



# MY LUNG, MY LIFE PROJECT

## 2024



### VIJANA LIFE ORGANIZATION

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## ABOUT US

Vijana Life Organization (VILO) is a youth-led non-governmental organization founded in 2020 with registration number 00NGO/R/1497, which is accredited by the Registrar of Non-Governmental Organizations of the United Republic of Tanzania.

Since its start, Vijana Life Organization has made a significant impact on the lives of Tanzanian youth, reaching over 20,000 youth across different regions in the country. Our programs have been instrumental in addressing critical needs, empowering youth, and driving positive change in their communities.

### Mission

Our mission is to empower youth to advance sustainable health, education, and development, and to strengthen their social impact in Tanzania.

### Vision

Our vision is to become the primary organization supporting the youth of Tanzania.

### Objectives

1. To promote youth economic empowerment through sustainable livelihood programs and entrepreneurship training.
2. To enhance comprehensive health programs for communicable and non-communicable diseases among youth.
3. To conduct research and dissemination to the communities.
4. To promote quality education for youth through skills training, mentorship programs, technology, and leadership development opportunities.
5. To promote environmental conservation efforts, including tree planting campaigns and waste management programs.

## FOREWORD



It is with immense gratitude and pride that we present this report on the campaign "My Lung, My Life: Empowering Healthier Breathing," made possible through the generous support of the European Lung Foundation, Health for Lung, the European Respiratory Society, and the Forum of International Respiratory Societies (FIRS). Your financial backing and collaboration have been invaluable in our mission to raise public awareness about lung health and empower communities with actionable steps to improve respiratory well-being.

This project focused on a multi-faceted approach to lung health, tackling critical factors such as air quality, smoking cessation, physical activity, and the impact of climate change. Through public education campaigns, practical exercises like jogging sessions, and free health checkups, we aimed to raise a deeper understanding of how daily choices influence lung health and overall quality of life.

Looking ahead, the relationships built during this project will continue to drive our efforts to advocate for better lung health in Tanzania. We are confident that the knowledge imparted will be current through the community, inspiring healthier living and contributing to the global movement for improved respiratory health. On behalf of the entire team and all the beneficiaries, I extend my heartfelt thanks to you for believing in this cause and contributing to the well-being of countless individuals. Thank you for being part of this transformative journey.

*S. A. Said*  
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Sakina Athuman Said

**Founder & Chief Executive Officer (CEO)**



## PREAMBLE



**"My Lung, My Life: Empowering Healthier Breathing"** was designed to address the growing need for public awareness and action regarding lung health. This project set out to educate communities on how factors like air quality, smoking, physical activity and climate change impact respiratory well-being, providing practical solutions to promote healthier lifestyles. The project also featured health checkups, where individuals received personalized assessments of vital signs related to lung health, including lung capacity, respiration rate, oxygen saturation, and blood pressure. These checkups provided an essential opportunity for early detection of potential lung issues, offering a pathway for follow-up care and continued monitoring.

On the day of the event, which took place on **September 25, 2024**, at Muhimbili National Hospital (MNH), the guest of honor for the event was **Dr. John Rwegasha, Director of Medical Services at MNH**. He gave an insightful speech, emphasizing the need for individuals to prioritize lung health and offering motivational words to encourage the public to adopt healthier habits. The overwhelming response was unexpected, especially considering that this was **the first time World Lung Day had ever been celebrated in Tanzania**. The success of this event has marked a significant milestone, and the public has expressed strong support for expanding these efforts to rural areas to ensure that more people benefit from lung health awareness and services.

The combination of education, practical exercise, and health screenings ensured that participants were equipped with both the knowledge and tools to take proactive steps toward better lung health. The overall impact of the project is a testament to the power of community-based health interventions, and we look forward to building on this momentum in future projects, campaigns and initiatives other than this.

Abdulkarim Khalfan Nyambi  
**Treasurer & Project Manager**



# 1.0 Executive Summary

The My Lung, My Life: Empowering Healthier Breathing campaign, organized by Vijana Life Organization (VILO), took place on September 25, 2024, at Muhimbili National Hospital (MNH), Dar-es-Salaam, Tanzania. **This event marked the first-ever celebration of World Lung Day in Tanzania** and aimed to raise public awareness about lung health, encourage smoking cessation, promote physical activity, and educate the public on the impacts of climate change on respiratory health.

The campaign featured several activities, including a pre-event awareness initiative, a public jogging session, the distribution of educational brochures, and free lung health consultations. In total, the campaign reached 450 physical beneficiaries and 43,711 online through pre- and post-event social media promotions.

Key achievements of the campaign include:

- a) Providing free lung consultations to 102 clients.
- b) Distributing 300 educational brochures.
- c) Mobilizing 40 volunteers from various organizations, including MNH staff and members of the Association of Physiotherapy Students in Tanzania (APSTA).
- d) Successfully raising awareness about lung health issues, including air quality, smoking prevention, and the importance of clean air and physical activity.

The campaign was a collaborative effort, supported by the European Lung Foundation, Health for Lung, the European Respiratory Society, and other key partners. The response from the public has inspired plans for expanding future campaigns to rural areas, where healthcare access remains limited.

This report highlights the activities conducted, outcomes achieved, and key lessons learned, and sets the stage for future lung health initiatives in Tanzania. The campaign has laid a strong foundation for continued advocacy and public engagement on lung health and well-being.

# 2.0 Introduction

## 2.1 Background

Lung health plays a big role in overall well-being, yet awareness of its importance remains low in many Tanzanian communities. Several factors such as air pollution, smoking, physical inactivity, and the growing impacts of climate change contribute to an increasing prevalence of respiratory diseases. Tanzania, like many developing countries, faces challenges in educating the public on lung health, as well as limited access to preventive healthcare services for respiratory conditions.

## 2.2 Problem Statement

In Tanzania, there is a lack of public knowledge regarding the factors that contribute to poor lung health, such as exposure to polluted air, tobacco use, and sedentary lifestyles. According to the 2022 Tanzania Demographic and Health Survey, the overall prevalence of tobacco use among men was 11.1%, with 95% of users consuming smoked products [1]. This indicates a significant public health challenge, as tobacco use is a major contributor to respiratory diseases. Moreover, the effects of climate change on respiratory health are not widely understood. Coupled with inadequate access to lung healthcare services, these issues have led to a growing burden of preventable respiratory diseases in both urban and rural communities.



## 2.3 Objectives

The main objective of the "My Lung, My Life" campaign was to raise awareness about lung health and encourage healthier behaviors among the public.

The specific goals were to:

- a) Increase public awareness of lung health and the factors that affect it.
- b) Promote smoking cessation and discourage tobacco use.
- c) Encourage physical activity as a preventive measure for lung health.
- d) Educate the public on the impact of climate change on respiratory health.
- e) Provide access to **free lung health checkups** and early detection of lung-related issues.

## 2.4 Scope of the Campaign

The campaign was designed to target both urban populations in Dar-es-Salaam and online audiences. Key activities included pre-event awareness campaigns, a public jogging session, educational material distribution, and health screenings. Through these activities, the campaign aimed to reach over 700 beneficiaries physically and online, affecting lung health awareness in Tanzania.

In addition, the campaign sought to empower individuals to take control of their respiratory health and contribute to the broader movement for cleaner air, reduced smoking rates, and lifestyles that are more active.

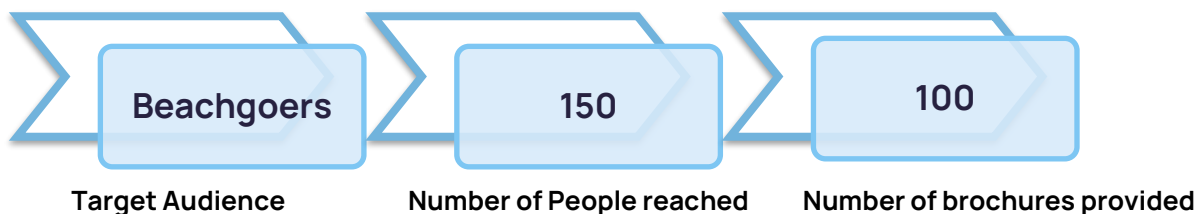


## 3.0 Methodology and Impacts

The campaign utilized a multi-faceted approach to effectively raise awareness about lung health and provide free health services to the community. The methodology included a combination of community outreach, health promotion activities, and digital engagement to ensure maximum reach and impact. Below is a detailed description of the methods used to achieve the campaign's objectives

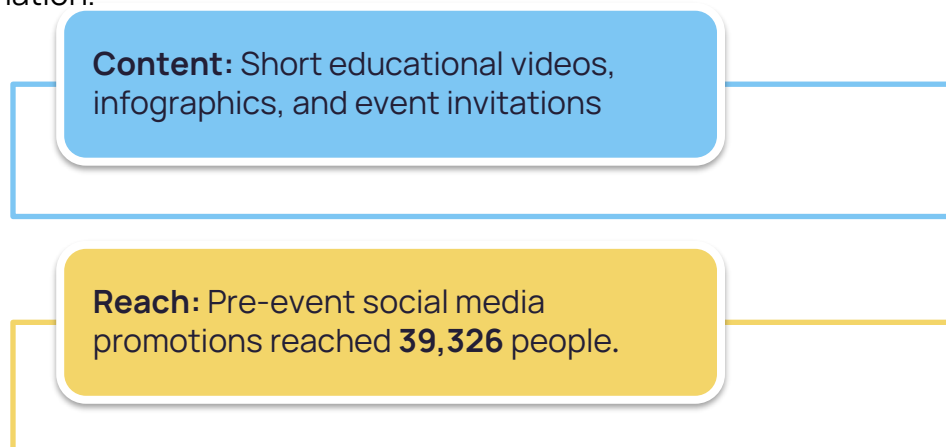
### 3.1 Pre-event awareness session

The campaign began with a pre-event awareness initiative that targeted the public along the Coco beach of Dar-es-Salaam. A team of volunteers from the Association of Physiotherapy Students in Tanzania (APSTA) and Vijana Life Organization (VILO) engaged directly with community members to share educational messages about lung health. This activity focused on promoting clean air, discouraging smoking, and encouraging physical activity as an essential component of lung health.



### 3.2 Social media promotion

To extend the reach of the campaign beyond physical attendees, the team leveraged social media platforms, on Instagram and Facebook ads, to disseminate educational content and event information.



### 3.3 Jogging session

On the day of the event, the campaign kicked off with a jogging session around the Muhimbili National Hospital (MNH) area. This activity aimed to promote physical exercise as a preventive measure for lung health, while raising public awareness.

40

- Volunteers and community members reached

### 3.4 Free Lung consultations and health checkups

The core activity of the campaign was the provision of free lung consultations and health checkups at Muhimbili National Hospital. This service was open to the public and aimed to screen potential lung health issues early.

**Services offered:** Lung capacity testing, respiration rate measurement, oxygen saturation testing and blood pressure checks.

**102 clients received comprehensive lung consultations.**

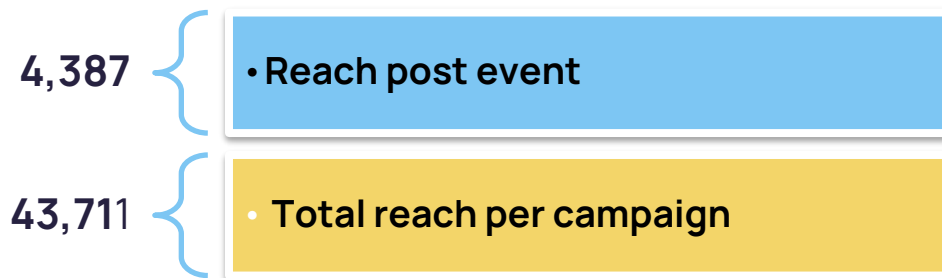
**Healthcare professionals involved:** MNH physiotherapists and APSTA student volunteers.

### 3.5 Distribution of educational brochures

To ensure that participants left with tangible information on how to maintain lung health, 300 printed brochures were distributed during the event.

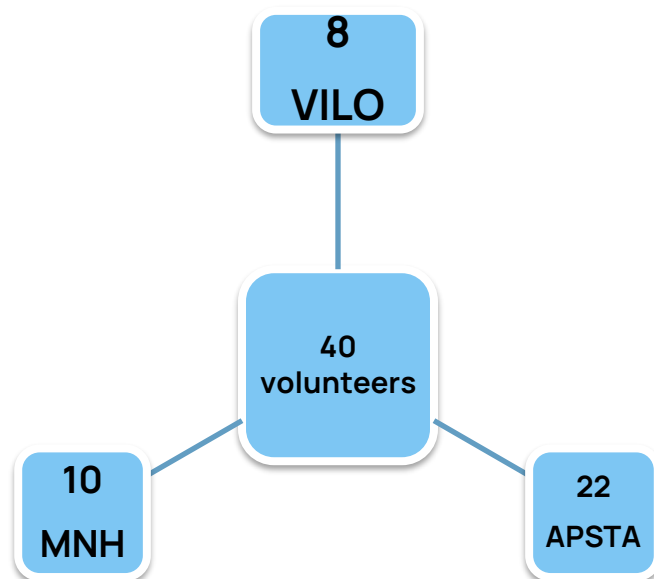
### 3.6 Post-event social media engagement

Following the event, the campaign continued its engagement efforts through a post-event social media ad campaign, which ran for three consecutive days.



### 3.7 Volunteer Mobilization and Coordination

The success of the campaign was made possible through the efforts of a dedicated team of **40 volunteers** from various organizations, including Muhimbili National Hospital (MNH), Association of Physiotherapy Students in Tanzania (APSTA) and Vijana Life Organization (VILO) representatives.



Before the event, volunteers received orientation and training on lung health education, community engagement techniques, and the proper procedures for conducting health checkups.

Roles and responsibilities: Volunteers were assigned different roles, including jogging session leaders, health educators, logistics coordinators, and health screening assistants.

### 3.8 Data Collection and Evaluation

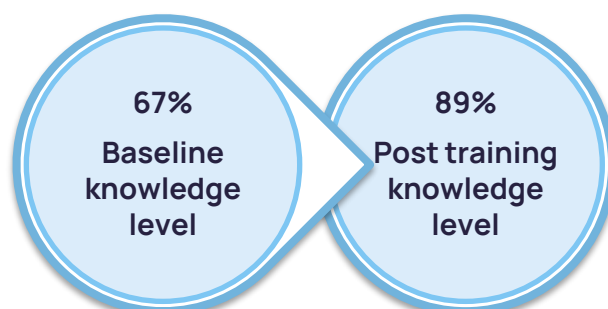
- a) Participant data was collected through registration forms during health consultations.
- b) Social media metrics measured engagement, reach, and reactions to assess the impact of the digital campaign.
- c) Verbal feedback from beneficiaries and volunteers was gathered to understand the strengths and areas for campaign improvement.

### 3.9 Knowledge Assessment and Impact of Training

A pre-assessment was conducted at the beginning of the campaign to measure the participants' baseline knowledge, attitude, and practices regarding lung health and related preventive measures. The results showed that 67% of the participants had a general understanding of lung health issues, including smoking risks, air pollution, and physical activity benefits.

Following the training sessions and interactive activities, including educational talks, distribution of brochures, and one-on-one consultations, the post-training assessment indicated a significant increase in awareness. After the campaign's interventions, 89% of the participants demonstrated an improved understanding and commitment to adopting healthier practices, such as avoiding smoking, engaging in regular physical exercise, and advocating for cleaner air.

This improvement from 67% to 89% highlights the effectiveness of the campaign in enhancing knowledge, attitudes, and practices regarding lung health and preventive care.



## 4.0 Impact Stories

The campaign brought together various groups, including beneficiaries, volunteers, and healthcare professionals, all of whom had unique and impactful experiences. Below are testimonials that capture the essence of the campaign's success and the positive impact it had on different groups.

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"Let's not wait until patients are already affected by lung issues. Our focus should be on prevention, not just treatment. This is the first time we celebrate World Lung Day in Tanzania, and we are deeply grateful to the European Lung Foundation for making this possible."

— **Dr. John Rwegasha, Director of Medical Services, MNH**

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"There has been widespread cigarette and shisha smoking, both of which can severely damage the respiratory system. It's time to take action and protect our lungs for a healthier future."

— **Sakina Said, Founder & CEO of Vijana Life Organization**

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"This event was a huge success, and I'm proud to have been part of it. Lung health is often overlooked in our healthcare system, but this campaign showed how much people appreciate having access to free consultations. Many of the patients I saw were unaware that their daily habits like smoking or living in polluted areas were affecting their breathing. We need to expand this campaign to reach more communities, especially in rural."

— **PT Eliaka, Physiotherapist, Muhimbili National Hospital**

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"Working on this campaign with our partners was truly rewarding. The attendance exceeded our expectations, and the positive feedback from the community was unexpected. I believe we have set a strong foundation for future lung health campaigns, and we are committed to expanding this initiative to rural areas where there is even greater need. Our partnership with **Muhimbili National Hospital, Association of Physiotherapy Students in Tanzania**, and **European Lung Foundation** made this all possible."

— **Abdulkarim Nyambi, Treasurer and Project Manager, Vijana Life Organization (VILO).**

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"This has been a great opportunity for us to celebrate World Lung Day for the first time. There is a strong need for more lung health research to bring about real change. As physiotherapists, we are always ready to offer our full support and collaboration."

— **Abdallah R. Makala, Physiotherapist MNH, APSTA Patron & Member of ERS and PAN AFRICAN**

## 5.0 Discussion

The "My Lung, My Life" campaign successfully increased public awareness about lung health, smoking cessation, and the importance of physical activity, particularly in rising respiratory health challenges in Tanzania. Before the campaign, baseline knowledge revealed that **67%** of participants had a basic knowledge of lung health risks. After training and educational sessions, this number increased to **89%**, demonstrating a positive rise in knowledge, attitudes, and practices.

Through a combination of physical engagement and social media outreach, the campaign reached **450 physical participants** and an additional **43,711 people online**. Key activities such as free lung consultations and brochure distribution ensured that participants gained both knowledge and access to vital health services. Feedback from participants showed a clear demand for similar campaigns, particularly in underserved rural areas.



## 6.0 Conclusion

The campaign made significant progress in raising awareness about lung health, improving knowledge levels from **67% to 89%** among participants. It reached more people than initially anticipated, thanks to the blend of physical and digital outreach. The success of this initiative, marked by high community engagement and demand for continued efforts, underscores the importance of expanding lung health education and services in Tanzania.

## 7.0 Recommendations

- a) Extend lung health campaigns to rural regions with limited healthcare access.
- b) Secure more funding for lung consultations and educational materials to meet high demand.
- c) Continue using social media to engage larger audiences and promote lung health messages.
- d) Enhance collaborations with healthcare institutions and the European Lung Foundation to support future campaigns.

## 8.0 Appendices

### Appendix 1: Links to Event Media

Below are the links to the photos and videos captured during the "My Lung, My Life" campaign at Muhimbili National Hospital:

#### **Instagram Video 1**

[Watch Video on Instagram](#)

#### **Instagram Video 2**

[Watch Video on Instagram](#)

#### **Event Photos and Videos**

[View Photos and Videos](#)

#### **Vijana Life Organization Gallery**

[Visit Gallery](#)