

COPD Awareness Month – Event Planning and Outreach Tips

1. Hold a speaker series utilizing the Educational Video and/or PowerPoint slides and talking points included in the Resource Kit. Work with a local hospital or community group to host a series of talks featuring various COPD experts. Invite those diagnosed and affected by COPD and address issues like risk factors, diagnosis, treatment and effective disease management techniques.
2. Coordinate spirometry screenings with a local community health group or hospital, or contact the COPD Foundation for information on booking the Mobile Spirometry Unit (MSU) <http://www.copdfoundation.org/MSU.htm>. Distribute *COPD Learn More Breathe Better* fact sheets, included in this kit.
3. Work with your local or state government offices to sign a proclamation recognizing COPD Awareness Month in your state, city, town or community.
4. Submit a Letter to the Editor to your local newspaper that details the importance of educating the public about COPD.
5. Contact your local newspapers and radio stations and encourage them to print/play the COPD Learn More Breathe Better PSAs included in this kit (which can also be downloaded from www.LearnAboutCOPD.org)
6. Reach out to the health editors at your local newspaper and TV and radio news stations and encourage them to do a COPD health feature during the month of November. Use the template press release included in this kit to let local media know about what *your* organization is doing to observe COPD Awareness Month.
7. **REGISTER YOUR REGIONAL, STATE, OR LOCAL EVENT ON THE COPD LEARN MORE BREATHE BETTER CAMPAIGN WEBSITE.** Visit www.LearnAboutCOPD.org for more information!