



# GLOBAL VOICES

To help us create a respectful and powerful campaign, please follow these simple guidelines when choosing your photo and writing your quote.

## Do



**Take a photo of anything meaningful to your experience**, this could be a place, object, moment or person (with their consent).

**Be creative and express yourself authentically** – professional photography skills are not required.

**Choose an image that tells a story.** Clear, well-lit photos are helpful, but you do not need to make it "perfect."

**Include yourself**, but it is also okay to share something that represents your journey in another way.

**Keep quotes short and personal.** A sentence or two explaining the image and what it means to you is perfect.

## Don't



**Do not submit anything offensive or inappropriate.**

**Do not share photos of others without their permission**, or photos that are not your own.

**Do not take photos in unsafe situations** (e.g. while crossing the road or in dangerous locations).

**Do not feel pressured to be a professional.** Your story and perspective are what matter most.

**Help us tell the world what it really means to live with a lung condition.**

For more information contact [info@europeanlung.org](mailto:info@europeanlung.org)



**ERS** EUROPEAN  
RESPIRATORY  
SOCIETY



**ELF** EUROPEAN  
LUNG  
FOUNDATION



**"I can't control her lungs, but I can prepare her world. Every morning, I give her courage with breakfast, hugs and care."**

– Hana, 37, Jordan

**"I may look fine sitting here, but my lungs tell a different story. My condition is rare and the air isn't always kind – but I keep showing up, one breath at a time."**

– Anders L., 56, Sweden



**"The diagnosis was scary, but with the right medication, life is good. Every step reminds me of what is possible."**

– Grace, 22, Canada

