

# Breathe Better Network

A partnership of the Learn More Breathe Better program



## Frequently Asked Questions

### What is the *Breathe Better Network*?

The *Breathe Better Network* is a part of the NHLBI's *Learn More Breathe Better* program. The Network:

- Helps drive outreach efforts to increase awareness of lung health, including COPD and asthma as serious, yet manageable and treatable conditions.
- Increases understanding of proven medical guidelines and interventions.
- Encourages people to actively talk to their health care provider about their lungs and signs and symptoms they may be experiencing.

### What are the benefits of being a *Breathe Better Network* partner?

*Breathe Better Network* partners have the benefit of using NHLBI materials and receiving regular program and Institute updates. Additionally, *Breathe Better Network* partners will be listed on the *Learn More Breathe Better* website to help community-based and professional organizations find active groups in their area. Partners will have a direct connection to NHLBI and can help shape current and future education efforts for *Learn More Breathe Better*. Being part of the network and using *Learn More Breathe Better* materials helps the lung health community speak in one voice using science-based information.

### What materials are available for *Breathe Better Network* partners' use?

Partners have access to a variety of printed and digital educational materials, including PSA materials, videos, fact sheets and brochures, social media tools, observance month resources, and the ability to co-brand select elements. Resources cover a variety of topics related to lung health for people with and at risk for these diseases, family members and caregivers, and health care providers.

Each year, *Breathe Better Network* partners are also encouraged to join NHLBI and the *Learn More Breathe Better* program for national awareness months, including asthma in May and COPD in November. Partners receive additional resources, tips for outreach, and ideas to host events during these months. As the program expands, new educational materials and resources and topics will be added. *Breathe Better Network* members will be notified when new resources are available.

### What types of partners make up the *Breathe Better Network*?

The *Breathe Better Network* is comprised of organizations and programs of all sizes across the country, including state and federal agencies, nonprofits, civic groups, professional associations, health systems, and research organizations. All participating organizations have a mission that aligns with the *Learn More Breathe Better* program's goals and objectives.

## Who can become a *Breathe Better Network* partner?

We welcome organizations that are active in educating the American public about lung diseases and conditions, including but not limited to, COPD and asthma. Membership is free and open to organizations that provide resources and education to patients, caregivers, and health care providers. For-profit groups may have limited opportunity to co-brand materials, and we are unable to provide an active hyperlink from NHLBI's website.

## What is required of *Breathe Better Network* partners and how can we work together?

*Breathe Better Network* partners will be asked to:

- 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, health care 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.

Additionally, NHLBI may ask partners to:

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

The level of collaboration will differ from organization to organization, depending on size and infrastructure. NHLBI will work closely with each partner to identify opportunities best suited for collaboration. NHLBI and the *Learn More Breathe Better* program will provide event resources and support, including:

- Shipping printed materials or providing print files to partners
- Spotlighting organizations on the website and in newsletter
- Providing technical assistance through webinars and trainings.

## Who from my organization should be the partner representative for the *Breathe Better Network*?

Each organization will be asked to identify a representative to serve as a liaison between their organization and the *Learn More Breathe Better* program. Organizations should select a staff or volunteer representative who is a current member of the organization willing to participate in the network on a continuing basis. This person should be qualified to present the views, opinions, and commitments of the organization. This representative should be committed to sharing materials, resources, and information with the organization's leadership, members, and constituents.

## How can I become a partner?

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