

Educational Video

Discussion Guide

ABOUT THIS VIDEO

This educational video is brought to you by the National Heart, Lung, and Blood Institute's *COPD Learn More Breathe Better* campaign—the first-ever national COPD awareness campaign. The video features dramatic, real-life examples of three people living with and successfully managing COPD (chronic obstructive pulmonary disease). Their stories illustrate the importance of recognizing symptoms, pursuing an accurate diagnosis, complying with treatment recommendations, and proactively managing the disease—all steps patients can take to make breathing easier and live a longer and more active life.

This eight and a half minute video has been developed for health care professionals and members of COPD patient and advocacy organizations to utilize as part of their community outreach efforts or for presentation to colleagues/grand rounds. It can be used as a stand alone tool or in conjunction with the PowerPoint presentations included in the *COPD Learn More Breathe Better* Speaker's Guide (Available for download from the campaign Web site, www.LearnAboutCOPD.org.) The video could also run as a “loop” in doctor's offices or at health fairs and similar exhibits. It is appropriate for both consumer/patient and health care professional audiences.



WHY COPD? WHY NOW?

COPD is a serious lung disease that, over time, makes it hard to breathe. It is the 4th leading cause of death in the United States and the only leading killer that is on the rise. There are 12 million Americans diagnosed with COPD. It is estimated that another 12 million may have COPD and don't even know it.

Recent advances in treatment for COPD offer real opportunities to improve patient's quality of life. As evidenced by the patients profiled in this video, early diagnosis and effective treatment can make a positive difference in the lives of people with COPD.

TIPS FOR DISCUSSION MODERATORS

- Preview the video before presenting, so you are familiar with the content. Think about how the video applies to your particular audience.
- Begin the session by introducing yourself and thanking attendees for coming.
- Before your audience starts watching, introduce the video, engage them by asking a question that they will find the answer to as they watch. (Key themes to focus on will vary depending on your audience. For example, if you are showing the video to patients, you may want to ask them:

“As you watch this video, think about what these patients have in common when it comes to managing the disease.”

ANSWER: All are compliant with treatment programs—medication, exercise, smoking cessation, etc.)

SAMPLE INTRODUCTION

“Hello, I'm *name*. Thank you all for joining us today for a discussion about COPD—chronic obstructive pulmonary disease. I'd like to show you a brief video about three people who are living with COPD. They are not actors, these are actual COPD patients.”

“Their stories demonstrate three very important points when it comes to COPD diagnosis and treatment:

- The need to recognize and pay attention to the symptoms of the disease,
- The value of getting a lung function test, also called spirometry, and
- The many benefits of sticking with a treatment program—as you will see, the right treatment has made a tremendous difference to the people profiled in the video.”

“Let's take a look.”

Q&A: AFTER THE VIDEO

After showing the video, ask participants questions that will help shape discussion, for example:

- Could you identify with any or all of the people profiled and their experiences with COPD?
- What seems to be the most helpful to these folks when it comes to managing their COPD?
- What did you learn that you didn't know before you watched the video?

A/V CHECKLIST

Do you have:

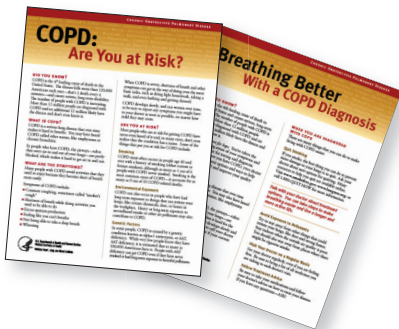
- DVD player or laptop computer on which to run the DVD?
- Auxiliary speakers if necessary?
- Screen or large monitor so everyone in the room can see?

Always test your equipment to be sure that any technical glitches are resolved prior to the presentation.

HANDOUTS

Fact sheets for both at-risk individuals and people living with COPD are available to download from the campaign Web site: www.LearnAboutCOPD.org.

You can also find an order form online if you are interested in purchasing large quantities or in customizing with your organization's logo. Visit www.LearnAboutCOPD.org and click on Campaign Materials for more information.



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U.S. Department of Health and Human Services
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