



Associação Visão Social da Rapariga



EVENT REPORT – HEALTHY LUNGS FOR LIFE: CHIMOIO, MOZAMBIQUE

Chimoio, October 8, 2025



Juntos Pela Defesa da Cidadania, Direitos Humanos e
Desenvolvimento social

Associação Visão Social da Rapariga

President

(Manuel Muchina)

Executive director

(Dalmacia Nacarapa)

Financial Director

(Constantino Pascoal)

Organised by Associação Visão Social da Rapariga (AVISOR) In collaboration with the European Lung Foundation (ELF) and the European Respiratory Society (ERS) World Lung Day – 25 September 2025 (Activities held on 23 a 27 September 2025)

VISION, MISSION AND OBJECTIVES OF AVISOR

Vision

To build inclusive, healthy, and resilient communities where women and young people actively participate in decision-making processes, enjoy equal opportunities, and lead sustainable social transformation in Mozambique.

Mission

AVISOR is a community-based, non-profit organisation committed to promoting gender equality, health, education, and environmental sustainability. Through capacity-building, advocacy, and community mobilisation, the organisation empowers women and youth to exercise their rights, improve their livelihoods, and contribute to sustainable development.

Objectives

1. **Promote gender equality and women's empowerment** by supporting leadership, participation, and access to opportunities in all sectors of society.
2. **Improve community health and well-being**, with a particular focus on reproductive health, lung health, and prevention of communicable diseases.
3. **Strengthen youth engagement** through education, training, and innovation initiatives that build skills for active citizenship and employability.
4. **Foster environmental awareness and climate resilience** by encouraging sustainable practices and community-based adaptation actions.
5. **Enhance social inclusion and protection** of vulnerable groups, ensuring that no one is left behind in the pursuit of equality and development.
6. **Build strategic partnerships** with government institutions, civil society, and international organisations to promote lasting social change at local and provincial levels.

EXECUTIVE SUMMARY

The *Healthy Lungs for Life – Chimoio, Mozambique* initiative, organised by the **Associação Visão Social da Rapariga (AVISOR)** in collaboration with the **European Lung Foundation (ELF)** and the **European Respiratory Society (ERS)**, was held on **27 September 2025** to commemorate *World Lung Day*.

The event aimed to raise community awareness about lung health, promote healthy lifestyles, and strengthen local partnerships for preventive health education in Manica Province. Under the global theme “*Healthy Lungs for Life*”, the campaign focused on the links between air quality, physical activity, tobacco cessation, and climate change.

Through a day-long programme combining **aerobics, a public march, a health exhibition, and awareness talks**, AVISOR successfully mobilised more than **500 direct participants** and reached over **2,500 people indirectly** through media coverage and social networks. The initiative involved the **Institute of Innovation Sciences**, the **Manica Institute of Health Training**, the **Catholic University of Mozambique**, local civil society organisations, and government departments, including the **Police of the Republic of Mozambique (PRM)** and **Red Cross volunteers**.

The activities demonstrated how community engagement can effectively promote preventive health and behavioural change. The pre-event university lectures broadened the impact, reaching hundreds of students and future health professionals with knowledge about lung health and environmental sustainability.

Despite financial constraints, the event achieved remarkable results, generating visibility and local ownership. It strengthened AVISOR’s position as a trusted community partner in health promotion and environmental awareness.

Going forward, AVISOR plans to expand World Lung Day activities to other districts, integrate lung health education into schools, and continue advocating for clean air and climate-resilient communities.

The *Healthy Lungs for Life* celebration in Chimoio stands as a successful example of how local action, when supported by international collaboration, can make global health campaigns truly impactful at community level.

1. Introduction

The *Associação Visão Social da Rapariga (AVISOR)* is a community-based, non-profit organisation located in Chimoio, Manica Province, Mozambique. Founded to empower women and young people, AVISOR's mission is to promote gender equality, public health, environmental sustainability, and socio-economic empowerment through inclusive community initiatives.

The organisation envisions a society where women and youth have equal opportunities to participate in decision-making processes, lead community change, and advocate for sustainable development. Over the past years, AVISOR has implemented a wide range of initiatives addressing health promotion, education, environmental management, climate change adaptation, and income generation.

With experience in advocacy, community mobilisation, and participatory training, AVISOR has worked closely with local authorities, schools, health institutions, and development partners. Through these partnerships, AVISOR has strengthened its capacity to coordinate multi-stakeholder initiatives that respond to both local and global priorities, including the Sustainable Development Goals (SDGs).

The organisation's participation in the *Healthy Lungs for Life* campaign aligns with its ongoing commitment to promote the right to health and environmental well-being. In Mozambique, where air pollution, smoking, and respiratory infections remain major public health concerns, AVISOR's initiative aims to inspire healthier lifestyles and raise awareness of lung health as an integral part of sustainable development.

2. Background of the Event

World Lung Day is an annual global health awareness day, celebrated every 25th of September and coordinated by the *European Lung Foundation (ELF)* and the *European Respiratory Society (ERS)*. It highlights the importance of lung health, prevention of respiratory diseases, and collective action towards cleaner air and healthier environments.

In Mozambique, lung-related diseases such as tuberculosis, pneumonia, and chronic respiratory infections remain among the top causes of morbidity and mortality. Urbanisation, environmental degradation, and behavioural risk factors—including smoking and exposure to indoor and outdoor air pollution—exacerbate these challenges.

Key issues identified in Manica Province include:

- Increasing respiratory infections due to poor air quality and limited access to preventive health information.
- Rising use of tobacco and other harmful substances among youth.
- Exposure to dust, vehicle emissions, and smoke from waste burning in urban areas.
- Effects of climate change, including droughts, wildfires, and extended pollen seasons.

Against this backdrop, AVISOR organised a local *World Lung Day* celebration in Chimoio on **27 September 2025**, slightly after the global date, to allow for greater community participation and coordination with local partners.

The event's theme—“**Healthy Lungs for Life: Clean Air, Active Living, and Awareness**”—was designed to engage the public in understanding the connection between environmental health, physical activity, and lung function. Activities were held at **Praça dos Namorados**, a central, accessible public square known for hosting community events.

3. Goals and Objectives

Overall Goal

To raise awareness of lung health, promote healthy lifestyles, and mobilise the Chimoio community to take action for cleaner air and smoke-free environments, in alignment with the *Healthy Lungs for Life* campaign.

Specific Objectives

1. **Educate the public**—especially youth and women—about the risks of smoking, drug use, and air pollution on lung health.
2. **Promote physical activity** as an essential habit for maintaining lung health.
3. **Raise awareness** of how climate change and environmental degradation contribute to respiratory diseases.
4. **Strengthen partnerships** among local institutions—schools, health centres, and NGOs—towards sustainable health promotion.

5. **Celebrate World Lung Day** by creating a participatory, informative, and motivational event that encourages behavioural change.

Targets

- Reach at least **50 direct participants** (march, aerobics, exhibition).
- Reach **556,000 + indirect beneficiaries** through media and online outreach.
- Engage **5 or more local institutions** in co-organising or supporting the event.

4. Programme Overview and Structure

The *Healthy Lungs for Life – Chimoio* event was structured as a multi-component community programme, integrating physical exercise, public awareness, and educational engagement.

4.1 Aerobics Session (05:30 AM)

The event began at sunrise with a community aerobics session led by local fitness instructors. Over **50 participants**, primarily youth and women, joined in energetic exercises designed to strengthen cardiovascular and respiratory health. The activity demonstrated how regular exercise improves lung capacity and overall wellbeing, reinforcing the campaign's message: *“Be Active – Breathe Better.”*

4.2 March for Lung Health (07:30 AM)

Following the aerobics, a **march for lung health** started from *Prédio Manuel Nunes* and ended at *Praça dos Namorados*.

The march attracted **over 300 participants**, including students, community members, health workers, and civil society representatives.

Participants say with messages such as:

- “Clean Air, Healthy Lungs.”
- “Say No to Tobacco.”
- “Exercise for Life.”

The Police of the Republic of Mozambique (PRM) provided **escort and security**, ensuring the peaceful flow of participants through the main streets of Chimoio.

The event also had the support of the Mozambique Red Cross, which provided first aid volunteers.

4.3 Health Exhibition (from 09:00 AM)

At *Praça dos Namorados*, several institutions—including the *Instituto de Ciencias e Inovacao*, and *Instituto Superior de Manica*—set up stands showcasing:

- Posters and materials on lung anatomy and disease prevention.
- Demonstrations on the impact of smoking and air pollution.
- Information on climate change and environmental health.

More than **200 visitors** interacted with exhibitors and received informational leaflets.

4.4 Awareness Talks and Community Dialogue

A series of short public talks were conducted throughout the morning, covering key topics such as:

- The dangers of smoking, drug use, and passive smoke exposure.
- How physical activity supports respiratory function.
- Climate change, air quality, and the prevention of respiratory diseases.

Speakers included health professionals, AVISOR staff, and youth advocates. The interactive discussions encouraged participants to commit to healthier lifestyles and advocate for smoke-free spaces in their communities.

5. University and Health School Lectures

In the days leading up to the community event, AVISOR organised **educational lectures** in collaboration with higher education institutions to broaden the campaign's reach among students and future health professionals.

5.1 Institute of Innovation Sciences

Held on **23 September 2025**, this session gathered approximately **80 students and lecturers**. Topics covered included “*Climate Change and Respiratory Health*” and “*Innovations for a Clean and Healthy Environment*.”

Participants discussed practical solutions to improve indoor air quality and promote sustainable energy use in households.

5.2 Lecture with Students from the Instituto Superior de Manica

As part of the educational outreach activities, AVISOR conducted a lecture with students from the Manica Polytechnic Institute ahead of the World Lung Day community event.

The session focused on the theme “Clean Air, Healthy Lungs: The Role of Youth in Promoting Public Health”, bringing together more than 100 students and lecturers from different academic fields.

The interactive presentation explored the connections between air pollution, smoking, and respiratory diseases, while also addressing how climate change affects lung health. Students discussed practical measures to improve air quality on campus and within their communities — including waste reduction, tree planting, and advocacy for smoke-free public spaces.

The engagement demonstrated strong interest and leadership among young people in contributing to the Healthy Lungs for Life campaign. Participants committed to continuing awareness efforts through student clubs and collaboration with AVISOR in future health initiatives.

6. Media Outreach

Pre-Event Promotion

AVISOR conducted a comprehensive publicity campaign through social media, community networks, and local radio.

- Digital flyers and posters were circulated on Facebook, Instagram, and WhatsApp.
- A 3-day radio announcement on *Rádio Moçambique – Manica Channel* invited the public to participate.

During the Event

- Journalists from *Rádio Moçambique*, *TV Strong-Live*, *TV Acção* and local online platforms covered the event live.
- AVISOR's Facebook page posted photos, videos, and stories using the hashtags **#HealthyLungsForLife**, **#WorldLungDay**, and **#AVISOR**.
- Live interactions reached an estimated **556,000 online views**.

Post-Event Coverage

- A summary article was submitted to the ELF communications team for publication on their website.
- Press releases were distributed to local newspapers and shared on community radio, amplifying the campaign's messages beyond Chimoio.

7. Outcomes and Impact

Quantitative Results

- **Direct participants:** ~50 (aerobics, march, exhibition, and lectures).
- **Indirect reach:** ~556,000 via radio, TVs media, social media, and press coverage.
- **Partner institutions engaged:** 5 (health and education).
- **Volunteers mobilised:** 10 AVISOR youth members.

Qualitative Achievements

1. **Increased awareness** – Participants demonstrated improved knowledge about lung health, tobacco dangers, and air pollution impacts.
2. **Youth engagement** – The event strengthened youth leadership in health advocacy, particularly among students from participating institutions.
3. **Institutional collaboration** – Effective partnerships between AVISOR, universities, the Red Cross, and PRM police enhanced event credibility and logistics.
4. **Visibility of AVISOR** – The campaign elevated AVISOR's public recognition as a leading community organisation in health promotion.

Challenges

- **Limited budget** (capped at €1,000), requiring prioritisation of essential expenses.
- **Early start time** reduced participation in morning sessions.
- **Weather fluctuations** caused minor delays during outdoor activities.

Despite these challenges, the event achieved all major targets and exceeded expected outreach numbers.

8. The Way Forward

Building on this successful initiative, AVISOR aims to:

1. **Expand** World Lung Day celebrations to other districts across Manica Province.
2. **Develop school-based programmes** integrating lung health education into health and science curricula.
3. **Collaborate with health services** to conduct periodic community screenings and awareness sessions.
4. **Advocate for clean air policies**, including reduced waste burning and vehicle emission control.
5. **Engage youth clubs** to lead ongoing public campaigns on smoking prevention and environmental protection.

The experience demonstrated that even modest financial support can generate significant impact when coupled with strong partnerships and community mobilisation.

9. Conclusion and Closing Thoughts

The *Healthy Lungs for Life – Chimoio* event demonstrated how community-led initiatives can make global health campaigns locally meaningful and impactful. By combining **physical activity, education, and advocacy**, the celebration of *World Lung Day 2025* brought together diverse groups — youth, health professionals, academic institutions, community organisations, and public authorities — under one shared goal: **to promote healthy lungs for a healthier future**.

Through the collaboration between **AVISOR**, the **European Lung Foundation (ELF)**, and the **European Respiratory Society (ERS)**, the event successfully strengthened awareness of lung health and the importance of preventive behaviour. Participants not only gained knowledge but also became active advocates for clean air, smoke-free environments, and sustainable lifestyles.

The inclusion of lectures at universities and health training institutions extended the campaign's educational reach, ensuring that future health professionals are equipped to integrate lung health promotion into their work. The participation of the Manica Polytechnic Institute further broadened youth engagement and community ownership.

Despite limited financial resources, the event achieved remarkable outcomes — reaching over 500 people directly and thousands more indirectly through social media and radio coverage. The active involvement of the Police of the Republic of Mozambique and the Red Cross ensured safety and first aid support, showcasing effective multi-stakeholder cooperation.

This experience reaffirmed AVISOR's commitment to empowering communities through knowledge and participation. The lessons learned will guide future initiatives aimed at improving air quality, reducing tobacco use, and promoting physical activity across Manica Province.

Looking ahead, AVISOR will continue to advocate for **cleaner, safer, and more resilient communities**, working alongside local and international partners to sustain the momentum generated by this campaign.

The *Healthy Lungs for Life – Chimoio* celebration stands as a testament to the power of partnership, volunteerism, and community spirit in transforming global messages into local action.

.

10. Annexes

1. Programme of activities.
2. Flyers and posters used.
3. Photos of aerobics, march, and exhibitions.
4. Media coverage links (Facebook posts, TV Accao, and TV Strong Live).
5. List of partner organisations.

President of AVISOR

Manuel Obedias Elias Muchina



Annex 1 – Programme of Activities

Event Title: *Healthy Lungs for Life – Chimoio Celebration*

Date: 27 September 2025

Venue: Praça dos Namorados, Chimoio, Manica Province

Theme: *“Pela Saúde Pulmonar em Chimoio – World Lung Day”*

Time	Activity	Description	Lead/Responsible
05:30 – 06:30	Aerobics Session	Early morning community fitness session designed to encourage physical activity and highlight its role in maintaining healthy lungs.	Local instructors supported by AVISOR volunteers
07:30 – 08:30	Public March for Lung Health	March from <i>Prédio Manuel Nunes</i> to <i>Praça dos Namorados</i> , with banners and placards carrying key messages such as “Clean Air for Healthy Lungs” and “Say No to Tobacco”.	AVISOR, PRM Police Unit (for protection and coordination)
08:30 – 09:00	Opening Remarks and Welcome	Official opening of the event, presentation of objectives, and acknowledgment of partners and guests.	AVISOR Executive Director
09:00 – 12:00	Health Exhibition	Exhibition stands set up by local health training institutes, the Red Cross, and community organisations, providing educational materials and demonstrations on lung health, air quality, and climate impacts.	Institute of Innovation Sciences, Manica Polytechnic Institute, Red Cross volunteers
09:30 – 11:30	Awareness Talks and Demonstrations	Interactive talks and mini-presentations on topics including: the dangers of smoking and drug use, air pollution and lung disease, and the importance of exercise for healthy lungs.	Health professionals, AVISOR facilitators, youth leaders
10:00 – 11:00	University Lecture Sessions	Special lecture with students from the <i>Manica Polytechnic Institute</i> on lung health, climate change, and preventive measures for respiratory diseases.	AVISOR Health Coordinator and invited lecturers
11:30 – 12:30	Community Engagement and Discussions	Open dialogue with community members on how to sustain lung health initiatives locally.	AVISOR staff and local leaders
12:30 – 13:00	Closing Ceremony and Acknowledgements	Final remarks, recognition of partners, and a collective commitment to promoting lung health throughout the province.	AVISOR, ELF, ERS representatives

Supporting Services:

- **Security:** Police of the Republic of Mozambique (PRM)
- **First Aid:** Red Cross volunteer team
- **Media Coverage:** Local radio station and TV media partners
- **Logistics:** AVISOR staff and volunteers,

ANNEX 2- FLYERS AND POSTERS USED.

Overview

As part of the Healthy Lungs for Life campaign, a variety of flyers and digital posters were developed and distributed to promote the World Lung Day celebrations in Chimoio. These materials played a crucial role in raising community awareness, mobilising participation, and communicating key health messages in both English and Portuguese.

The designs were adapted for print and digital circulation (via WhatsApp, Facebook, and Instagram) to maximise outreach among young people, schools, community organisations, and the general public.

Flyers Produced

1. Aerobics and March Invitation Flyer

Title: “Pela Saúde Pulmonar em Chimoio – Junte-se à Marcha e à Ginástica Aeróbica!”

Date: 27 September 2025

Time: 05:30 – Aerobics at Praça dos Namorados; 07:30 – March from Prédio Manuel Nunes to Praça dos Namorados; 09:00 onwards – Exhibition and Awareness Activities

Purpose: To invite the public to participate in physical and educational activities marking World Lung Day.

Distribution: Shared through WhatsApp community groups, youth networks, and printed copies displayed at schools, health centres, and local markets.

2. Awareness Poster – “Healthy Lungs for Life”

Theme Message: “Breathe Clean. Live Active. Protect Your Lungs.”

Visual Design: Central image of stylised lungs representing vitality and clean air. Blue and white background symbolising health and freshness. Logos of AVISOR, European Lung Foundation (ELF), and European Respiratory Society (ERS).

Content Focus: Promoting the importance of avoiding tobacco, reducing air pollution, and engaging in regular exercise.

Languages: Portuguese (primary) with bilingual subtitle in English.

3. Event Banner (Horizontal Format)

Title: “Pulmões Saudáveis para a Vida – Healthy Lungs for Life”

Subtitle: “Pela Saúde Pulmonar em Chimoio – 25 de Setembro, Dia Mundial do Pulmão (World Lung Day)”

Design Features: Stylised lung silhouette as background. Prominent placement of partner logos (AVISOR, ELF, ERS). Suitable for display at the Praça dos Namorados event venue and media interviews.

Purpose: Visibility and identity for the event, ensuring community recognition and alignment with global campaign branding.

4. Educational Poster for Schools

Title: “Diga NÃO ao Tabaco – Respire Vida Saudável!”

Main Message: Informing students about the dangers of smoking, air pollution, and drug use on respiratory health.

Produced For: Palestras (lectures) held at the Instituto Superior Politécnico de Manica and other local schools.

Distribution: Displayed in classrooms, libraries, and community information boards.

MARCHA AERÓBICA *E exposição*

**ALUSIVO AO DIA MUNDIAL DO
PULMÃO | 25 DE SETEMBRO**

**SÁBADO. 27
SETEMBRO, 2025**

**PRAÇA DOS NAMORADOS
CIDADE DE CHIMOIO**

ACTIVIDADES

AERÓBICA | 05H30^(CAT)
📍 NA PRAÇA DOS NAMORADOS

MARCHA | 07H30^(CAT)
📍 DO PRÉDIO MANUEL NUNES
ATÉ PRAÇA DOS NAMORADOS

EXPOSIÇÃO | 09H00^(CAT)
📍 NA PRAÇA DOS NAMORADOS

NOTA

A EXPOSIÇÃO É ABERTA A TODOS QUE
POSSUEM UM PRODUTO OU SERVIÇO.

PARTICIPE!

**VESTIMENTA: CAMISA/CAMISETA BRANCA OU
DA ORGANIZAÇÃO QUE FOR REPRESENTAR.**

VENHA E PARTICIPE!



HEALTHY LUNGS FOR LIFE
ERS ELF



PULMÕES SAUDÁVEIS PARA A VIDA

HEALTHY LUNGS FOR LIFE

**Pela Saúde
Pulmonar em
Chimoio, Manica**



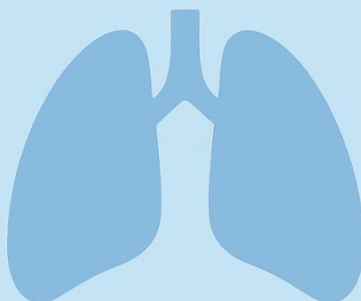
25 de Setembro
Dia Mundial do Pulmão
(World Lung Day 2025)



PULMÕES SAUDÁVEIS PARA A VIDA

HEALTHY LUNGS FOR LIFE

Pela Saúde Pulmonar em Chimoio
25 DE SETEMBRO - DIA MUNDIAL DO PULMÃO



**EUROPEAN
RESPIRATORY
SOCIETY**

ANNEX 3- PHOTOS OF AEROBICS, MARCH, AND EXHIBITIONS.

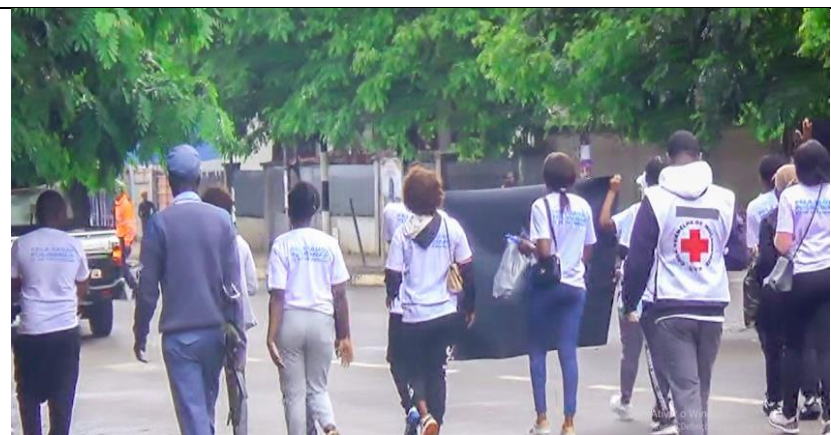
Aerobics Session – “Move for Healthy Lungs”

Community members begin the morning with an energetic aerobics session, highlighting the importance of physical activity for lung health and overall well-being.



Public March for Lung Health

Participants join the “March for Healthy Lungs”, carrying banners with messages promoting clean air, smoke-free living, and community solidarity across the streets of Chimoio.



Health Exhibition at Praça dos Namorados

Health professionals, students, and volunteers engage visitors with information stands and demonstrations on lung health, air quality, and the impacts of climate change.



Lecture at the Manica Polytechnic Institute

Students and lecturers participate in an interactive session on “Clean Air, Healthy Lungs”, discussing how youth can contribute to promoting respiratory health and environmental sustainability.



ANNEX 4- MEDIA COVERAGE NOTE FOR DONOR REPORT

- 1- As part of our media outreach and communication strategy, the *Healthy Lungs for Life – Chimoio* event received coverage on the **TV Acção Facebook page**, a widely followed regional media platform.

The news report on the World Lung Day activities begins at **minute 20:03** in the following video link:

 <https://www.facebook.com/tvaccao/videos/663834513441754/?app=fbl>

- 2- As part of our media outreach and communication strategy, the *Healthy Lungs for Life – Chimoio* event received coverage on the **TV Strong Live Facebook page**, a widely followed regional media platform.

The news report on the World Lung Day activities begins at **minute 43:30** in the following video link:

 <https://www.facebook.com/StrongLivetvs/videos/1353090906392694/?app=fbl>

- 3- As part of our media outreach and communication strategy, the *Healthy Lungs for Life – Chimoio* event received coverage on the **Avisor Facebook page**, a widely followed regional media platform.

The news report on the World Lung Day activities link:

 <https://www.facebook.com/share/v/1BATofm3Gb/>

This segment highlights the march, the aerobics session, and the health exhibition held at Praça dos Namorados, as well as interviews with organisers and participants. It reflects the visibility and community engagement achieved through the collaboration between **AVISOR**, **ELF**, and **ERS** under the *Healthy Lungs for Life* campaign.