



Outreach Toolkit

Help Spread the Word

For the *COPD National Action Plan* to succeed in reducing the burden of the disease, the COPD community must stay involved and help drive its implementation. Just as the creation of the Action Plan was a collaborative, national effort, its implementation must be, too.

This toolkit provides resources you can use to spread the word about the Action Plan. It includes tips for working with local media, and sample content for your [blog](#), [newsletter](#), and [social media channels](#).

Get in Touch with Local Media

When pitching stories to reporters, remember to explain the disease, as it may be unfamiliar to them. Contact information for your local news outlets can generally be found on their websites. If you're unable to find an email address, you can call the newsroom and ask for the most relevant reporter for health topics. When talking with the media, consider offering:

- Help in creating a feature story that profiles a person with COPD and his or her reaction to the release of the *COPD National Action Plan*
- Information for a story about how your organization is making a difference and implementing the *COPD National Action Plan*
- Science-based [content](#) already developed by NHLBI that addresses risk factors, diagnosis, and treatment; and explores who is most affected by the disease
- Already-prepared content, such as a letter-to-the-editor

For additional information on the Action Plan, visit [COPD.nih.gov](https://copd.nih.gov). To customize your outreach using COPD data specific to your state, visit the [Centers for Disease Control and Prevention \(CDC\) website](#) or use [state shareables](#) that show the prevalence of COPD in each state.



COPD NATIONAL ACTION PLAN



COPD National Action Plan Talking Points

- The first-ever COPD National Action Plan provides a unified framework for reducing the burden of COPD, which affects millions of Americans and is a leading cause of death in the United States.
- *[Insert organization name]* is proud to support the local implementation of the COPD National Action Plan through *[insert how your organization will implement the Action Plan]*.
- The COPD National Action Plan is the result of a months-long collaboration among representatives from across the entire COPD community.
- Representatives in the public and private sector who deal with COPD issues and/or are impacted by them worked together to help develop the COPD National Action Plan.
- The COPD National Action Plan addresses the needs of the nation. Each goal is designed to address a different aspect of COPD so that the entire spectrum of complex issues related to the disease is covered:
 - **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
 - **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
 - **Goal 3:** Collect, analyze, report, and disseminate COPD data
 - **Goal 4:** Increase and sustain COPD research
 - **Goal 5:** Turn COPD recommendations into research and public health care actions
- The COPD National Action Plan provides a cohesive tool that key stakeholders can use to drive change and support activities that help reduce the burden of COPD.
- Stakeholders must stay involved if the COPD National Action Plan is to succeed.



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General COPD Talking Points

- Chronic Obstructive Pulmonary Disease (COPD), also known as emphysema or chronic bronchitis, is a serious lung disease that over time makes it hard to breathe.
- COPD is a leading cause of death in the United States and a leading cause of disability. While 16 million Americans have been diagnosed with COPD, it is estimated that millions more have the disease without realizing it. But, with early diagnosis and treatment, people with COPD can improve their quality of life and begin to breathe easier.
- According to data from the Centers for Disease Control and Prevention (CDC), more than *[insert your state statistics]* in *[your state]* have been diagnosed with COPD – however, we know that many more people are affected but have yet to receive a diagnosis.
 - ➔ Find the data for your state on the [Centers for Disease Control and Prevention \(CDC\) website](https://www.cdc.gov).
- COPD is more common than many people realize. One in five adults in the United States over age 45 has COPD. Risk factors include a history of smoking (for both current and former smokers), long-term environmental exposure to pollutants that can irritate your lungs, and certain genetic conditions.
- While there is no cure for COPD, with early diagnosis and treatment, people with COPD can alleviate their symptoms and begin to get back to the things they love doing.



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Template Blog Post

Below is suggested content for a blog post or use in other media publications. You can personalize the blog by inserting a quote like the one below from your organization's spokesperson.

[Insert Organization Name] Joins the National Effort to Reduce the Burden of COPD

On May 22, the National Institutes of Health in a collaborative effort with representatives from across the entire COPD community, released the [COPD National Action Plan](#). This first-of-its-kind document provides a unified framework to guide stakeholders nationwide in their efforts to work together to positively impact the effect of the disease.

[Insert quote from spokesperson about hopes for the outcome of the Action Plan, if available. Something like, "(Name of organization) is excited about the release of this plan and we look forward to collaborating with others in the COPD community to ensure its successful implementation."]

The Action Plan addresses the needs of patients and the greater public, health care delivery and practice guidelines, research potential, and policy implications. Broken into five goals, each goal of the Action Plan is designed to address a different aspect of COPD so that the entire spectrum of complex issues related to the disease is covered.

- **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
- **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
- **Goal 3:** Collect, analyze, report, and disseminate COPD data
- **Goal 4:** Increase and sustain COPD research
- **Goal 5:** Turn COPD recommendations into research and public health care actions

[Optional: Insert paragraph discussing areas of the Action Plan your organization identifies most with or areas you may address, etc.]

COPD is a leading cause of death in the United States, affecting 16 million Americans and millions more who have not yet been diagnosed. Over time, this lung disease can affect the ability to breathe and lead to long-term disability. Although COPD



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is not curable, it is highly treatable, and early diagnosis can lead to an improved quality of life.

Everyone has an important role to play in the success of the COPD National Action Plan. Join us in the national effort to address COPD, by *[insert call to action]*. To learn more about the Action Plan, visit [COPD.nih.gov](https://copd.nih.gov).



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Template Newsletter Article

Below is suggested content for your newsletter, website, or other publications.

Reducing the Burden of COPD: National Action Plan Released

Through a collaborative national effort by the COPD community, the National Institutes of Health (NIH) and partners released the COPD National Action Plan. This first-of-its-kind Action Plan provides a unified framework to guide stakeholders nationwide in their efforts to reduce the burden of the disease.

Broken into five goals with specific focuses, each goal of the Action Plan covers the entire spectrum of complex issues related to COPD, including the needs of patients and the greater public, health care delivery and practice guidelines, research potential, and policy implications. The five goals are:

- **Goal 1:** Empower patients, their families, and caregivers to recognize and reduce the burden of COPD
- **Goal 2:** Equip health care professionals to provide comprehensive care to people with COPD
- **Goal 3:** Collect, analyze, report, and disseminate COPD data
- **Goal 4:** Increase and sustain COPD research
- **Goal 5:** Turn COPD recommendations into research and public health care actions

The Action Plan serves as a cohesive tool for stakeholders to use in driving change and supporting activities to change the trajectory of the disease.

Everyone in the COPD community has an important role to play in the success of the COPD National Action Plan. To learn more about the Action Plan and how you can help, visit [COPD.nih.gov](https://copd.nih.gov).



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Social Media Resources

Below are suggested social media posts to share with your followers on Facebook and Twitter. Begin posting once the COPD National Action Plan is released and continue keeping your audiences updated with your progress as you begin to implement the Action Plan.

We encourage you to use the hashtag **#COPDActionPlan** on all posts to help promote activities related to the Action Plan. Don't forget to use visuals and include calls to action in your social media posts to increase engagement. Stay a part of the conversation by following the hashtag **#COPDActionPlan**, replying to others, and sharing and retweeting content.

Visit COPD.nih.gov to find infocards and other graphics to accompany these posts.

TWITTER

We're joining the national effort to reduce the burden of **#COPD**. Learn how you can help at COPD.nih.gov. **#COPDActionPlan**

Interested in being part of the national effort to address **#COPD**? Visit COPD.nih.gov to learn more & get involved. **#COPDActionPlan**

Reduce the burden of **#COPD** across the country by taking action with the **#COPDActionPlan**. Learn more at COPD.nih.gov.

It's up to all of us to address **#COPD**. Visit COPD.nih.gov to learn more. **#COPDActionPlan**

Positively impact the effect of **#COPD**. Learn how to become involved in the **#COPDActionPlan**: COPD.nih.gov

FACEBOOK

The first-ever COPD National Action Plan provides a unified framework for reducing the burden of COPD, which affects millions of Americans and is a leading cause of death in the United States. Find out more at COPD.nih.gov.

Using patient-centered recommendations, the COPD National Action Plan addresses the needs of patients and the greater public, health care delivery and practice guidelines, research potential, and policy implications. Read about all five goals in detail at COPD.nih.gov.



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FACEBOOK

The COPD National Action Plan is the result of a months-long collaboration among representatives from across the entire COPD community. It's up to all stakeholders to make sure the Action Plan succeeds. Learn how to get involved: COPD.nih.gov.

The COPD National Action Plan addresses COPD, a leading cause of death in the U.S. Find out how to become involved: COPD.nih.gov

We're joining the national effort to reduce the burden of COPD through the COPD National Action Plan. Learn how you can help at COPD.nih.gov.

Interested in being part of the national effort to address COPD? Visit COPD.nih.gov to learn more and get involved with the COPD National Action Plan.

Lighten the burden of COPD across the country by taking action with the COPD National Action Plan. Learn more at COPD.nih.gov.



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