



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



# IMPACT REPORT

## 2025



# 2025 Campaign



## Background

Bronchiectasis is a lung disease that affects hundreds of thousands of people and is growing in prevalence. In 2022, the Bronchiectasis and NTM Association 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 2025, the event highlighted empowerment by providing people with information on self-management strategies, physical activity, nutrition, mental health, and research.

## 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, five new global partners, including the Alpha-1 Foundation, Canadian Thoracic Society, NTM Japanese Research Consortium, TARIPH Centre for Respiratory Research Excellence, and The Union, joined the planning committee.



# 2025 Campaign

## 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 provided in English, Spanish and French.

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS

WORLD BRONCHIECTASIS DAY JULY 1, 2025

WORLD BRONCHIECTASIS DAY

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

Empowerment begins with understanding.

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

Testing helps your doctor personalize treatment for YOU

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

Can I participate in physical activity?

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

Did you know?  
Myths about bronchiectasis

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

Learn how to take care of your mental health.

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

What you eat impacts how you breathe.

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

What doctors are part of my care team?

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

Global Events Calendar

World Bronchiectasis Day  
July 1, 2025

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY

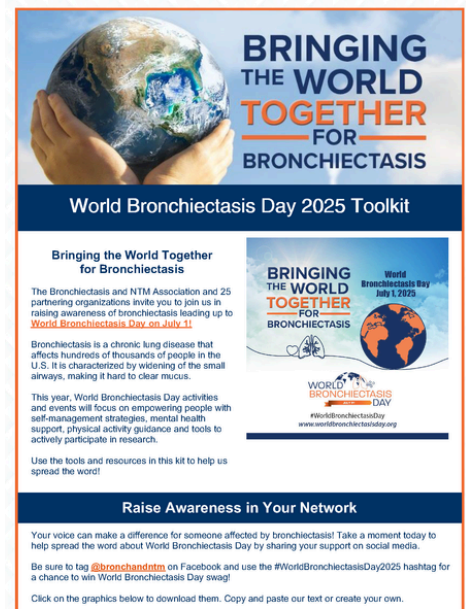


# 2025 Campaign

## Awareness Toolkit & Educational Materials

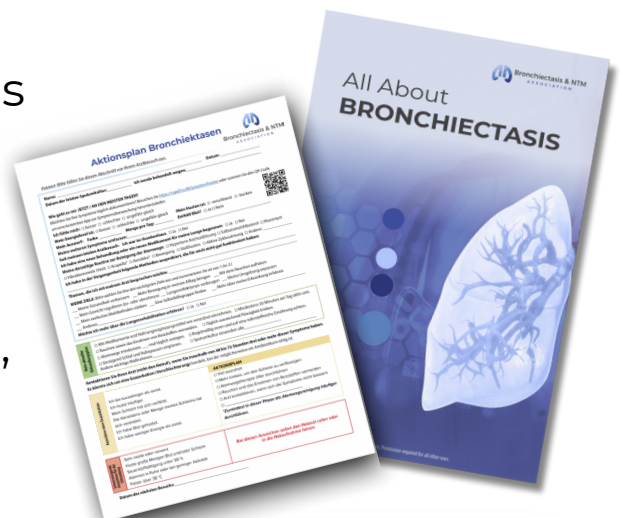
### Awareness Toolkit

This year, we reintroduced an Awareness Toolkit, designed for the general public. The toolkit included easily sharable social media content and images, the “I celebrate World Bronchiectasis Day for” sign, information on upcoming events, and links to educational materials.

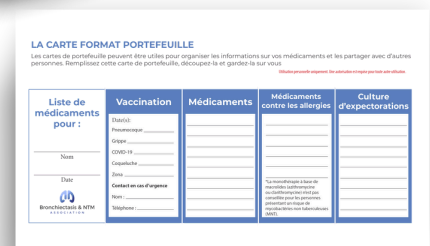


### Educational Materials

In addition, we expanded the languages offered for educational materials. German translations of the [All About Bronchiectasis booklet](#), and the [Bronchiectasis Action Plan](#) were added, as well as German and French translations of the [Medication and Immunizations Wallet Card](#).



We will continue to increase the number of materials translated into additional languages each year.





# 2025 Campaign

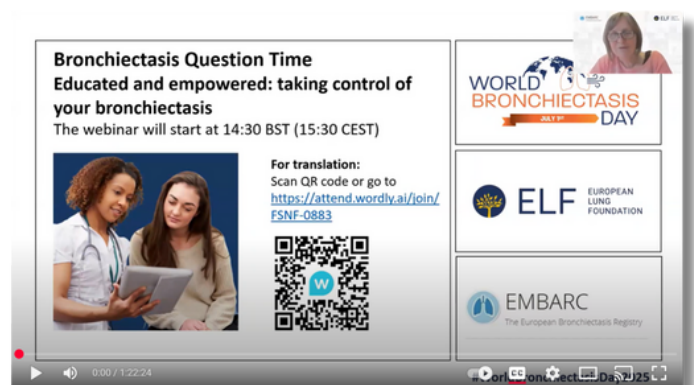


## World Bronchiectasis Day Events

### Events included:

- **Bronchiectasis Diagnostics: What to know about PFTs, imaging and sputum cultures** hosted by NTM Info & Research and Running on Air
- **Empower Your Workout: Lung Health and Strength for Everyone** hosted by Bronchiectasis and NTM Association
- **Bronchiectasis Question Time: Educated and Empowered** hosted by European Lung Foundation & EMBARC
- **Elevating Awareness of Bronchiectasis** hosted by Bronchiectasis and NTM Association
- **World Bronchiectasis Day “Marathon”** hosted by Global Allergy & Airways Patient Platform
- **Bronchiectasis and NTM: From Treatment to Research** hosted by the University of Alabama Birmingham and the Bronchiectasis and NTM Association
- **2025 World Bronchiectasis Conference Takeaways** hosted by NTM Info & Research and Running on Air

3,600+  
views





# 2025 Campaign

## WorldBronchiectasisDay.org Website

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

**8,900+**  
website views  
May 15 - July 15, 2025

World Bronchiectasis Day —

- General Information
- Get Involved
- Order Merchandise

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Events +

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



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

World Bronchiectasis Day is held annually on July 1. 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 of 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. The committee is co-chaired by Tim Aksamit, M.D., Medical Director of Bronchiectasis and NTM Association, and Professor James Chalmers, MBChB, PhD, EMBARC Chair and British Lung Foundation Chair of Respiratory Research at the University of Dundee.

World Bronchiectasis Day —

- General Information
- Get Involved
- Order Merchandise

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Events +

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>



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# 2025 Campaign

## World Bronchiectasis Day Email



**WORLD BRONCHIECTASIS DAY**  
JULY 1ST

**Celebrate World Bronchiectasis Day Today!**

**Bringing the World Together for Bronchiectasis**

The Bronchiectasis and NTM Association and 25 partner organizations invite you to join us in celebrating **World Bronchiectasis Day!**

This year, global partners are focused on empowering people through education and resources focused on self-management, mental health, physical activity, and nutrition.

Bronchiectasis is a chronic lung disease, affecting more than 1 million people worldwide.

Learn more below about how you can help us spread the word!



**BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS**

**WORLD BRONCHIECTASIS DAY JULY 1, 2025**

#WorldBronchiectasisDay  
www.worldbronchiectasisday.org

**Manage Your Bronchiectasis**

**Journey to better bronchiectasis management starts here.**

Download An Action Plan Today!



Take charge of your bronchiectasis with a personalized action plan.

Track your symptoms, monitor your goals and maximize your doctor's appointments with the Bronchiectasis Action Plan.

Download this free action plan to help you recognize the signs of an exacerbation so you can act before symptoms worsen.

**Get your action plan today.**

A day-of email blast was sent to our community on World Bronchiectasis Day. **Reaching 51,699 people**, this email served as an event reminder, highlighting key campaign features and recognizing our partners and sponsors.

Partners also included the campaign in newsletters promoting events and resources, **reaching 203,054 people.**

**254,753**  
email recipients

**Join Our Global Events**

The Bronchiectasis and NTM Association joins global partners to offer a full schedule of free, virtual events. Check out the schedule to find details and registration links for events hosted by the Association, the European Lung Foundation, and the University of Alabama at Birmingham. [View the full schedule of events.](#)

**Today's Events Schedule**

9:30 AM Eastern Time

[Register](#)

**World Bronchiectasis Day Question Time: Educated and Empowered**

Presented by European Lung Foundation and EMBARC. This webinar will discuss tools and resources for those...



# 2025 Campaign



## Press/Media

**223.83**  
Million Media Reach\*

Jiji Press (Japan)

Global Initiative for Chronic Lung Disease

Associated Press

Respiratory Therapy

HealthCentral

Respiratory Therapy Zone

\*Increased media reach attributed to American Lung Association campaign launch with PR Newswire distribution and collaboration with HealthCentral, as well as National Institutes of Health article on World Bronchiectasis Conference/World Bronchiectasis Day.



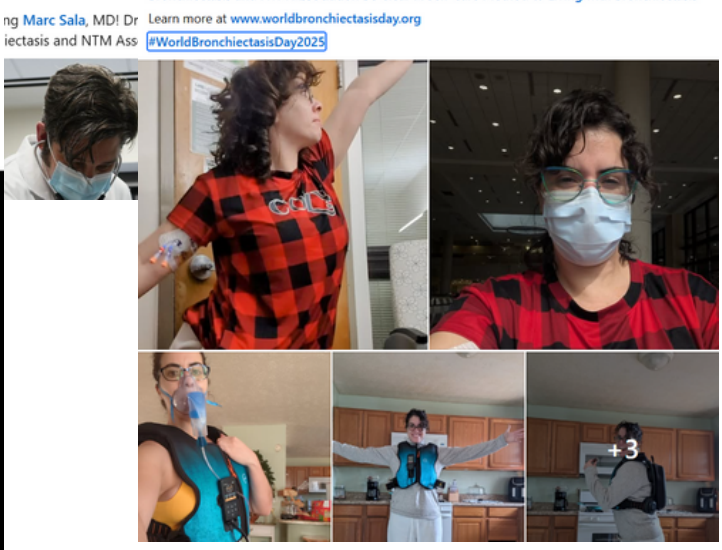
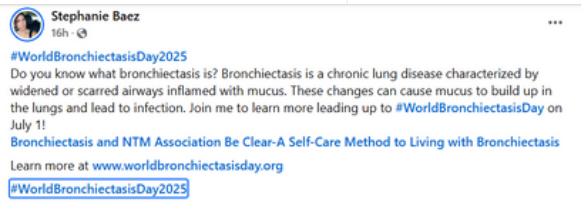
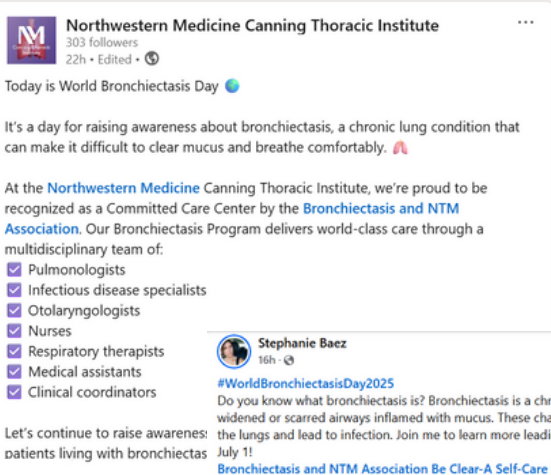
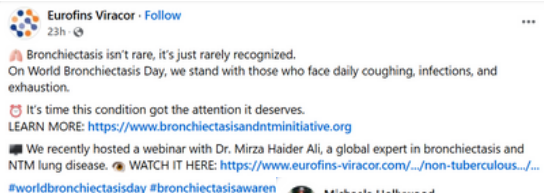
# 2025 Campaign

## Engagement & Social Media

The World Bronchiectasis Day campaign includes six weeks of social media outreach, education, and engagement.

**343,917**  
**Social Media Reach\***

Reach numbers for 2025 are based on partner-provided data due to limitations in hashtag tracking and privacy restrictions.



\*Social media reach based on partner-provided data from 9 World Bronchiectasis Day partners.



# 2025 Campaign

## Previous Campaigns

Since 2022, World Bronchiectasis Day has continually expanded its reach. In 2025, a record 26 partners participated in the campaign.

With more global partners participating in raising awareness and planning activities, the campaign is raising global awareness, sharing knowledge and discussing ways to reduce the burden of bronchiectasis for patients and their families worldwide.

### Geographic Locations of 2025's Global Partners





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JULY 1<sup>ST</sup> DAY

## Global Partners





# 2025 Campaign



## Supporters

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

Platinum



Silver



Bronze





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



## Acknowledgements

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

**Bronchiectasis and NTM Association**

866-731-2673

[bronchandntm.org](http://bronchandntm.org)