

# COPD NATIONAL ACTION PLAN



## OUTREACH TOOLKIT

### HELP SPREAD THE WORD

For the COPD National Action Plan to succeed in reducing the burden of the disease, the COPD community must stay involved and help drive its implementation. Just as the creation of the Action Plan was a collaborative, national effort, its implementation must be, too.

This toolkit provides resources you can use to spread the word about the Action Plan. It includes tips for working with local media, and sample content for your [blog](#), [newsletter](#), and [social media channels](#).

### GET IN TOUCH WITH LOCAL MEDIA

When pitching stories to reporters, remember to explain the disease, as it may be unfamiliar to them. Contact information for your local news outlets can generally be found on their websites. If you're unable to find an email address, you can call the newsroom and ask for the most relevant reporter for health topics. When talking with the media, consider offering:

- Help in creating a feature story that profiles a person with COPD and showcases what your organization is doing to advance the goals of the COPD National Action Plan
- Information for a story about how your organization is making a difference and implementing the COPD National Action Plan
- Science-based [content](#) already developed by NHLBI that addresses risk factors, diagnosis, and treatment; and explores who is most affected by the disease
- Already-prepared content, such as a letter-to-the-editor

For additional information on the Action Plan, visit [COPD.nih.gov](https://www.copd.nih.gov). To customize your outreach using COPD data specific to your state, use [state shareables](#) that show the prevalence of COPD in each state.



TO LEARN MORE, VISIT  
[COPD.NIH.GOV](https://www.copd.nih.gov)

# COPD NATIONAL ACTION PLAN



## COPD NATIONAL ACTION PLAN TALKING POINTS

- The COPD National Action Plan provides a unified framework for reducing the burden of COPD, which affects millions of Americans and is a leading cause of death in the United States.
- *[Insert organization name]* is proud to continue supporting the local implementation of the COPD National Action Plan through *[insert how your organization will implement the Action Plan]*.
- The COPD National Action Plan addresses the needs of the nation. Each goal is designed to address a different aspect of COPD so that the entire spectrum of complex issues related to the disease is covered:
  - **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
  - **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
  - **Goal 3:** Collect, analyze, report, and disseminate COPD data
  - **Goal 4:** Increase and sustain COPD research
  - **Goal 5:** Turn COPD recommendations into research and public health care actions
- The COPD National Action Plan provides a cohesive tool that key stakeholders can use to drive change and support activities that help reduce the burden of COPD.
- Stakeholders must stay involved if the COPD National Action Plan is to succeed.
- The COPD National Action Plan Community Action Tool serves as a repository for the COPD community to capture and track its efforts to advance the goals of the COPD National Action Plan.



TO LEARN MORE, VISIT  
[COPD.NIH.GOV](https://www.copd.nih.gov)

# COPD NATIONAL ACTION PLAN



## GENERAL COPD TALKING POINTS

- Chronic obstructive pulmonary disease (COPD), also known as emphysema or chronic bronchitis, is a serious lung disease that over time makes it hard to breathe.
- COPD is a leading cause of death and disability in the United States. While more than 17 million Americans have been diagnosed with COPD, it is estimated that millions more have the disease without realizing it. But, with early diagnosis and treatment, people with COPD can improve their quality of life and begin to breathe easier.
- According to data from the Centers for Disease Control and Prevention (CDC), more than *[insert your state statistics]* in *[your state]* have been diagnosed with COPD—however, we know that many more people are affected but have yet to receive a diagnosis.
  - Find the data for your state on the [COPD State Prevalence Cards page](#).
- COPD is more common than many people realize. One in five adults in the United States over age 45 has COPD. Risk factors include a history of smoking (for both current and former smokers), long-term environmental exposure to pollutants that can irritate your lungs, and certain genetic conditions.
- While there is no cure for COPD, with early diagnosis and treatment, people with COPD can alleviate their symptoms and begin to get back to the things they love doing.



TO LEARN MORE, VISIT  
[COPD.NIH.GOV](https://www.copd.nih.gov)

# COPD NATIONAL ACTION PLAN



## TEMPLATE BLOG POST

*Below is suggested content for a blog post or use in other media publications. You can personalize the blog by inserting a quote like the one below from your organization's spokesperson.*

### ***[Insert Organization Name] Reaffirms Commitment to Reduce the Burden of COPD***

[Organization name] recently joined the National Heart, Lung, and Blood Institute and others in the COPD community to assess progress and discuss future priorities for implementing the [COPD National Action Plan](#). The COPD National Action Plan provides a unified framework to guide stakeholders nationwide in their efforts to work together to positively impact the effect of the disease.

*[Insert quote from spokesperson about hopes for the future implementation of the Action Plan, if available. Something like, "(Name of organization) is proud to continue our ongoing commitment to furthering the goals of the COPD National Action Plan, and we look forward to collaborating with others in the COPD community to ensure its successful implementation."]*

The Action Plan addresses the needs of patients and the greater public, healthcare delivery and practice guidelines, research potential, and policy implications. Broken into five goals, each goal of the Action Plan is designed to address a different aspect of COPD so that the entire spectrum of complex issues related to the disease is covered.

- **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
- **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
- **Goal 3:** Collect, analyze, report, and disseminate COPD data
- **Goal 4:** Increase and sustain COPD research
- **Goal 5:** Turn COPD recommendations into research and public health care actions

*[Optional: Insert paragraph discussing areas of the Action Plan your organization identifies most with or areas you may address, etc.]*

The COPD community uses the [COPD National Action Plan Community Action Tool](#) to document its progress in advancing the five goals.

COPD is a leading cause of death in the United States, affecting more than 17 million Americans and millions more who have not yet been diagnosed. Over time, this lung disease can affect the ability to breathe and lead to long-term disability. Although COPD is not curable, it is highly treatable, and early diagnosis can lead to an improved quality of life.

Everyone has an important role to play in the success of the COPD National Action Plan. Join us in the national effort to address COPD, by *[insert call to action]*. To learn more about the Action Plan, visit [COPD.nih.gov](https://www.copd.nih.gov).



TO LEARN MORE, VISIT  
[COPD.NIH.GOV](https://www.copd.nih.gov)

# COPD NATIONAL ACTION PLAN



## TEMPLATE NEWSLETTER ARTICLE

*Below is suggested content for your newsletter, website, or other publications.*

### ***Advancing the Goals of the COPD National Action Plan***

Convened by the National Heart, Lung, and Blood Institute, the COPD community recently gathered to examine progress and set the path for future implementation of the [COPD National Action Plan](#). The Action Plan was released in 2017 as a unified framework to guide stakeholders nationwide in their efforts to reduce the burden of the disease.

Broken into five goals with specific focuses, each goal of the Action Plan covers the entire spectrum of complex issues related to COPD, including the needs of patients and the greater public, healthcare delivery and practice guidelines, research potential, and policy implications. The five goals are:

- **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
- **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
- **Goal 3:** Collect, analyze, report, and disseminate COPD data
- **Goal 4:** Increase and sustain COPD research
- **Goal 5:** Turn COPD recommendations into research and public health care actions

The Action Plan serves as a cohesive tool for stakeholders to use in driving change and supporting activities to change the trajectory of the disease.

Activities advancing the goals of the Action Plan are recorded in the [COPD National Action Plan Community Action Tool](#).

Everyone in the COPD community has an important role to play in the success of the COPD National Action Plan. To learn more about the Action Plan and how you can help, visit [COPD.nih.gov](http://COPD.nih.gov).



TO LEARN MORE, VISIT  
**[COPD.NIH.GOV](http://COPD.NIH.GOV)**

# COPD NATIONAL ACTION PLAN



## SOCIAL MEDIA RESOURCES

Below are suggested social media posts to share across your networks, including Facebook, X, and LinkedIn. Keep your audiences updated with your ongoing progress toward implementing the Action Plan.

We encourage you to use #COPDActionPlan in your posts to help promote activities related to the Action Plan. Don't forget to use visuals and include calls to action in your social media posts to increase engagement. Join the conversation by following the hashtag #COPDActionPlan, replying to others, and sharing and reposting content.

Visit the [COPD National Action Plan Resources page](#) to find videos, infocards, and other graphics to accompany these posts.

### SAMPLE POSTS

We're proud to continue being a part of the national effort to reduce the burden of chronic obstructive pulmonary disease (COPD). Learn how you can help: [COPD.nih.gov](https://copd.nih.gov) #COPDActionPlan

Interested in being part of the national effort to address #COPD? Learn how you can get involved: [COPD.nih.gov](https://copd.nih.gov) #COPDActionPlan

Millions of Americans have been diagnosed with COPD, and millions more have it but don't know it. The #COPDActionPlan is the national blueprint for a multifaceted, unified fight against this disease. Learn more: [COPD.nih.gov](https://copd.nih.gov)

COPD is a leading cause of U.S. death and disability, with more than 17 million Americans already diagnosed and millions more who don't yet know they have it. Everyone has an important role to play in addressing this burden. Learn more: [COPD.nih.gov](https://copd.nih.gov) #COPDActionPlan

Check out the COPD National Action Plan Community Action Tool to learn about the work the COPD community is doing to meet the goals of the #COPDActionPlan: <https://cnap.nhlbi.nih.gov/>

The COPD community developed the COPD National Action Plan to help reduce the burden of this disease. Is your organization doing work to support the plan's goals? Share your work in the #COPDActionPlan Community Action Tool: <https://cnap.nhlbi.nih.gov/>

Members of the COPD community: Document your efforts in the #COPDActionPlan Community Action Tool. It tracks the wide variety of activities the COPD community is doing to advance the goals of the plan. <https://cnap.nhlbi.nih.gov/>

Is your organization or community working to support the goals of the #COPDActionPlan? Check out the Community Action Tool and learn how to submit your organization's work: <https://cnap.nhlbi.nih.gov/>



TO LEARN MORE, VISIT  
**[COPD.NIH.GOV](https://copd.nih.gov)**