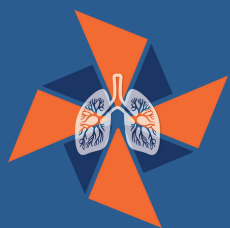




WORLD
BRONCHIECTASIS
JULY 1ST DAY



Bronchiectasis
and NTM 360°
COPD Foundation

Impact Report

2023

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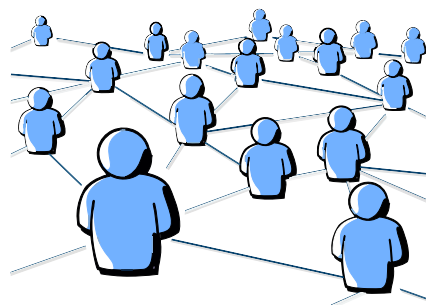
Partners, Sponsors,
& Acknowledgements



Background

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

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. The theme for 2023 focused on treatment options and disease management goals.



Planning Committee

The global planning committee comprises of patient advocates, representatives from collaborating global patient advocacy organizations, professional societies, 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.



2023 Campaign

Shareable Graphics

World Bronchiectasis Day July 1, 2023

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

World Bronchiectasis Day July 1, 2023

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

BRONCHIECTASIS TREATMENT

Some patients with bronchiectasis may require the use of supplemental oxygen if the level of oxygen in their blood is low.

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www.worldbronchiectasisday.org

BRONCHIECTASIS TREATMENT

Inhaled medications may be prescribed to those with bronchiectasis to assist in opening the airways, remove mucus, and treat infections.

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BRONCHIECTASIS TREATMENT

When you have bronchiectasis, antibiotics may be required to treat lung infections. Sometimes, a maintenance program may include inhaled antibiotics.

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BRONCHIECTASIS TREATMENT

When there is only one area of the lung affected by bronchiectasis, lung surgery may be an effective form of treatment.

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WHAT IS INCLUDED IN THE MANAGEMENT OF BRONCHIECTASIS?

- Airway clearance
- Preventing and treating infections
- Adopting a healthy lifestyle

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

BRONCHIECTASIS TREATMENT GOALS

- Reduce symptom burden
- Prevent flare-ups
- Improve or maintain quality of life
- Maintain lung function

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WHAT IS BRONCHIECTASIS?

A chronic lung disease characterized by widened or scarred airways inflamed with mucus.

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

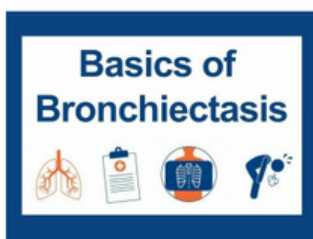


2023 Campaign

Patient & Caregiver Toolkit

New for 2023, the World Bronchiectasis Day Patient & Caregiver digital toolkit contained our Basics of Bronchiectasis and Treatment of Bronchiectasis one-page information sheets, our Quick Guide to Airway Clearance, and our printable Medication Record Wallet Card.

Delivered by email, the toolkit also included information about how participants could become more involved and spread the word about World Bronchiectasis Day.



Basics of Bronchiectasis

This one-page information sheet gives an overview on causes, symptoms, diagnostic testing, and treatments of bronchiectasis.

[Download PDF](#)



Treatment of Bronchiectasis

This one-page information sheet explains common treatment options for those with bronchiectasis.

[Download PDF](#)



Quick Guide to Airway Clearance

This quick guide lists some manual techniques, medications, devices, and other non-medical therapies for airway clearance.

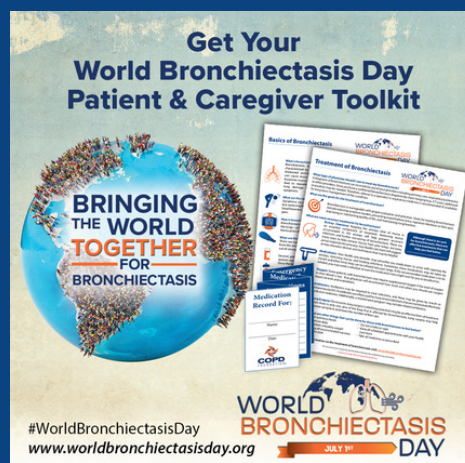
[Download PDF](#)



Medication Record Wallet Card

This printable wallet card can be helpful for organizing your medication information and sharing it with others.

[Download PDF](#)



283 sign-ups



2023 Campaign

World Bronchiectasis Day Events

Events convened in honor of World Bronchiectasis Day included:

- **World Bronchiectasis Day Virtual Patient Roundtable** hosted by the COPD Foundation
- **Managing Bronchiectasis through the Seasons** hosted by Lung Foundation Australia
- **World Bronchiectasis Day Webinar** hosted by Advocacy & Awareness for Immune Disorders Association and Global Allergy & Airways Patient Platform
- **Bronchiectasis Question Time Webinar** hosted by European Lung Foundation
- **Bronchiectasis in PCD (Primary Ciliary Dyskinesia)** hosted by Running on Air



3,200+ views



Individuals from more than **30 countries** learned about the management of bronchiectasis, overlapping conditions, airway clearance, the impact of bronchiectasis, and more.



2023 Campaign

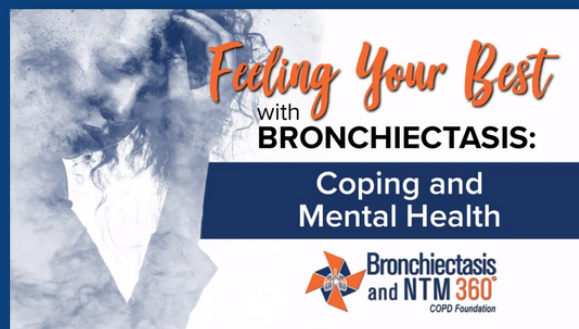
Feeling Your Best with Bronchiectasis Webinar Series

The Feeling Your Best with Bronchiectasis webinar series, launched on YouTube at the end of 2022 and promoted in alignment with World Bronchiectasis Day 2023, featured experts across the field covering the basics of bronchiectasis as well as further reaching topics to broaden the knowledge of patients, caretakers, and health care professionals.

6,880+ views



Christina O'Connor, PharmD, BCPS, AAHIV-P reviews medication management strategies for those with bronchiectasis.



Gabrielle Davis, MPH, MA, RRT, RRT-ACCS, RRT-NPS, TTS, CHES, LPC, NCC reviews mental health strategies for those with bronchiectasis.



Tim Aksamit, MD, reviews symptoms commonly with bronchiectasis as well as how coexisting conditions may impact an individual.



Bradley Boynton, BS, RRT, reviews airway clearance techniques and devices commonly used by those with bronchiectasis.



2023 Campaign

WorldBronchiectasisDay.org Website Traffic

WorldBronchiectasisDay.org provides information about the World Bronchiectasis Day campaign, how to get involved, educational resources about bronchiectasis, the patient and caregiver toolkit, merchandise ordering, information about our bronchiectasis online community, media resources, and a prominent spot for thanking and showcasing our partners and sponsors.

8,800+
unique visitors
June 15 – July 15, 2023

Users

8.9K

↑ 49.1%

Event count

78K

↑ 29.6%

Conversions

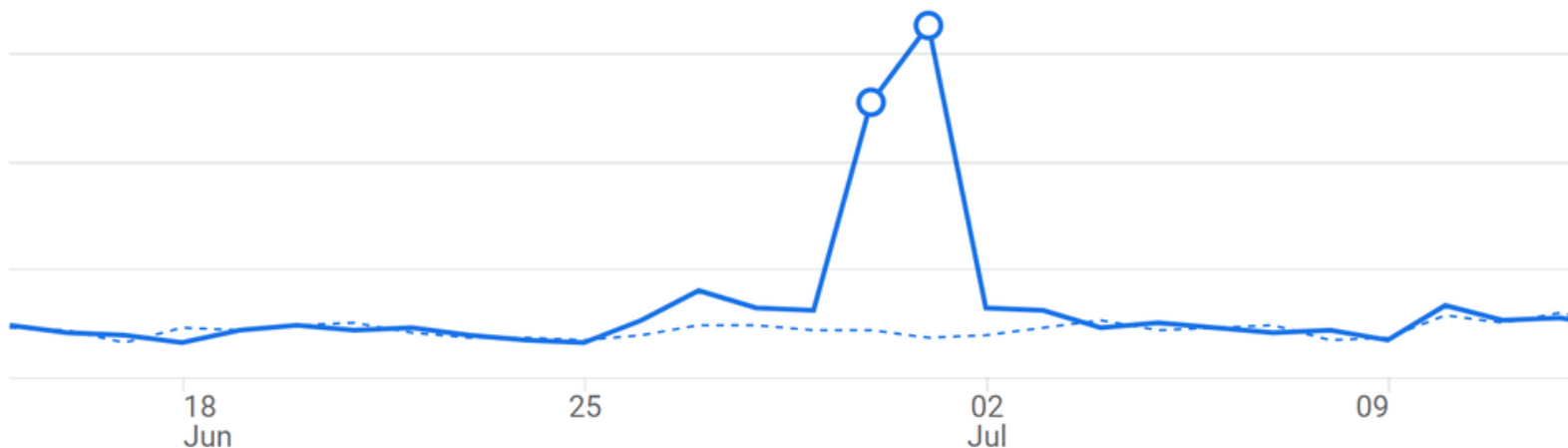
1.4K

↑ 257.8%

New users

8.4K

↑ 46.9%





2023 Campaign

World Bronchiectasis Day Email

World Bronchiectasis Day July 1, 2023

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS

Bring the World Together for Bronchiectasis

Bronchiectasis and NTM 360 of the COPD Foundation and nearly 20 partnering organizations around the world want to wish you a happy **World Bronchiectasis Day!**

Tomorrow on July 1st, we will stand together to raise awareness of bronchiectasis, a chronic lung disease with increasing prevalence globally. We hope that through these efforts we will create more education on the diagnosis and inspire more research and better treatments for bronchiectasis.

On this special occasion, let us take a moment to recognize the incredible individuals who face the challenges of bronchiectasis every day with courage and determination. Your unwavering spirit is an inspiration to us all and a demonstration of the power of the human spirit to overcome adversity. On World Bronchiectasis Day, we stand together to raise our voices and spread awareness about bronchiectasis.

Culminating the 2023 World Bronchiectasis Day campaign was a day-of email blast to our community with an event reminder that highlighted key features of the campaign and recognition for partners and sponsors.

The email also contained information about global partner events and resources to encourage engagement throughout the rest of the day.

Get Involved on World Bronchiectasis Day

World Bronchiectasis Day July 1, 2023

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS

Join the Virtual Patient Roundtable Discussion Facebook Event

Join us tomorrow, July 1st, at 12 p.m. EDT on the COPD Foundation's Facebook page for the World Bronchiectasis Day event featuring a virtual patient round table discussion with participants from the USA, United Kingdom, and Portugal. Topics such as the management of bronchiectasis, airway clearance, and the impact of bronchiectasis on the daily lives of those that have it will be covered. We hope you can join us!

[Watch the Facebook event here](#)

Check Out the Global Partners Events Schedule

This year, we are thrilled to be joined by global partners in hosting a full schedule of free, virtual events to benefit all in the bronchiectasis community. Check out the schedule to find details and registration links for events hosted by European Lung Foundation, Global Allergy & Airways Patient Platform, Lung Foundation Australia, and others!

[View the schedule of events here](#)

47,498 recipients



2023 Campaign

Social Media & Press Reach

#WorldBronchiectasisDay

Hashtag Mentions:

165 LinkedIn

138 Twitter/X

189 Instagram

* Facebook data no longer available due to privacy

**500+ total
hashtag uses**

Notable publication mentions included:

The Lancet, American Thoracic Society, National Health Council, Newswise, and European Respiratory Review

**693 media
mentions**



**2.26
Million
Media
Impressions**

*Number of views on sites
picked up by media



2023 Campaign

Global Partners





2023 Campaign

Sponsors

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

Platinum



Silver





**Bronchiectasis
and NTM 360°**
COPD Foundation

We thank you for your
ongoing support of
World Bronchiectasis Day



Acknowledgements

Project management and leadership by Christina Hunt, BS, RRT-NPS and Delia P. Oliver of Bronchiectasis and NTM 360, COPD Foundation

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

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