

## **FINAL EVENT REPORT FOR "HEALTHY LUNGS FOR LIFE" HEALTH EVENT**

**Event Overview.** On October 30, 2024, the Republican Specialized Scientific Practical Medical Center of Therapy and Medical Rehabilitation hosted a public health event titled "Healthy Lungs for Life". Supported by the European Lung Foundation through the Healthy Lungs for Life Grant, the event sought to promote awareness of lung health, encourage smoking cessation, and engage the community in activities that underscore the importance of maintaining healthy lungs. The event was attended by over 100 community members and featured a comprehensive spirometry testing service, with more than 20 tests administered to help attendees understand their lung function and health status.

**Organizational Background.** The Republican Specialized Scientific Practical Medical Center of Therapy and Medical Rehabilitation is dedicated to advancing public health initiatives, offering quality care, and raising awareness on essential health issues within the community. Aligning with the Healthy Lungs for Life initiative, our center committed to organizing a high-impact event aimed at fostering community awareness about the benefits of smoking cessation and the importance of lung health.

**Event Objectives and Goals.** The primary objectives of the Healthy Lungs for Life event were:

1. **Promote Awareness of Lung Health:** Emphasize the importance of lung health through education, direct engagement, and community activities.
2. **Encourage Smoking Cessation:** Support individuals in quitting smoking by providing information, resources, and motivation.

3. **Facilitate Spirometry Testing:** Offer free spirometry tests to participants to assess lung health and create awareness of the potential impact of smoking on lung function.
4. **Extend Reach Through Media:** Maximize visibility and awareness of the event by engaging various media outlets and social media channels.

**Programme Overview.** The event featured:

- **Spirometry Testing Station:** More than 20 participants received spirometry tests, conducted by skilled respiratory health professionals. This testing provided attendees with crucial information on lung function and insights into potential health risks.
- **Health Information Sessions:** Attendees participated in informative sessions that covered smoking cessation strategies, the dangers of smoking, and the benefits of healthy lung practices.
- **Resource Distribution:** Informational leaflets, posters, and resources on lung health and smoking cessation were provided to attendees for further reading and support.
- **Interactive Engagement on Social Media:** Our team shared updates, photos, and informative content on platforms including Telegram, LinkedIn, and local radio channels to broaden our reach.

**Media Outreach and Communications Strategy.** To ensure the event's success and visibility, a comprehensive media plan was implemented, which included:

- **Social Media Posts:** We shared posts across multiple platforms, including LinkedIn, Telegram, and other social media channels, encouraging community participation and sharing real-time updates on event activities.

- **Local Radio Announcements:** Radio announcements were broadcasted leading up to the event, drawing attention to the importance of lung health and encouraging local community members to attend.
- **Partnership with ELF and Republican Specialized Scientific Practical Medical Center of Therapy and Medical Rehabilitation:** Collaboration with the European Lung Foundation and the Republican Specialized Scientific Practical Medical Center of Therapy and Medical Rehabilitation amplified our reach and underscored the event's importance within the broader Healthy Lungs for Life campaign.

### **Outcomes and Impact Assessment.**

- The event successfully attracted over 100 attendees, including individuals of various age groups and backgrounds. As well as, more than 20 participants underwent spirometry testing, receiving personalized feedback on their lung health. The results underscored the importance of regular lung function monitoring and highlighted potential issues for follow-up care. Moreover, through our media outreach efforts, including social media posts and radio announcements, we were able to reach a broad audience, creating a lasting impact and reinforcing the significance of lung health and smoking cessation.

### **Challenges and Key Insights.**

Although we achieved strong attendance, ongoing public health initiatives in the region presented challenges in attracting a larger audience. Besides, one-on-one discussions with attendees revealed challenges related to smoking cessation, such as accessibility to cessation resources and support networks, highlighting areas for future focus.

**The Way Forward.** The success of this event underscores the critical need for ongoing public health campaigns dedicated to lung health and smoking cessation. Moving forward, our organization aims to:

- Expand the reach of our health campaigns by establishing partnerships with additional local health centers and organizations.
- We plan to integrate spirometry testing into regular community health screenings, making lung health services more accessible year-round.
- Develop a structured smoking cessation program with resources, counseling, and follow-up services to help community members make sustained lifestyle changes.

**Conclusion.** The **Healthy Lungs for Life event on October 30, 2024**, served as a vital step toward advancing lung health awareness within our community. By bringing together community members, health professionals, and public health advocates, we fostered a shared commitment to healthier, smoke-free lives. As we continue to build upon the foundation established at this event, we look forward to enhancing our lung health initiatives, reaching more individuals, and fostering healthier futures.

**Annexes:**

1. Photos of the event activities