

# Partner with us.

## About the *Breathe Better Network*



### Our National Partnership Network

Organizations and programs of all sizes across the country, including state and federal agencies, nonprofits, civic groups, professional associations, health systems, and research organizations, make up the *Breathe Better Network*, coordinated by the ***Learn More Breathe Better***<sup>®</sup> program of the National Heart, Lung, and Blood Institute (NHLBI).

Together, *Network* partners bring greater visibility to lung health for all Americans. Specifically, they help:

- Drive educational efforts to increase understanding of lung health, including COPD and asthma as serious yet treatable conditions.
- Educate health professionals and patients about ways to treat and manage COPD and asthma.
- Encourage people to talk to a healthcare provider about their lung health, especially if they are experiencing any symptoms or changes to their breathing.

### Support from NHLBI

*Breathe Better Network* partners benefit in a number of ways:

- Get easy access to *Learn More Breathe Better* resources.
- Receive regular program and Institute updates.
- Have a direct connection to NHLBI and can help shape current and future education efforts for *Learn More Breathe Better*.

By being a part of the *Network* and using *Learn More Breathe Better* materials, members of the lung health community are able to speak in one voice with science-based information.

### Broad-ranging Resources

Partners have access to a variety of print and digital materials, including public service announcements, videos, fact sheets and brochures, social media tools, teaching tools, and more. The materials are designed for people with and at risk for lung diseases, their family members and caregivers, researchers, and healthcare providers. Partners are the first to know when new materials become available.

Each year, partners have the opportunity to join NHLBI and the *Learn More Breathe Better* program for observance months, including Asthma and Allergy Awareness Month in May and National COPD Awareness Month in November. We provide partners with educational resources, tips for outreach, and ideas for hosting events.

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## A Shared Mission

The *Network* includes state and federal agencies, nonprofits, civic groups, professional associations, advocacy groups, health systems, and research organizations. All participating organizations have a mission that aligns with the *Learn More Breathe Better* goals and objectives.

We welcome organizations that share the goal of increasing awareness of lung diseases and conditions, including but not limited to COPD and asthma. Any organization that provides free resources and education to patients, caregivers, and healthcare providers may become a partner.

## Increased Reach

We ask our partners to stay engaged in our lung health education efforts:

- Keep an active link to the *Learn More Breathe Better* program on their website.
- Use *Learn More Breathe Better* resources and materials to educate the public, patients, healthcare providers, and other stakeholders in their outreach activities.
- Follow, engage with, and share *Learn More Breathe Better* and NHLBI social media channels and/or content.
- Plan to conduct at least one lung health education activity or event each year using the program's materials.
- Share their activities with NHLBI and other *Network* partners.

We may also ask partners to contribute in other ways:

- Review and evaluate *Learn More Breathe Better* program materials and messaging.
- Provide insight into the *Learn More Breathe Better* program communications and dissemination strategy, when needed.
- Invite additional partners to participate in program activities.

## Network Representatives

Partners should designate one or two people who are qualified to present the views, opinions, and commitment of the organization. The representative should be committed to sharing materials, resources, and information with the organization's leadership, members, and constituents.

## How to Join the Network

Email us at [HealthEdu@nhlbi.nih.gov](mailto:HealthEdu@nhlbi.nih.gov) to join the *Network*. Please include "Breathe Better Network" in the subject line.

We look forward to working with you!