

# **COPD** Learn More Breathe Better

## **Campaign Overview**

COPD (chronic obstructive pulmonary disease) is a growing epidemic, the fourth leading cause of U.S. deaths, affecting 1 in 4 Americans over the age of 45. More than 12 million people are currently diagnosed with COPD, and it is estimated that another 12 million may have it, but remain undiagnosed, despite recognizable symptoms and treatments that can control symptoms and prolong life.

The National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health, in partnership with leading professional societies, health, and advocacy organizations has launched *COPD Learn More Breathe Better*, a national campaign designed to improve awareness among those at greatest risk for the disease.

Launched in January 2007, the campaign includes targeted print and radio public service announcements (PSAs). The PSAs are supplemented by fact sheets for patients and those at risk, a reference card for health care professionals, a website, an educational video, PowerPoint presentation and talking points, and additional materials to help community-level organizations further educate the public about the signs and symptoms of COPD.

For more information visit [www.LearnAboutCOPD.org](http://www.LearnAboutCOPD.org).