

Impact Report



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.

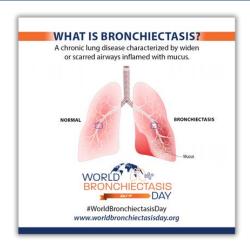


Partner Toolkit

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.







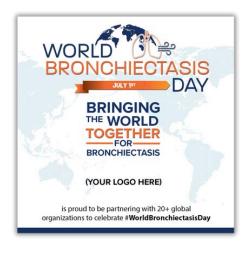














Educational Materials

A new <u>Research & Clinical Trials FAQ</u> 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 <u>"All About Bronchiectasis"</u> booklet is now available in French. The <u>"Medication Wallet Card"</u> is now available in Spanish. Our goal is to increase the number of materials translated into additional languages every year.



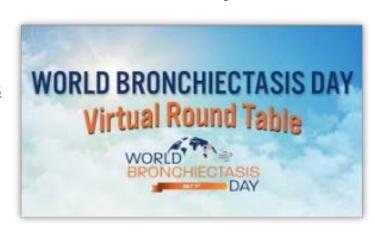


World Bronchiectasis Day Events

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

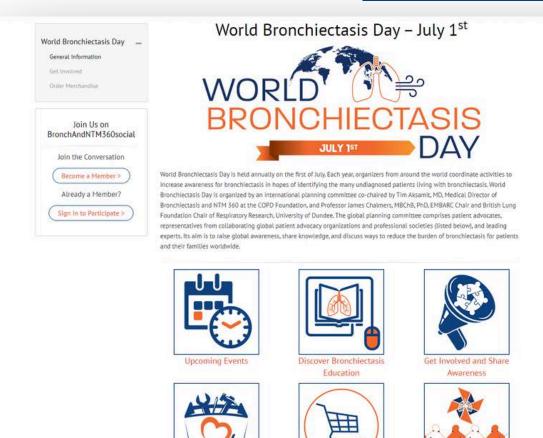
Viewers learned about airway clearance, bronchiectasis research, clinical studies and the impact of research from top physicians in bronchiectasis care and individuals living with the condition.



WorldBronchiectasisDay.org Website Traffic

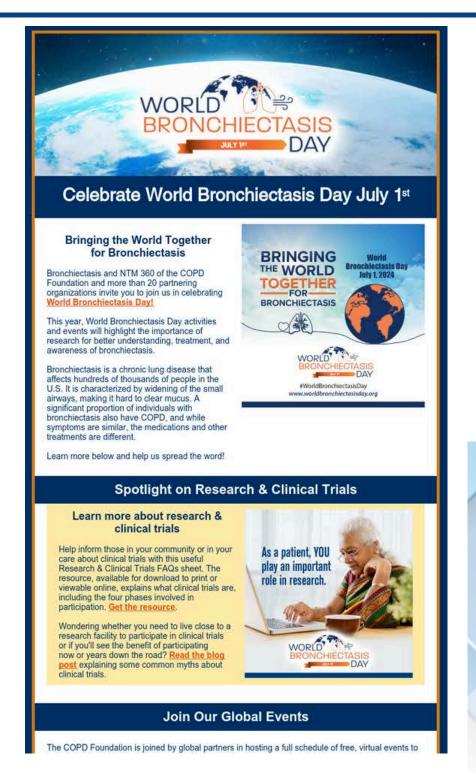
WorldBronchiectasisDay.org offers comprehensive information about the World Bronchiectasis Day campaign, including educational resources, World Bronchiectasis Day-branded merchandise, a bronchiectasis online community, media resources, information about how to get involved, and a dedicated section to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

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





World Bronchiectasis Day Email



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.

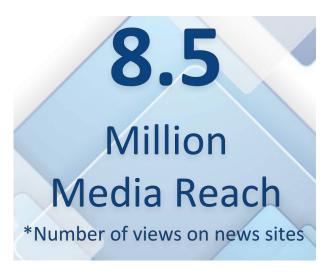
It also included information about global partner events and provided resources to encourage engagement throughout the day.

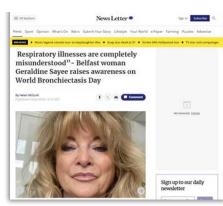
48,253 recipients



TASIS 2024 Campaign

Press/Media Reach





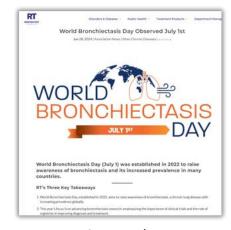
Belfast News Letter (UK)



American Journal of Respiratory and Critical Care Medicine



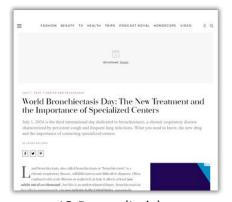
Cumbria Crack (UK)



Respiratory Therapy



The Courier (UK)



IO Donna (Italy)



Fox 8 Live (New Orleans)



National Jewish Health



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 questionsevent 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

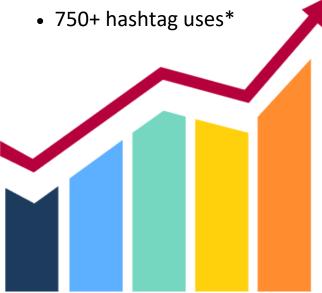
- 17 Partners
- 150 Mentions
- Reached nearly 800,000 people
- 2,000+ video views
- 1,000+ hashtag uses

2023

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

2024

- 21 Partners
- 754 Mentions
- Reached 10.7 million people
- 5,500+ video views



^{*}Facebook hashtag data not available due to privacy restrictions



Global Partners

2024 Campaign















































Sponsors

2024 Campaign

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

Platinum



Silver



Bronze







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

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