is important to draw attention to this growing concern.

Strengths:

- **Strong women's community:** The support and involvement of active women from the local community provide a solid foundation for organizing events and strengthening influence.
 - **Successful engagement with youth:** Through school programs and sports activities, Charity Wheel effectively reaches its target audience — young people.
 - **Cooperation with local authorities:** Support from the mayor and medical institutions strengthens the legitimacy and access to additional resources.
 - **Organizational flexibility:** Choosing project topics relevant to the region (smoking issues, respiratory diseases, allergies) demonstrates the organization's ability to adapt to the needs of the community.
 - **Effective use of social media:** The campaign is actively promoted through Facebook and other platforms, increasing outreach and encouraging discussion.
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Weaknesses:

- **Limited resources:** As a non-profit organization, Charity Wheel may face financial and staffing challenges when scaling projects.
- **Limited geography:** The main work focuses on a local level, which may limit its influence beyond the region.
- **Limited use of digital tools:** Although the organization is active on social media, there is potential for broader use of digital technologies (such as creating educational videos, webinars, or online campaigns).
- **Lack of long-term partnerships:** While cooperation with local authorities has been established, expanding partnerships with businesses and international NGOs could improve project sustainability.

How to strengthen the campaign's impact in the future:

1. **Develop long-term partnerships:** Attract new partners from local and international NGOs, as well as private businesses, for joint projects. This can provide additional funding and access to new audiences.
2. **Enhance digital presence:** Develop a content strategy that includes videos, online lessons, and webinars on key topics, such as allergy prevention and respiratory health.
3. **Expand geographic reach:** Increase the scale of campaigns by engaging other regions and areas. This can be done through partnerships with other NGOs and educational institutions.
4. **Support volunteerism:** Strengthen the volunteer program with a focus on youth. Engaging young people in organizing campaigns can contribute to their development and strengthen campaigns through their active participation.
5. **Leadership training programs:** Create training sessions for local leaders and activists to enhance their competencies in promoting healthy lifestyles and advocacy.
6. **Grant support and fundraising:** Seek additional grants and funding sources, including international funds that support campaigns in the field of health and education.

8. Conclusion and Recommendations

The event was successful and achieved its goals of raising awareness about lung health. In the future, we plan to expand the campaign and attract more participants and partners to strengthen its impact. The campaign will



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focus on increasing the effectiveness of information dissemination through social media and introducing additional sports activities for youth. Our next project will focus on the effects of allergies on young people.

9. Attachments

- Photos from the event (attached separately).
- List of participants and volunteers:
 - Iryna Shperle,
 - Zinaida Varsan,
 - Alla Leichu,
 - Praskovia Sakara,
 - Ludmila Anastasova,
 - Olga Shvorneva,
 - Minors,
 - Doctors,
 - Mayor of Comrat.
- **Statistics:**
 - 270 children participated in lung health lessons.
 - 50 people participated in the volleyball event.
 - About 1,000 informational brochures were distributed (200 in hospitals and clinics, 200 at the Comrat Town Hall, about 300 on the streets and in parks, and 270 in schools).
 - The total reach of the event exceeded 1,000 people.

"Uniting Efforts for a Healthier Future!"

