

Join us **IN THE** Movement FOR World Bronchiectasis Day 2025!

How To Use This Kit



Uplift our global partnership messaging together by joining us on your social media feed with scheduled graphics and content. Be sure to **pay attention to the post release dates** and **do not publish the posts prior to their release**. If you miss a date, feel free to use any of the posts that have been released prior. Simply click the graphic to download, copy the post content, edit text as desired and publish to your feed. Educational offerings posts can be used at your discretion at any time.

Branding Guidelines



We encourage partners to create your own World Bronchiectasis Day educational materials, host events and empower patient perspectives in all of the ways that your organization is able to. We invite you to [download the WBD logo](#) and apply it to your own promotional materials **as well as the editable World Bronchiectasis Day images for you to add your logo** to as well. Please **do not alter the logo colors** or obscure the ratio sizing of the logo. Whenever and wherever possible, uplift our shared messaging with the hashtags #WorldBronchiectasisDay2025 #WorldBronchiectasisDay #bronchiectasis

MAY 15:

SAVE THE DATE! Join us for #WorldBronchiectasisDay on July 1, 2025! More than 20 global organizations are partnering to increase awareness of bronchiectasis around the world.

Join us for various activities and events focused on this year's theme of empowerment. Our events and activities will focus on empowering people with self-management strategies, mental health support, physical activity guidance, and tools to actively participate in research.

RSVP now to join on Facebook:

www.facebook.com/share/1YjEbD4hFU/

Learn more at www.worldbronchiectasisday.org.

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



MAY 19:

Do you know what bronchiectasis is?

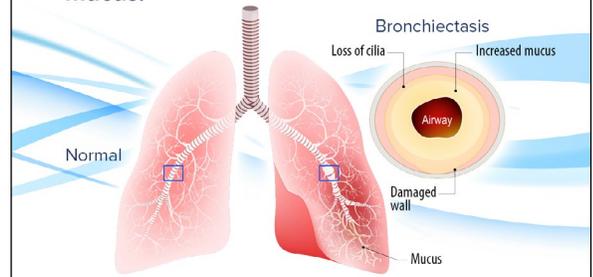
Bronchiectasis is a chronic lung disease characterized by widened or scarred airways inflamed with mucus. These changes can cause mucus to build up in the lungs and lead to infection. Join us to learn more about bronchiectasis leading up to #WorldBronchiectasisDay on July 1, 2025.

Learn more at www.worldbronchiectasisday.org

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness

WHAT IS BRONCHIECTASIS?

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



#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD
BRONCHIECTASIS
JULY 1ST
DAY

MAY 21:

Take charge of your bronchiectasis. Empower yourself with the knowledge and tools you need to understand your condition, make informed decisions, and work with your health care team to help you live your best life. Empowerment begins with understanding.

Learn more about bronchiectasis:
copdf.co/allaboutbronch

#WorldBronchiectasisDay2025 #BronchiectasisResearch
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Empowerment
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#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD
BRONCHIECTASIS
JULY 1ST
DAY

MAY 23:

Bronchiectasis is often misunderstood, with many myths surrounding the condition that can lead to confusion and misinformation. From its causes and risk factors to treatment options, we debunk some of the most common myths about bronchiectasis: copdf.co/Bronch-Myths

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness

Did you know?

Myths about
bronchiectasis



#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD
BRONCHIECTASIS
JULY 1ST
DAY

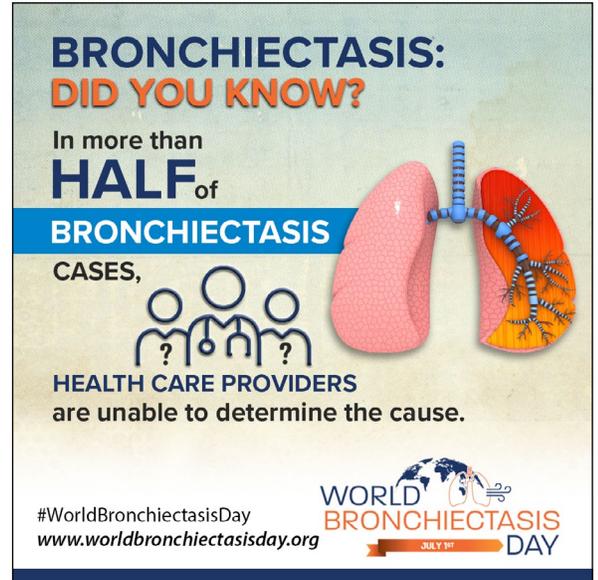
MAY 28:

Did you know that in more than half of bronchiectasis cases, health care providers are unable to determine the cause? Unknown changes to the lungs can occur, causing mucus to build up and become infected. Join us to learn more about bronchiectasis leading up to #WorldBronchiectasisDay on July 1, 2025.

RSVP now to join on Facebook:
www.facebook.com/share/1YjEbD4hFU/

Learn more about the global effort at
www.worldbronchiectasisday.org

#DYK #WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



**BRONCHIECTASIS:
DID YOU KNOW?**

In more than
HALF of
BRONCHIECTASIS
CASES,

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are unable to determine the cause.

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD
BRONCHIECTASIS
DAY
JULY 1ST

MAY 30:

Managing bronchiectasis can be complex, often requiring multiple specialists, regular visits, various medications, and daily airway clearance routines. Understanding who is part of your care team is important to ensure you have appropriate support to effectively manage your condition.

Learn what doctors may be part of your care team:
copdf.co/BNTM-care-team

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



**What doctors are
part of my care team?**

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

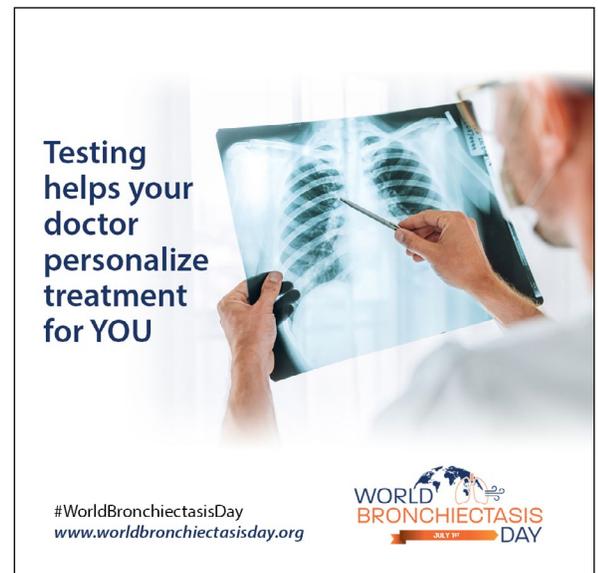
WORLD
BRONCHIECTASIS
DAY
JULY 1ST

JUNE 5:

If you have bronchiectasis, your doctor may recommend several tests to better understand your condition. These tests provide important information about your lung health and help your doctor choose the right treatment.

Learn more about the different tests you may encounter:
copdf.co/BNTM-testing

#WorldBronchiectasisDay2025 #BronchiectasisResearch
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#bronchiectasisawareness



**Testing
helps your
doctor
personalize
treatment
for YOU**

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD
BRONCHIECTASIS
DAY
JULY 1ST

JUNE 11:

Taking care of your mental health is important after being diagnosed with a chronic disease like bronchiectasis. People can experience grief, shock, anger, denial or fear of the unknown.

Learn some ways to take care of your mental health:

copdf.co/OkayNotOkay

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



Learn how to take care of your mental health.

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY
JULY 11

JUNE 17:

Physical activity and exercise are important aspects of overall wellness, especially for people with bronchiectasis. Physical activity can help reduce anxiety and depression, may help clear mucus, and may improve shortness of breath.

Learn more about how to exercise with bronchiectasis:

copdf.co/BNTM-exercise

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



Can I participate in physical activity?

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY
JULY 11

JUNE 20:

Nutrition plays a key role in managing bronchiectasis. Proper nutrition can help you feel better, recover more quickly from flare-ups, and potentially slow the progression of the disease.

Learn more about how what you eat impacts how you breathe:

copdf.co/BNTM-nutrition

#WorldBronchiectasisDay2025 #bronchiectasis
#empowerment #mentalhealth #bronchiectasisawareness



What you eat impacts how you breathe.

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

WORLD BRONCHIECTASIS DAY
JULY 11

JUNE 24:

As a patient, you're a powerful voice helping to shape research. Have you ever considered participating in a clinical trial but are worried about accessibility or understanding the guidelines?

Check out this blog outlining the phases of clinical research and some questions to consider before participating:
copdf.co/BNTM-clinical-trials

World Bronchiectasis Day is July 1, you can help spread awareness of bronchiectasis by sharing this post!

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



JUNE 30:

Tomorrow, July 1, is World Bronchiectasis Day! This day would not have been possible without the work of a global planning committee comprised of patient advocates, representatives from collaborating patient advocacy organizations and professional societies, and other leading experts.

The committee is raising global awareness, sharing knowledge and discussing ways to reduce the burden of bronchiectasis for patients and their families worldwide.

Learn more at www.worldbronchiectasisday.org.

#WorldBronchiectasisDay2025 #bronchiectasis #empowerment
#mentalhealth #bronchiectasisawareness



JULY 1:

Thank you for joining us to celebrate #WorldBronchiectasisDay! For those affected by bronchiectasis, every day is a reminder of their journey. Let's keep advocating and raising awareness for those living with this chronic lung disease.

Stay informed and explore on-demand webinars and more at www.worldbronchiectasisday.org.

Special thanks to our World Bronchiectasis Day supporters and partners who make this day possible!

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness
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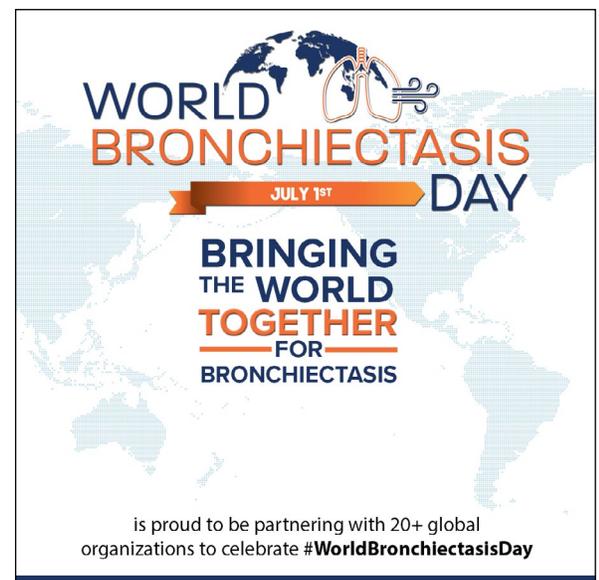
Today, we are "Bringing the World Together for Bronchiectasis" to raise awareness of bronchiectasis, a chronic lung disease with increasing prevalence globally. Together, we can inspire more awareness, research, and better treatments for bronchiectasis. Join us today and make some noise in recognizing #WorldBronchiectasisDay!

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness

For those living with bronchiectasis, every day is bronchiectasis day. 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. Join us in continuing to advocate and raise awareness for those living with this chronic lung disease. Visit www.worldbronchiectasisday.org for ongoing information, on-demand webinars and more about bronchiectasis.

Special thanks to all our World Bronchiectasis Day supporters and partners.

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
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JULY 1:

Today, we “Bring the World Together for Bronchiectasis” to raise awareness of bronchiectasis, a chronic lung disease with increasing prevalence globally. Together, we can inspire more awareness, research and better treatments for bronchiectasis. Join us today and make some noise in recognizing #WorldBronchiectasisDay !

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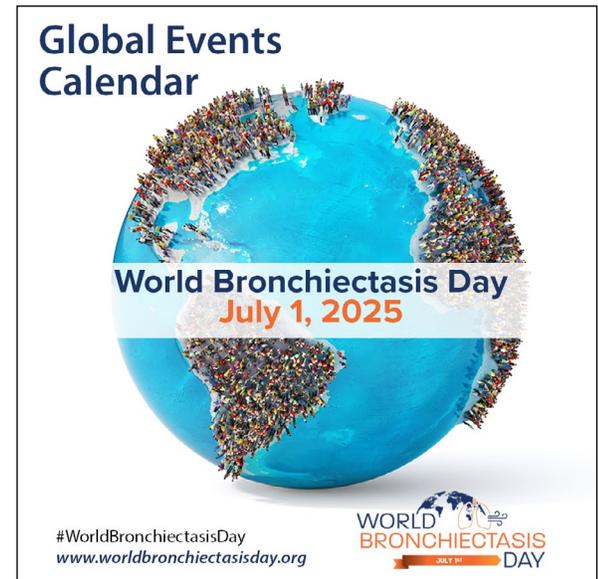
Educational Offerings

Global Events Calendar

Did you know that you can find #WorldBronchiectasisDay events on one calendar? This shared global effort to raise awareness of bronchiectasis is united by international partner groups such as ours.

To participate in upcoming events, visit: copdf.co/WBD-events

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness #events



Faces of Bronchiectasis

In this Faces of Bronchiectasis video, hear from people around the world with bronchiectasis as they share their journey to a bronchiectasis diagnosis. Learn the symptoms they experienced, how they were diagnosed and how having bronchiectasis impacts their lives.

Watch: copdf.co/FacesofBronch

#WorldBronchiectasisDay is July 1.

Learn more at www.worldbronchiectasisday.org

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness #patientstories
#patientexperience



Advancing Bronchiectasis Awareness and Education

Health care providers: Want to learn more about how to recognize bronchiectasis in your patients or guidance on treatment strategies?

In this five-part video series, Dr. Tim Aksamit, Medical Director of the Bronchiectasis and NTM Association, reviews essential information to help recognize bronchiectasis in patients, what to do if you suspect your patient has bronchiectasis, how to treat an exacerbation and much more. Watch the series at bit.ly/hcpbronch

#WorldBronchiectasisDay2025 #BronchiectasisResearch #bronchiectasis #empowerment #mentalhealth #bronchiectasisawareness #MedEd #HCP #PCP



VIDEO SERIES

Advancing Bronchiectasis Awareness and Education

How do patients with bronchiectasis present?

Timothy Aksamit, MD
Medical Director of Bronchiectasis and NTM 360

FOR HEALTH CARE PROVIDERS

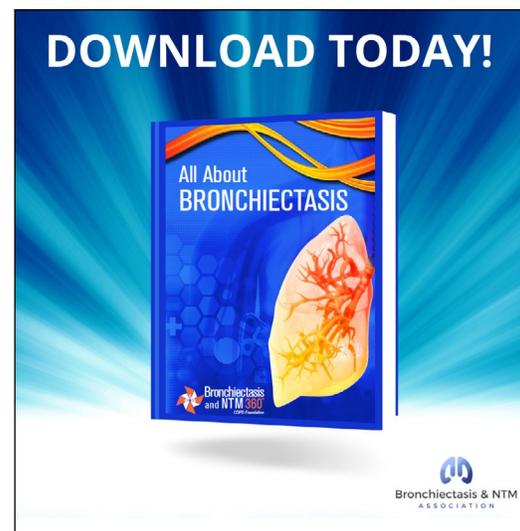
WORLD BRONCHIECTASIS DAY

All About Bronchiectasis Booklet

Don't miss the "All About Bronchiectasis" booklet available for download! This colorful booklet is an excellent resource for those newly diagnosed with bronchiectasis or for anyone wanting more information about this chronic lung disease.

This guide covers a wide range of topics, including how bronchiectasis is diagnosed, treatment options, tips for avoiding exacerbations and much more. Download your free copy at copdf.co/allaboutbronch

#WorldBronchiectasisDay2025 #BronchiectasisResearch #bronchiectasis #empowerment #mentalhealth #bronchiectasisawareness #MedEd #PatientResource #lung #lunghealth



DOWNLOAD TODAY!

All About BRONCHIECTASIS

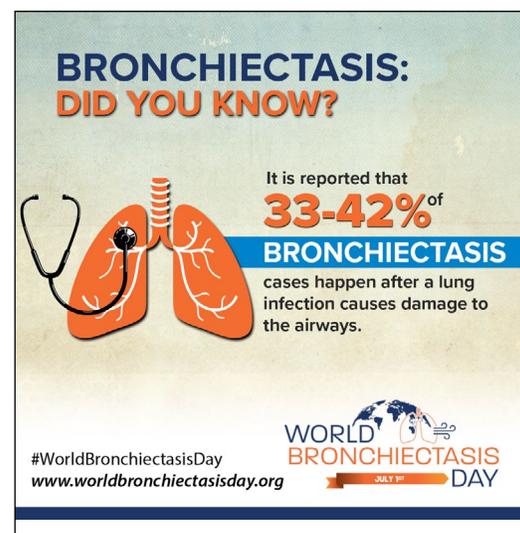
WORLD BRONCHIECTASIS DAY

Did You Know

Did you know that it is reported that 33-42% of bronchiectasis cases happen after a lung infection causes damage to the airways? We're raising awareness for those who live every day with this chronic lung disease.

You can help raise awareness, too! Share this post so that your friends can learn more about bronchiectasis and take part in championing #WorldBronchiectasisDay.

#WorldBronchiectasisDay2025 #BronchiectasisResearch #bronchiectasis #empowerment #mentalhealth #bronchiectasisawareness #lunghealth



BRONCHIECTASIS: DID YOU KNOW?

It is reported that **33-42%** of **BRONCHIECTASIS** cases happen after a lung infection causes damage to the airways.

WORLD BRONCHIECTASIS DAY
JULY 1st

#WorldBronchiectasisDay
www.worldbronchiectasisday.org

Bronchiectasis Action Plan

Take charge of your bronchiectasis with a personalized action plan. Track your symptoms, monitor your goals and maximize your doctor appointments with the Bronchiectasis Action Plan.

Get your free action plan today: copdf.co/BEActionPlan

#WorldBronchiectasisDay2025 #BronchiectasisResearch
#bronchiectasis #empowerment #mentalhealth
#bronchiectasisawareness



Bonus Materials



Join and share our [Facebook event](#). Visit our [Shared Events Calendar](#) and email us to have your World Bronchiectasis Day events added. Download and insert your organization's logo onto the drop-in logo image. You can also follow us and share these posts from the [Bronchiectasis and NTM Association Facebook page](#) and COPD Foundation social media channels on Facebook, Instagram, LinkedIn & X.

Links



Facebook Event: www.facebook.com/share/1YjEbD4hFU/
Shared Events Calendar: copdf.co/WBD-events
Bronchiectasis and NTM Association Facebook: www.facebook.com/bronchandntm
COPD Foundation Facebook: www.facebook.com/COPDFoundation
COPD Foundation Instagram: www.instagram.com/copd.foundation/
COPD Foundation LinkedIn: www.linkedin.com/company/copd-foundation/mycompany/
COPD Foundation X: twitter.com/COPDFoundation

