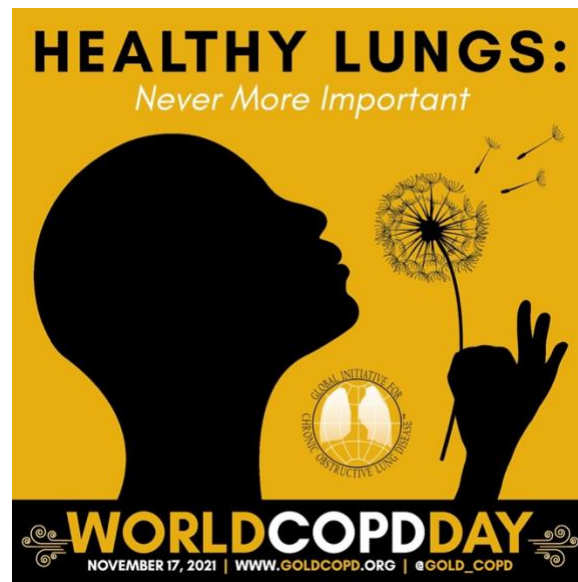


# • SUGGESTED LOCAL ACTIVITIES •



## EDUCATION

- Hold a public open day or a free-of-charge COPD screening clinic at your local hospital or surgery—secure sponsorship from a newspaper or pharmaceutical company.
- Stage a meeting of general practitioners and other health professionals to update on latest knowledge in prevention, diagnosis and treatment. Discuss implementation of GOLD documents.
- Produce a radio advertisement highlighting World COPD Day, the meaning of COPD control, strategies to improve control, and the relationship of COPD control to hospitalization.
- Organize debates about local issues affecting COPD control—e.g., pollution, smoking, access to COPD care & medication.
- Organize a diagnosis, education, and treatment bus tour to reach remote areas—or arrange a special bus service bringing patients to the clinics.
- Set up a display of COPD information, treatments, the definition of control, and the relationship between uncontrolled COPD and hospitalization in your surgery or hospital.
- Host a panel discussion at a group for parents & teachers in which two or three parents of children with COPD discuss their experiences with COPD control. Invite a local pediatric asthma specialist to be part of the discussion.
- Launch a Website offering educational information and advice—include details of regular COPD clinics.
- Set up a telephone helpline for patients and the public, with free calls if possible to maximize access for all.
- Make learning about COPD control fun by creating games for children that will educate them about COPD control, or invite physicians to compete in a quiz about GOLD's recommendations for COPD control.

## PROFILE RAISING

- Publicize World COPD Day with posters, billboards, stickers or ribbons.
- Alert your local and national media of the date and theme for World COPD Day, the latest information about the burden of COPD (and COPD hospitalizations) in your region, and the meaning of asthma control.
- Arrange a photocall for journalists around those activities with a strong visual element.
- Encourage participants from all walks of life to highlight the wide variety of people who experience the burden of COPD and who live active lives with their COPD under control.
- Carry out a survey of the level of COPD control among people in your country or local area. Or, create a study to capture rates of hospitalization for COPD and the relationship to lack of COPD control.
- Create a Website about your campaign.
- Contact politicians and celebrities with COPD to support your cause.
- Locate people with COPD who could help you tell your story to the media.
- If you produce a newsletter, write an article on the activities you are staging for World COPD Day.
- Develop partnerships to promote increased awareness of COPD as a major public health problem and increased understanding of the concept of COPD control.
- Encourage members of the public to participate in a World COPD Day 'Drawing Breath' competition—how might breath look if you could see it? The judging and award presentation could become an event that may attract media attention.
- Encourage people with COPD or health professionals to write to their health ministers, stressing the importance of World COPD Day, lobbying for COPD to be made a national priority disease, and suggesting steps the government could take to help more people control their COPD and reduce hospitalizations.
- Present an award to smoke- and allergen-free establishments.
- Plan a reception for celebrities with COPD and ordinary members of the public with COPD—invite health ministers to attend.
- Organize day trips to a clean-air environment for city-dwelling COPD patients.

## FUNDRAISING

- Hold a World COPD Day sponsored walk, run, swim, or soccer match. Invite well-known athletes from the area to take part alongside COPD patients from all walks of life.
- Hold a World COPD Day talent show or musical concert with performances from local asthma patients. Highlight woodwind and brass instruments. To encourage news stories, select a concert title linked to COPD and/or the World COPD Day theme, or invite celebrity musicians with COPD to participate.
- Hold a bake sale/coffee morning.
- Organize a car-free or quit-smoking day.
- Suggest a COPD Question & Answer page or session to your national newspaper or radio station.
- Stage a public poetry competition, inviting poems on COPD and COPD control, and publish a book of the top 20. The judging and presentation of awards could also provide an opportunity for media exposure.
- Organize an exhibition of pictures on the theme of COPD control.