



HEALTHY LUNGS FOR LIFE



ERS



ELF

IMPACT REPORT VIENNA 2024



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HEALTHY LUNGS FOR LIFE

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INTRODUCTION

Healthy Lungs for Life is an international awareness campaign that promotes the importance of healthy lungs via a range of events, projects and promotional activities. It is led by the European Respiratory Society (ERS) and the European Lung Foundation (ELF).

Monitoring lung health in early years can help prevent disease in later life. With earlier intervention we improve public understanding of the importance of lung health and improve lung health outcomes. The Healthy Lungs for Life campaign helps to drive awareness and change of our early life behaviours can influence our lung health in later life.



EVENT OVERVIEW

DATE	EVENT	OVERVIEW
5 Sep	Healthy Lungs for Life press conference	To raise the profile of lung health in Vienna and Austria, with a focus on childhood health, locally relevant and new data from the ERS Congress. Speakers: <ul style="list-style-type: none"> • Chair: Gabor Kovacs • Monika Gappa, Robab Breyer-Kohansal
7 Sep	Healthy Lungs for Life Opening Ceremony	Opening of the public event with invited press. Speakers: <ul style="list-style-type: none"> • Maria Neira, WHO • Barbara Hoffman, ERS Advocacy Council • Monika Gappa, ERS President • Ed Powell, ELF Youth Group Chair
7/8 Sep	Healthy Lungs for Life Public Event	The flagship Healthy Lungs for Life public outreach event. <ul style="list-style-type: none"> • Free spirometry testing • Information on lung health and the HLfL campaign • Partner information
9/10 Sep	Healthy lungs for life in schools	Visited schools in Vienna in a school bus <ul style="list-style-type: none"> • Free spirometry tests for children • Engaging educative activities
9 Sep	ERS Congress world village session	Panel session on HLfL activities
10 Sep	Take The Active Option at congress	5 or 2.5 km run or walk Open to ERS Congress delegates and the public
11 Sep	ERS Congress Wednesday Workshop	To discuss how we can bring lung health in children higher up the political and public health agenda. Speakers: <ul style="list-style-type: none"> • Chairs: Monika Gappa and Ed Powell • Erik Melén; CADSET & The Lancet paper • Marielle W.H. Pijnenburg; ERS Paediatrics Assembly • Paola Pierucci; Healthy Lungs for Life for Schools • Jonathan Grigg; ACACIA Project • Achiri Elvis Ndikum; Freedom to Breath Campaign in Cameroon • Rianne van der Kleij; Fresh Air for Life • Sarah Rylance; WHO



HEALTHY LUNGS FOR LIFE



2024 OUTCOMES

- During the 2-day public outreach event, more than 550 people had their lungs tested.
- Following the public outreach event, the team visited 3 schools in Vienna and almost 200 pupils had their lungs tested.
- We received more than 100 student drawings of a “World Where My Lungs are Happy and Healthy” during the school visits and educational sessions.
- A further 80 students wrote a ‘Call to Action’ to Austrian MEP's and a total of 150 students completed HLfL educational worksheets.
- Over 500 runners and walkers joined Take the Active Option at congress in Vienna.
- On the last day of ERS Congress, more than 150 delegates attended our workshop.
- National media activities generated a potential reach of up to 25,000,000
- ELF social media channels >10,000 reach/impressions
- Website pages on HLfL >1,300 visitors

>740

People got their lungs tested in Vienna

500

Runners and walkers joined Take The Active Option

190

Students were educated on the importance of lung health

25M

Reach through media activities



HEALTHY LUNGS FOR LIFE



MEDIA COVERAGE

To ensure good press engagement we held a Healthy Lungs for Life press conference. During the conference the findings of the LEAD study were presented.

The study has worked with a large cohort of 2,000 people between the ages of 6 and 25 years, over a long-term period to look at how the lungs develop. The LEAD study was conducted by the Vienna Health Association (WIGEV) together with the Ludwig Boltzmann Institute for Lung Health, in close cooperation with the European Respiratory Society and CADSET, a pan-European network committed to promoting clinical research in chronic airway diseases .

Our activities in Vienna achieved a good media response regionally and nationally across a broad range of outlets. We were featured on both news and general interest channels, as well as specialist media online and in-print. Overall, the media activities generated awareness in Vienna and throughout Austria, with a potential reach of up to 25,000,000.

TOTAL ARTICLES
70

WEB

41



NEWSPAPERS

6



TV & RADIO

2



SOCIAL MEDIA

19



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ELF had a reach of up 11,000+ across 5 our communications channels:

Instagram/Facebook/LinkedIn

- ERS Congress round-up with HLfL activities; >1,500 reach and 148 likes/comments/shares
- Take the Active Option video; 1,800 reach and 98 likes/comments/shares
- #HealthyLungsforLife was mentioned 41 times

Twitter

- >7000 impressions
- Engagement rate peaked at 7.75% with tweets on the opening ceremony, tagging WHO and Maria Neira.

Website visits

- Healthy Lungs for Life campaign page; 743 page visits
- EN HLfL in Vienna page; 263 page visits
- DE HLfL in Vienna page; 348 page visits

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Einmal fest ausatmen!

Reportage. Die Kampagne „Healthy Lungs for Life“ machte zum ersten Mal in Österreich Station. Kinder und Jugendliche aus drei Schulen konnten kostenlos ihre Lungenfunktion überprüfen lassen. Wie wichtig das Wissen über das Organ ist, zeigt eine Langzeitstudie aus Wien, die am ERS-Kongress präsentiert wurde: 8 % der Teilnehmer unter 25 haben eine zu niedrige Lungenfunktion.

Von Irene Thierjung

Lungencheck im Schulbus. „Tief Luft holen, das Mundstück mit den Lippen umschließen und dann so fest und schnell wie möglich ausatmen“, erklärt Michael Sturm, der Mitarbeiter des Ludwig Boltzmann Instituts für Lungengesundheit sitzt mit zwei anderen medizinischen Fachkräften in einem umgebauten amerikanischen Schulbus im 9. Wiener Gemeindebezirk; um sie herum steht

European Lung Foundation (ELF) und der European Respiratory Society (ERS) ins Leben gerufen wurde und über die Bedeutung einer gesunden Lunge informiert. Die Kampagne machte in den vergangenen Jahren bereits in München, Mailand und Madrid Station und kam wegen des internationalen Kongresses der ERS mit 18.000 Teilnehmenden (7. bis 11. September) nach Wien.

Den Auftakt der Kampagne bildete eine zweitägige Testaktion im Prater. „Die Leute standen teilweise vor dem Box und den aufgestellten Zeltplanen“, freut sich der verantwortliche Event-Manager Marco Mosar gegenüber der *Ärzte Woche*. „Mehr als 550 Personen haben die Chance ergriffen, ihre Lungenfunktion zu überprüfen.“

Da sich die Kampagne in Wien auf junge Menschen konzentrierte, wurden bei „Healthy Lungs for Life“ erstmals Schulen einbezogen. Der Testbus machte nicht nur in der Wagnersgasse Halt, sondern auch in einem Sportgymnasium im 17. und einer Volkshochschule im 10. Gemeindebezirk. Insgesamt konnten sich rund 200 Schülerinnen und Schüler (freiwillig und anonym) testen lassen. Zusätzlich wurden die teilnehmenden Klassen spielerisch mit Lungengesundheit und der Bedeutung von Bewegung, Ernährung und dem Verzicht auf Rauchen vertraut gemacht.

Schüler testen ihre Atemkraft. Die teilnehmenden Klassen wurden bei Lungenfunktionstests und der Bedeutung von Bewegung, Ernährung und dem Verzicht auf Rauchen vertraut gemacht. © i.u./Karin Singer

desalter ist, beweist eine beim ERS-Kongress präsentierte Langzeitstudie. Seit 2012 erhebt das Ludwig Boltzmann Institut für Lungengesundheit in Kooperation mit dem Wiener Gesundheitsverbund alle vier Jahre den Gesundheitszustand von 15.000 Menschen aus der Hauptstadt und deren Umgebung. Die LEAD-Studie (LEAD steht für Lung, hEart, soCiAl und boDy), die auch Umweltfaktoren wie Feinstaub berücksichtigt, zeigt, dass die Lungenfunktion bei 7,6 Prozent der Probanden zwischen sechs und 25 Jahren bereits unterhalb des Normalbereichs liegt.

Damit das später nicht zur Entstehung von chronischen Lungenerkrankungen führt, ist es wichtig, dass Kinder und Jugendliche bereits frühzeitig mit der Bedeutung von Bewegung, Ernährung und dem Verzicht auf Rauchen vertraut gemacht werden.

liche Leiterin der LEAD-Studie, Dr. Robab Breyer-Kohansal, bei einer Pressekonferenz.

Die kostenlosen Lungenfunktionsuntersuchungen fanden laut Michael Sturm jedenfalls großen Anklang. Viele Kinder und Jugendliche haben den Ehrgeiz entwickelt, „den höchsten Prozentwert zu erreichen“. Ein niedriger Messwert bedeute aber nicht unbedingt, dass ein gesundheitliches Problem vorliege. Nicht jeder könne ausreichend fest in das Gerät atmen, das gelte auch für Erwachsene. Bei einem auffälligen Ergebnis bekamen die betroffenen Kinder zur Sicherheit einen Brief an die Eltern mit der Bitte, sich an den Hausarzt zu wenden.

Ein positives Resultat

Weiter lesen ...

Testen Sie Ihr Wissen!

Nach Atemkräftenrankungen auf Basis von Atemkräftenrankungen Prozessen sind in Österreich die häufigsten vermeintlichen Todesursachen.

Journalist and Joint Bookrunner



HEALTHY LUNGS FOR LIFE



PUBLIC DAYS

The Healthy Lungs for Life campaign held its public outreach event at the entrance of the Prater Wien, a large amusement park in the center of Vienna. An opening ceremony launched the event in the morning. The team was joined by Dr Maria Neira, Director of Environment and Climate Change for Health at the World Health Organisation alongside Monika Gappa, ERS President; Ed Powell, ELF Youth Group Chair; and Professor Barbara Hoffman, Chair of the ERS Advocacy Council. Together they shared more about the Healthy Lungs for Life campaign and why reducing air pollution is important for maintaining lung health.



Over two days the team offered more than 550 free lung tests to the public. Lung function tests, also known as spirometry tests, are important to raise the awareness of the people on their lung health. Medically trained volunteers were on hand to explain test results and provide tips on how participants can improve their lung health. This included information from the Healthy Lungs for Life materials on how to reduce exposure to air pollution and avoid the harmful effects of smoking.

This year the event was also attended by delegates from the ERS Congress, which was taking place only a 10 min walk from the HLfL activities. The team received positive feedback from the public and congress delegates. Many of the visitors left the event being more aware of their lung health (figure 2). Around 600 people attended the event, with 10% of attendees being children and young people.

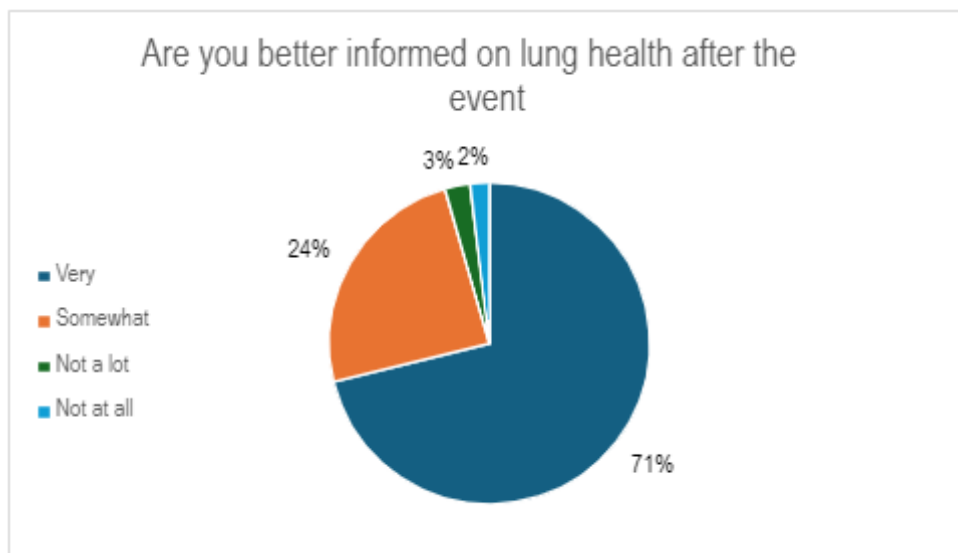


Figure 2: Were people better informed about their lung Health?

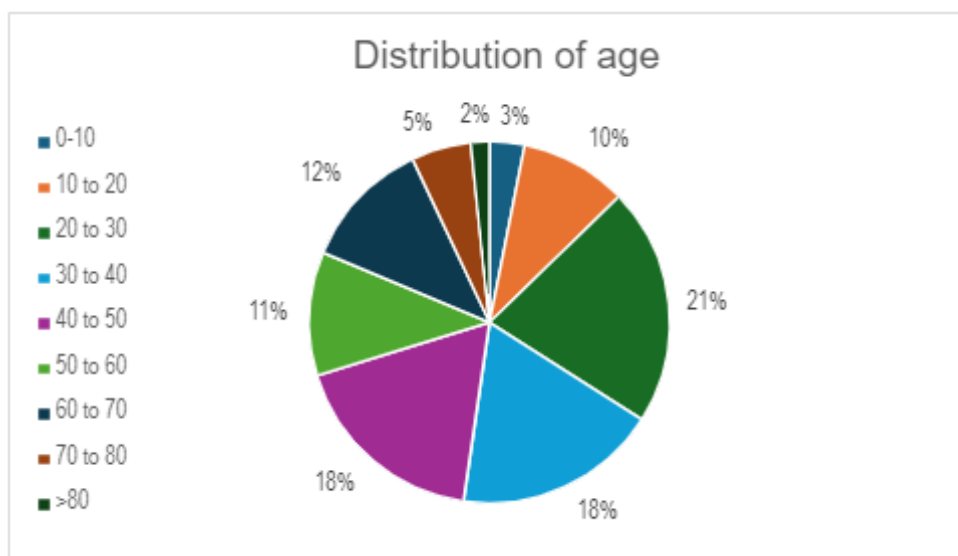


Figure 3: Distribution of age, attendees' public event.

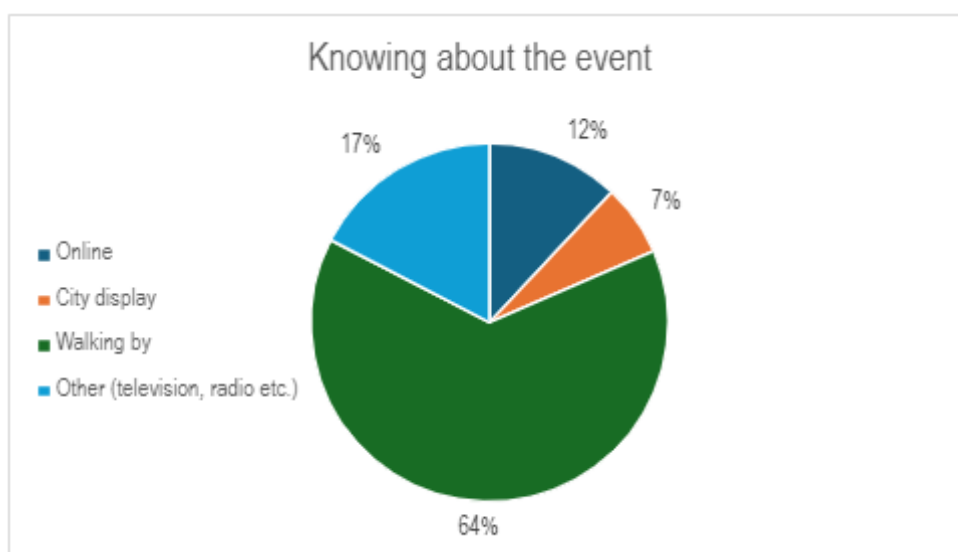


Figure 4: How did people know about the event.

SCHOOL DAYS

The team, together with 4 volunteers and 2 hostesses, visited 3 schools around Vienna.

1. AHS Wasagasse: Wasagasse 10, 1090 Vienna
2. AHS Parhamerplatz: Parhamerpl. 18, 1170 Vienna
3. GTVS Sonwendviertel: Hlawkagasse 2, 1100 Vienna

The AHS Wasagassa and AHS Parhamerplatz were grammar schools and the GTVS Sonwendviertel was an elementary school. At the AHS Wasagassa the team worked with 2 sports classes and each class had 28 girls, aged 12-13 years. We offered free lung testing and asked them to write a call to action to Austrian MEPs.

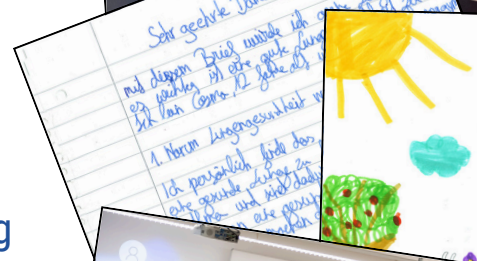
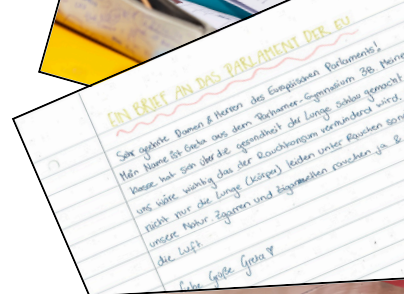
The AHS Parhamerplatz was a regular high school with mixed classes of around 28 boys and girls. One class joined the programme as part of their biology class. The students were 13-14 years old. They all received free lung testing and were asked to write a call to action to Austrian MEPs. Another 10 students aged 7-10 years got their lungs tested, as a part of the after-school care programme and worked on our educational worksheets.

The team visited the GTVS Sonwendviertel the following day where 4 classes of 25 students, aged between 7 and 10, joined the programme. All students received free lung testing and worked on educational worksheets or drew a picture of a world with healthy lungs.

For a more detailed report on the School Days please read: Report Schools Vienna.



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TAKE THE ACTIVE OPTION AT CONGRESS

Take The Active Option at Congress was held in the beautiful Vienna Prater, also known as the green lung of Vienna. Participants could choose to do either a 2.5km walk or a 5km run.

The event was sold out with around 500 participants taking part.

Registration was €25 and proceeds went towards the [Healthy Lungs for Life campaign](#). Breakfast, showers and bag storage was provided as part of the registration.



WEDNESDAY SPECIAL SESSION

A Wednesday workshop at the ERS Congress titled; 'Lung health in childhood,' highlighted the importance of lung health and protecting lung health among young children. Led by ERS President, Professor Monika Gappa, and ELF Youth Group Chair, Ed Powell, this session discussed how we can ensure that childhood lung health is placed higher up the political and public health agendas.

Our invited speakers presented evidence, current actions and an open floor debate of what more can be done to protect childhood lung health.

The session ended with a panel discussion, where Sarah Rylance, Medical Officer for Chronic Respiratory Diseases at the World Health Organization, gave insights into how childhood lung health could be more prominent on the global health agenda.

The session attracted more than 150 attendees and was open to local respiratory stakeholders and organisations, as well as ERS Congress delegates.



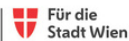
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THANK YOU FOR YOUR CONTINUED
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