

## Program implementation Report



### 1.0 Introduction: About Samprity Aid Foundation

Samprity Aid Foundation is a non-profit organization dedicated to driving positive change across various social issues, including health, climate, disability inclusion and gender equality. Our mission is to empower and uplift vulnerable communities through programs focused on sustainable health practices, climate resilience, Gender Equality and social justice. We envision a society where every individual has access to equitable health services, sustainable resources, and opportunities for a healthier, resilient future.



We extend our sincere gratitude to the European Lung Foundation and the European Respiratory Society for their generous support through the **Healthy Lungs for All** grant. This invaluable contribution empowered Samprity Aid Foundation with essential knowledge and resources, allowing our team to deliver impactful messages on lung health and clean air across our community. The materials and guidance provided strengthened our organization's capacity, equipping us to lead meaningful awareness initiatives and advocate effectively for lung health in Bangladesh. This partnership has laid a strong foundation for our continued efforts to create healthier, more informed communities, and we are deeply appreciative of this opportunity to champion lung health for all. Thank you for helping us make a lasting difference.

## 2.0 Background of the "HEALTHY LUNGS FOR LIFE" Event

On World Lung Day, Samprity Aid Foundation organized the **"Healthy Lungs for Life"** event to bring attention to the importance of clean air and lung health. This event is significant as it promotes awareness around respiratory health in the face of growing environmental challenges, especially air pollution. In many communities we serve, including vulnerable groups in Satkhira district, climate impacts worsen air quality, disproportionately affecting those with limited access to healthcare. We aim to provide an understanding of healthy practices and environmental impacts on lung health, fostering community-wide engagement.

### 2.1 Purpose and Importance of the Event

We held this event to create a space where community members can learn about the importance of clean air and nutritious food for lung health. With rising pollution and climate-related challenges impacting respiratory health, particularly in underserved areas, this event allowed us to share knowledge, engage in community-led solutions, and promote healthier practices. This initiative is essential for raising awareness, fostering preventive health measures, and creating a ripple effect that reaches families and communities. For the local community, it presents a unique opportunity to learn preventive measures, ultimately supporting healthier lives and reducing respiratory illness.



### 2.2 Alignment with the "Healthy Lungs for Life" Campaign

Our event aligns with the **Healthy Lungs for Life** campaign's objectives by addressing air quality and promoting lung health, two critical themes in our communities. We emphasized practical actions to reduce indoor and outdoor pollution exposure, encouraged the use of healthier cooking practices, and demonstrated the benefits of a balanced, lung-supportive diet. By connecting lung health to daily choices, our event directly supports Healthy Lungs for Life's mission of protecting and improving lung health globally.

### 3.0 Goals and Objectives

Our event aims to:

1. Educate participants on the importance of clean air for lung health and provide practical steps to minimize exposure to pollutants.
2. Foster an inclusive dialogue with local stakeholders, health practitioners, and community members to discuss air quality challenges and potential solutions.

### 3.1 Targets and Metrics for Success

We set a target to reach a minimum of 1000 community members through in-person attendance, and provide free consultations with health professionals. Additionally, we plan to assess the impact of our event by collecting participant feedback and tracking follow-up engagement on preventive lung health practices.

### 4.0 Programme overview and structure

Samprity Aid Foundation observed World Lung Day with a multi-stakeholder event themed “Clean Air and Healthy Lunch for All.” This celebration brought together healthcare professionals, community leaders, and the general public to raise awareness about lung health, advocate for cleaner air, and promote healthy living. Here’s an overview of the activities conducted, the stakeholders involved, and how each element contributed to our goals.

#### 4.1 Key Activities

##### 4.1.1 Word Health Day Celebration:

- Rally

Organized a rally on 25 September 2024 with community members, healthcare workers, and advocates, marching with banners, placards, and festoons to raise awareness of the importance of clean air and healthy lungs. Rally started from the Samprity Aid Foundation office and ended at Sonargaon convention centre . About 300 participants joined the rally and raise voice to ensure clean air and healthy lung for all. Key outcome of the rally is promoted lung health awareness to a wider audience, encouraging the public to engage in conversations around clean air.





- **Seminar**

At the end of Rally Samprity Aid Foundation organized a seminar featuring expert talks on lung health, the impact of air pollution, and the importance of clean air for respiratory well-being. Stakeholders involves are Health experts, environmental specialists, community leaders, and local NGOs. The seminar educated attendees on lung health, equipping them with knowledge to make healthier choices and participate actively in community-wide efforts. Total of 100 participants took part the seminar.

- **Health Check-up**

On the occasion of World Lungs Day on 25 September 2024 organized a free health check-ups focusing on lung health indicators like lung capacity, breathing assessments, and counseling on reducing exposure to pollutants. Stakeholders involved are Healthcare professionals, nurses, and local medical volunteers. The health check-ups allowed participants to assess their respiratory health and receive guidance on maintaining healthy lungs, empowering individuals to take preventive actions. Total of 200 patients received services from the health checkup.



#### **4.1.2 Weeklong Community-Level Program**

- **Community Awareness Campaign and Meeting**

Interactive sessions held within communities, focusing on educating members about the effects of poor air quality on lung health and ways to improve air quality. Local community leaders, volunteers, and health workers were participated the meeting. These sessions strengthened

community engagement, fostered open dialogues, and enhanced understanding of daily actions that can positively impact lung health. We reach 500 people through 4 Community Meetings

- **Conference on Gender-Transformative Lung Health Services**

A conference discussing gender-specific approaches to lung health, addressing disparities in access to care and services, and promoting inclusive health practices. Stakeholders involved in the conference are Gender equality advocates, healthcare providers, government representatives, and NGOs. The conference highlighted the need for gender-sensitive health services, fostering discussions that could lead to more equitable health solutions for both men and women in the community. There are 102 participants attended the meeting.



#### **4.1.3 Social Media Campaign**

Samprity Aid foundation organized campaign using social media platform such as Facebook and X. Our team performed regular posts and updates about the event's themes, educational materials on lung health, and photos from activities. The online campaign expanded the reach of our message, engaging a broader audience estimated 20000 and encouraging ongoing discussion about lung health beyond the event. Every events are posted there. Sample of link is given on below:

Face Book: <https://www.facebook.com/share/p/2x7oXUELBS5MtpLE/?mibextid=oFDknk>

X : [https://x.com/SamprityF/status/1838902549795262668?t=tM7tOxM5nLmD1Q0rpte6\\_w&s=19](https://x.com/SamprityF/status/1838902549795262668?t=tM7tOxM5nLmD1Q0rpte6_w&s=19)

## 4.2 List of Resources Used

- **ELF/ERS Resources:** Educational materials downloaded from the ELF/ERS website to ensure that messaging was accurate and accessible.
- **Banners, Festoons, Cap, T-Shirt and Placards:** Used during the rally and community events to create visibility and promote lung health awareness visually.
- **Digital Assets for Social Media:** Graphics and educational content tailored for social media platforms to engage the digital audience.

Through this range of activities, we successfully connected with the community, raised awareness, and promoted healthier practices, contributing to our long-term goal of fostering a healthier, more informed community regarding lung health.

## 5.0 Media outreach

### Communications Plan

Our communications strategy focused on maximizing outreach, ensuring inclusivity, and delivering clear, impactful messages about lung health. Key elements included:

### 5.1 Pre-Event Awareness

- **Social Media Announcements:** We launched an online awareness campaign on Facebook and X (formerly Twitter), sharing information about events, lung health facts, and the importance of World Lung Day.
- **Community Outreach:** Flyers and banners were distributed within key areas of the community, informing residents about event details and encouraging their participation.

### 5.2 Event Coverage and Engagement

- **Real-Time Updates:** During the rally, health check-ups, and seminars, we shared live updates on social media platforms, including event highlights and messages from stakeholders. This encouraged virtual engagement, expanding our reach.
- **Community Involvement:** Local leaders and influencers shared information within their networks, helping to promote and reinforce the event's message in hard-to-reach communities.

### 5.3 Post-Event Reporting and Sharing Outcomes

- **Outcomes Summary Posts:** After the event, we posted summaries and visual highlights of each activity, including community-level campaigns, to keep the momentum and awareness ongoing.
- **Feedback Collection:** We gathered feedback from attendees and community members, helping to refine our approach for future campaigns and ensuring continued alignment with community needs.

## 6.0 Outcome Summary

The outcome of our **HEALTHY LUNGS FOR LIFE** campaign reflects the success of our communications and engagement strategy, effectively reaching our community and amplifying our messages on lung health. This strong foundation, built on clear messaging and active community participation, establishes a framework for future campaigns and strengthens our

ongoing commitment to public health. Our data shows that we achieved—and in many cases exceeded—our targets through the multi-stakeholder event and community-level programs.

### **6.1 Targets Achieved:**

- **Event Participation:** We exceeded the goal of reaching 1202 participants, drawing in over 500 community members across all events.
- **Health Check-ups:** Over 102 individuals received free lung health screenings, surpassing our target of 100.
- **Community Outreach:** Through our awareness campaign, we reached thousands of individuals, especially through online platforms, with meaningful engagement and shares on both Facebook and X.
- **Gender-Specific Health Discussions:** Our conference on gender-transformative lung health services was attended by representatives from various community sectors, highlighting the importance of inclusive approaches to lung health.

### **6.2 Collected Data and Positive**

**Feedback:** Participant feedback indicated increased awareness of the importance of lung health, with many expressing plans to adopt healthier air-quality practices. The community meetings also provided insight into common lung health issues and emphasized the need for regular health check-ups.

### **6.3 Challenges:**

We are pleased to report that the event faced no significant challenges in planning or execution except seasonal rainfall. The extensive collaboration among stakeholders and active community involvement played a crucial role in this success.

## **7.0 The way forward**

Our HEALTHY LUNGS FOR LIFE campaign celebration and the "Clean Air and Healthy Lunch for All" campaign demonstrated a number of strengths that significantly contributed to its success:

### **7.1 Multi-Stakeholder Engagement:**

Involving diverse stakeholders, including healthcare professionals, community leaders, and local influencers, helped to broaden our reach and ensure that our messages resonated across different segments of the community. This collective approach fostered a strong sense of community ownership over lung health issues.

### **7.2 Comprehensive Communication Strategy:**

Our proactive approach across social media, real-time event updates, and post-event summaries maximized engagement. This strategy not only promoted the event but also sustained awareness and involvement, building momentum even after the events concluded.

### **7.3 Community-Level Engagement:**

By hosting awareness sessions and meetings within communities, we tailored our messages to local needs. These interactive discussions created a sense of accessibility, allowing community members to connect with lung health information in a way that felt relevant and achievable.



## **7.4 Inclusivity through Gender-Transformative Focus:**

Addressing lung health through a gender lens helped us reach an underserved demographic, ensuring that women and other vulnerable groups received relevant health guidance. This approach also raised awareness of the broader social and gender-related impacts on health.

## **7.5 High Visibility and Tangible Resources:**

Using banners, placards, and ELF/ERS resources enhanced the visibility of our message both on the ground and online, creating a unified visual impact. These materials helped spread information effectively and left a lasting impression.

## **Building the Impact of the Healthy Lungs for Life Campaign in the Future**

To increase the campaign's impact, we could consider the following strategies:

- Partnering with more local organizations, schools, and workplaces can create a larger, more integrated network for spreading lung health messages. By embedding lung health discussions into diverse community spaces, we can reach broader and often harder-to-access populations.
- Providing hands-on workshops, such as lung health training for local healthcare workers and volunteers, would empower community members to be advocates for lung health. This could create a sustainable impact by equipping residents with the skills and knowledge to continue
- Leveraging short video content and interactive posts on social media platforms could enhance digital engagement, especially with younger audiences. Regular informational updates, live Q&A sessions, and digital campaigns on lung health would further extend our reach.
- Developing a group of community-based ambassadors who can champion lung health would help keep the campaign's message alive between annual events. These ambassadors could lead small events, engage in local dialogues, and become recognizable advocates within the community.
- As clean air is central to the campaign, emphasizing air quality improvements—like workshops on using clean cooking methods or advocating for local pollution control policies—would align with the Healthy Lungs for Life campaign's goals and promote long-term health benefits.

By building on our strengths and expanding our engagement strategies, we can enhance the Healthy Lungs for Life campaign's reach, create a stronger impact, and work towards a healthier, more informed community.

## **8.0 Conclusion and closing thoughts**

The HEALTHY LUNGS FOR LIFE campaign by Samprity Aid Foundation marks a meaningful achievement in our ongoing commitment to lung health and community well-being. Through collaboration, education, and hands-on engagement, we successfully reached our targets and exceeded expectations, creating a positive impact on lung health awareness within the community. By aligning with the Healthy Lungs for Life campaign, we were able to reinforce essential themes—such as the importance of clean air, preventive care, and inclusive health practices—that resonate with and empower local populations.



## 8.1 Key Achievements

- Our events saw strong participation across diverse groups, uniting community members, local leaders, and healthcare professionals in support of lung health.
- We achieved high attendance, distributed valuable resources, and provided health check-ups, reaching more people than anticipated.
- By addressing lung health through a gender lens, we helped initiate critical conversations about accessible healthcare for all.



## 8.2 Next Steps for Samprity Aid Foundation and the Healthy Lungs for Life Campaign

- Building on this momentum, we aim to host more community-based awareness sessions and partner with local groups to continue promoting lung health.
- Establishing a core group of trained. Community members to serve as lung health advocates will help us expand the Healthy Lungs for Life message across regions.
- Focusing on air quality and preventive lung health measures in daily life will create lasting impacts. We plan to introduce workshops on clean cooking methods, household pollution reduction, and healthy lifestyle practices.
- To reach a younger, digital-savvy audience, we will continue building our social media presence with informative content, interactive sessions, and awareness campaigns.

## 9.0 Annexes

Some program photos are attached in one zip.file.

## 10.0 Short summary

On HEALTHY LUNGS FOR LIFE Campaign, Samprity Aid Foundation united communities in Satkhira district, Bangladesh, for a multi-stakeholder event themed "**Clean Air and Healthy Lunch for All.**" In collaboration with healthcare professionals, community leaders, and local advocates, we organized a rally, free health check-ups, and a seminar focused on lung health awareness. Throughout the following week, we extended our reach with community awareness meetings, gender-sensitive health service discussions, and a conference on promoting equitable, inclusive

lung health reaching 1202 participants directly while indirectly over 20000 people reach with message and information through mass campaign such as rally, social media.

Utilizing resources from the European Lung Foundation, we spread key messages on social media and through community events. This celebration successfully amplified the Healthy Lungs for all campaign, equipping participants with essential knowledge on air quality and preventive lung health, building momentum for healthier communities across Bangladesh.

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