



HEALTHY LUNGS FOR LIFE



ERS



ELF

OUR 2023 ACTIVITIES

The global Healthy Lungs for Life campaign visited Milan as part of the European Respiratory Society's International Congress in September 2023. This included:

THE PRESS LAUNCH

The press launch was attended by the mayor of Milan and the president of Lombardy. Whilst they are politically opposed on many issues, we were able to get them both in the same room and create a well-attended press event with **around 50 reporters in attendance**. From this we appeared in over 250 print and online articles and ensured that our message linking negative health outcomes to air pollution got through to a wide audience.

PUBLIC EVENT IN MILAN

Working in partnership with [Forestami](#), the team visited the city centre on 8 and 9 September to offer a 'forest pavilion' and spirometry testing. The Italian public were given a free lung test and the opportunity to sign a petition to show their support for clean air policies and learn more about how to keep lungs healthy.

EDUCATIONAL WORKSHOP

We held a public engagement workshop on the Wednesday morning of ERS Congress in Milan. In this session we invited ERS members and local organisations to learn about engaging the public in clean air policy.

'COFFEE & CLEAN AIR' INFORMATION EVENTS

Every day at the ERS Congress in Milan we invited healthcare professionals, researchers and patient organisations to join us in discussion about the impact of air pollution on health. Attendees would visit the World Village for a coffee, meet our experts and find out what they can do to support clean air policy locally, nationally and globally.



According to the World Health Organisation, air pollution causes almost

500,000

premature deaths in Europe each year, 6 million worldwide.

262

published articles covering HLfL activities and key messages

500

people attended the public event in Milan

148

posts and videos shared during ERS Congress in Milan (6-13 September)



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