



WORLD  
BRONCHIECTASIS  
JULY 1<sup>ST</sup> DAY



Bronchiectasis  
and NTM 360°  
COPD Foundation

# Impact Report

2024



## Background

Bronchiectasis is a lung disease that affects hundreds of thousands of people and is growing in prevalence. Bronchiectasis and NTM 360, a division of the COPD Foundation, established a global coalition of more than 20 international organizations to bring awareness to this disease.

World Bronchiectasis Day is held annually on the first of July. Each year, organizers from around the world coordinate activities to increase awareness of bronchiectasis in hopes of identifying undiagnosed patients living with bronchiectasis. In 2024, the event highlighted the importance of research and how people can participate.

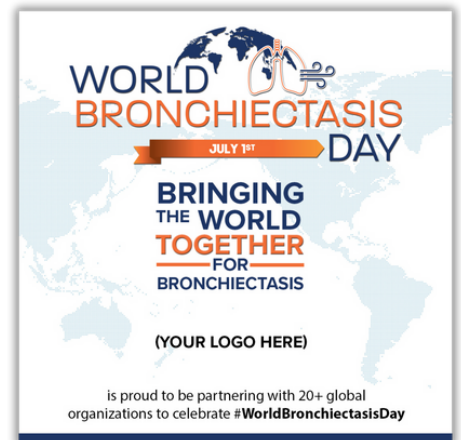
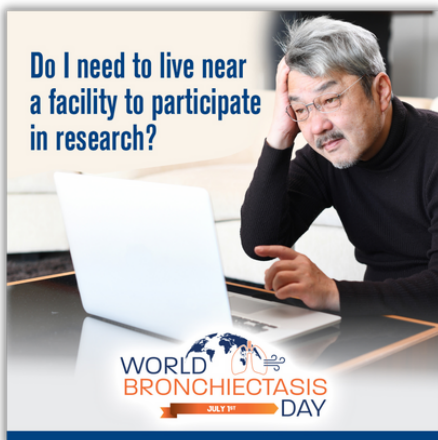
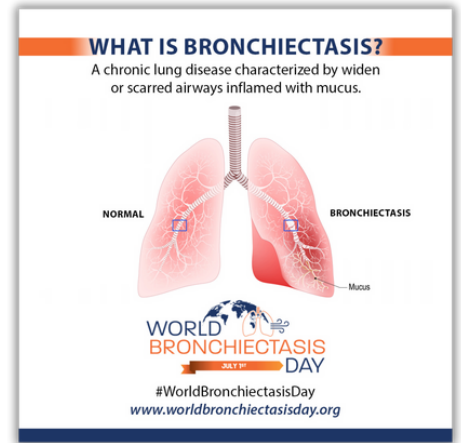
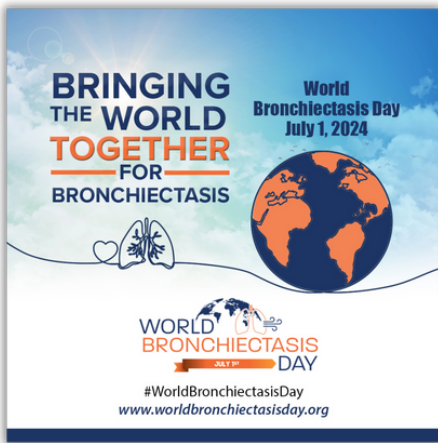


## Global Planning Committee

The global planning committee is comprised of patient advocates, representatives from collaborating patient advocacy organizations, professional societies, and leading experts. Its aim is to raise awareness, share knowledge, and discuss ways to reduce the burden of bronchiectasis for patients and their families. With increased interest in World Bronchiectasis Day, new global partners, including the Pakistan Chest Society and Primary Ciliary Dyskinesia Foundation, joined the planning committee.

## Partner Toolkit

Partners were provided with a full marketing toolkit, including sharable graphics (pictured below), suggested social media content and resources to share throughout the campaign. The toolkit was made available in English, Spanish and French.





# 2024 Campaign

## Educational Materials

A new [Research & Clinical Trials FAQ](#) leaflet was created for this year's World Bronchiectasis Day campaign. The FAQ leaflet provides information on clinical trials, including details about the four phases of participation. It is available in English, Spanish and Japanese.

In addition, we expanded our range of educational materials available in English to include multiple languages. Previously available in Spanish, the ["All About Bronchiectasis"](#) booklet is now available in French. The ["Medication Wallet Card"](#) is now available in Spanish. Our goal is to increase the number of materials translated into additional languages every year.

# New Educational Materials

	Vacunas	Medicamentos	Alergias a medicamentos	Cultivo de esputo
<b>Registro de medicamentos para:</b>  Fecha(s): Neumococo Gripe COVID-19 Tos ferina Herpes zóster <b>Contacto de emergencia</b> Nombre: N.º de teléfono:				

\*No se recomienda la monoterapia con macrólidos (azitromicina/ claritromicina) en personas que tienen riesgo de enfermedad por micobacterias no tuberculosas (MNT).



# 2024 Campaign

## World Bronchiectasis Day Events

Events convened in honor of World Bronchiectasis Day included:

- [Virtual Roundtable: Expert Opinions on Clinical Research](#) hosted by Bronchiectasis and NTM 360
- [Airway Clearance and Exercise for Bronchiectasis](#) hosted by Lung Foundation Australia
- [Patient Involvement in Bronchiectasis Research](#) hosted by Global Allergy & Airways Patient Platform
- [Bronchiectasis Question Time: Treatment](#) hosted by European Lung Foundation & EMBARC
- [Airway Clearance Webinar](#) hosted by NTM Info & Research, Running on Air and the COPD Foundation
- [2024 World Bronchiectasis Conference Takeaways](#) hosted by NTM Info & Research and Running on Air
- [X Chat](#) hosted by Bronchiectasis and NTM 360



# 5,500+ views

Viewers learned about airway clearance, bronchiectasis research, clinical studies and the impact of research from top physicians in bronchiectasis care and individuals living with the condition.





# 2024 Campaign

## WorldBronchiectasisDay.org Website Traffic

[WorldBronchiectasisDay.org](https://WorldBronchiectasisDay.org) offers comprehensive information about the World Bronchiectasis Day campaign, including educational resources, World Bronchiectasis Day-branded merchandise, a bronchiectasis online community, media resources, information about how to get involved, and a dedicated section to thank and showcase our partners and sponsors.

**7,600+**  
website views  
May 19 - July 15, 2024

World Bronchiectasis Day

- General Information
- Get Involved
- Order Merchandise

Join Us on  
BronchAndNTM360social

Join the Conversation

[Become a Member >](#)

Already a Member?

[Sign In to Participate >](#)

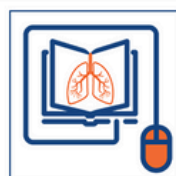
### World Bronchiectasis Day – July 1<sup>st</sup>



World Bronchiectasis Day is held annually on the first of July. Each year, organizers from around the world coordinate activities to increase awareness for bronchiectasis in hopes of identifying the many undiagnosed patients living with bronchiectasis. World Bronchiectasis Day is organized by an international planning committee co-chaired by Tim Aksamit, MD, Medical Director of Bronchiectasis and NTM 360 at the COPD Foundation, and Professor James Chalmers, MBChB, PhD, EMBARC Chair and British Lung Foundation Chair of Respiratory Research, University of Dundee. The global planning committee comprises patient advocates, representatives from collaborating global patient advocacy organizations and professional societies (listed below), and leading experts. Its aim is to raise global awareness, share knowledge, and discuss ways to reduce the burden of bronchiectasis for patients and their families worldwide.



Upcoming Events



Discover Bronchiectasis  
Education



Get Involved and Share  
Awareness





# 2024 Campaign

## World Bronchiectasis Day Email

**WORLD BRONCHIECTASIS DAY**  
JULY 1<sup>ST</sup>

**Celebrate World Bronchiectasis Day July 1<sup>st</sup>**

**Bringing the World Together for Bronchiectasis**

Bronchiectasis and NTM 360 of the COPD Foundation and more than 20 partnering organizations invite you to join us in celebrating [World Bronchiectasis Day!](#)

This year, World Bronchiectasis Day activities and events will highlight the importance of research for better understanding, treatment, and awareness of bronchiectasis.

Bronchiectasis is a chronic lung disease that affects hundreds of thousands of people in the U.S. It is characterized by widening of the small airways, making it hard to clear mucus. A significant proportion of individuals with bronchiectasis also have COPD, and while symptoms are similar, the medications and other treatments are different.

Learn more below and help us spread the word!

**Spotlight on Research & Clinical Trials**

**Learn more about research & clinical trials**

Help inform those in your community or in your care about clinical trials with this useful Research & Clinical Trials FAQs sheet. The resource, available for download to print or viewable online, explains what clinical trials are, including the four phases involved in participation. [Get the resource.](#)

Wondering whether you need to live close to a research facility to participate in clinical trials or if you'll see the benefit of participating now or years down the road? [Read the blog post](#) explaining some common myths about clinical trials.

A day-of email blast was sent to our community on World Bronchiectasis Day. This email served as an event reminder, highlighting key campaign features and recognizing our partners and sponsors.

It also included information about global partner events and provided resources to encourage engagement throughout the day.

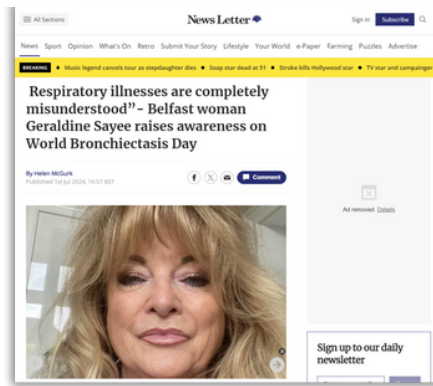
**48,253**  
recipients



# 2024 Campaign

## Press/Media Reach

**8.5**  
**Million**  
**Media Reach**  
 \*Number of views on news sites



Belfast News Letter (UK)



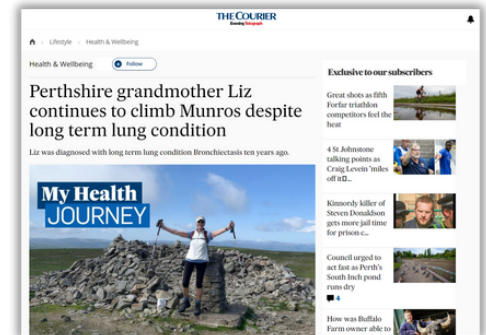
American Journal of Respiratory and Critical Care Medicine



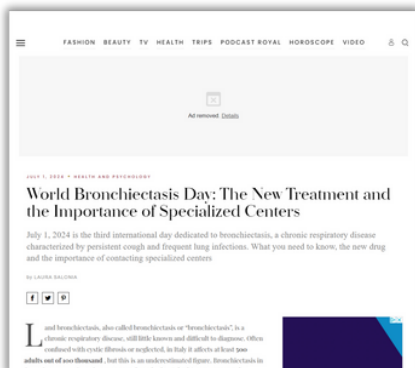
Cumbria Crack (UK)



Respiratory Therapy



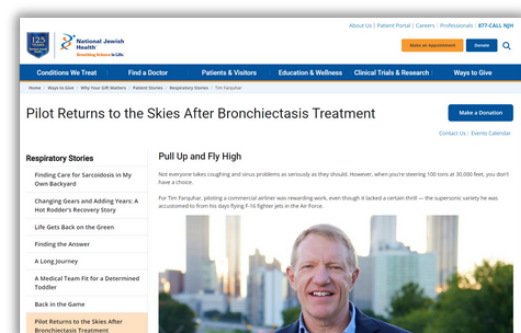
The Courier (UK)



IO Donna (Italy)



Fox 8 Live (New Orleans)



National Jewish Health



# 2024 Campaign

## Social Media Reach



### Social Media Mentions

**750+ Social Media Mentions**

using hashtags:

#WorldBronchiectasisDay

#WorldBronchiectasisDay2024

#bronchiectasisresearch

**2.17M Total  
Social Media Reach**

### Top Keywords

\*As used in all social and media mentions

useful resourcesburden of bronchiectasis  
information and support contestant  
chronic lung disease junior doctor  
website future treatment  
global effort research questionevent page  
world patients experts  
free webinar **awareness** information  
families **bronchiectasis**  
condition lung condition  
clinical trials chronic lung condition  
impact webinar ultramarathon runner  
several languages information hub  
future treatments



# Growth of World Bronchiectasis Day

Since 2022, World Bronchiectasis Day has continually expanded its reach. With more global partners participating in raising awareness and planning activities to an increase in social media and press reach, the campaign is dedicated to raising global awareness, sharing knowledge and discussing ways to reduce the burden of bronchiectasis for patients and their families worldwide.

## 2022

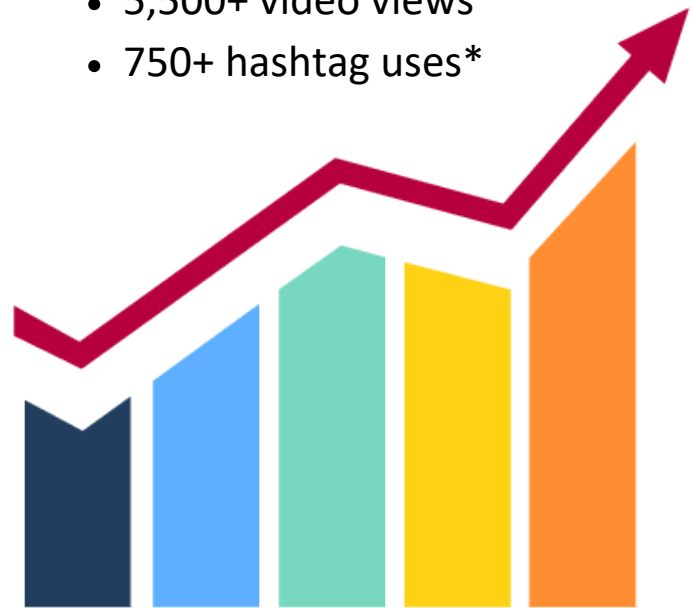
- 17 Partners
- 150 Mentions
- Reached nearly 800,000 people
- 2,000+ video views
- 1,000+ hashtag uses

## 2024

- 21 Partners
- 754 Mentions
- Reached 10.7 million people
- 5,500+ video views
- 750+ hashtag uses\*

## 2023

- 19 Partners
- 693 Mentions
- Reached 2.2 million people
- 3,200+ video views
- 500+ hashtag uses\*



\*Facebook hashtag data not available due to privacy restrictions

# WORLD BRONCHIECTASIS JULY 1<sup>ST</sup> DAY

## Global Partners

## 2024 Campaign





## Sponsors

## 2024 Campaign

We are grateful to the following supporters of World Bronchiectasis Day:

Platinum



Silver



Bronze





# Bronchiectasis and NTM 360°

COPD Foundation



## Acknowledgements

**International planning committee** co-chaired by Tim Aksamit, MD, Medical Director of Bronchiectasis and NTM 360 at the COPD Foundation, and Professor James Chalmers, MBChB, PhD, EMBARC Chair and British Lung Foundation Chair of Respiratory Research, University of Dundee

**COPD Foundation**  
3300 Ponce de Leon Blvd  
Miami, Florida 33134  
1-866-731-COPD (2673)  
[info@copdfoundation.org](mailto:info@copdfoundation.org)