



It Has A Name: COPD "Learn More Breathe Better" Campaign Raises Awareness of Little Known, But Widespread Lung Disease

****January 18th, 2007** – Today the national Heart, Lung, and Blood Institute (NHLBI) of the NIH launched a new public awareness campaign focused on COPD, a disease that is the *FOURTH* leading cause of death and a leading cause of disability in the United States. Despite its devastating impact, half of those with COPD go undiagnosed and many of those who are diagnosed do not get optimal treatment.

This startling lack of awareness by the public and physicians led the NHLBI to develop the "Learn More Breathe Better" campaign. The campaign is aimed at men and women over age 45 and seeks to promote awareness among the public and more frequent diagnosis by primary care providers. It includes a website, educational fact sheets and reference information for medical professionals. ****NIH News**

Download MP3's to listen to excerpts from the campaign launch at the National Press Club

Elizabeth G Nabel, MD, Director of NHLBI, welcomed guests and set the tone for the day's presentations by focusing on the importance of the COPD awareness campaign. http://www.copdchicago.org/files/elizabeth_nable.mp3

Diagnosed with COPD six years ago, **Grace Anne Dorney Koppel**, told her extraordinary journey of living well with COPD. Grace Anne is the wife of Ted Koppel and an exceptional advocate for breaking down the barriers to good COPD care. http://www.copdchicago.org/files/grace_ann_dorney.mp3

The first of three scientific updates was given by **Sonia Buist**, MD, PhD, Professor of Medicine, Physiology & Pharmacology, Public Health and Preventive Medicine, Public Health & Preventative Medicine at Oregon Health & Sciences. Dr. Buist spoke about COPD and public health. http://www.copdchicago.org/files/sonia_buist.mp3

Next, **Bartolome Celli**, MD, Professor of Medicine, Tufts University, spoke on the importance of this campaign. http://www.copdchicago.org/files/bartolome_celli.mp3

Last, **Ronald G Crystal**, MD, Professor and Chairman of the Department of Genetic Medicine at the Weill Medical College of Cornell University, gave an update on the molecular research of COPD. http://www.copdchicago.org/files/ronald_crystal.mp3

Amy Pianalto, Project Director, from the Center for the Application of Research Discoveries, NHLBI, presented an overview of the "Learn More Breathe Better" campaign, including sneak previews of radio public service announcements (PSA) which will be heard on radio stations across the country. http://www.copdchicago.org/files/amy_pianalto.mp3

James Kiley, PhD, Director, Division of Lung Diseases, NHLBI, spoke of the importance of partner commitments to the campaign and invited the following featured partners to speak about their involvement:

Robert Pallay, MD, Board Member, American Academy of Family Physicians

Janice Beaverson, MD, Associate Medical Director, Quality & Health Management, Kaiser Permanente

Terri Weaver, PhD, Board Chair, American Lung Association

David Inghar, MD, President-Elect, American Thoracic Society

Mark Rosen, MD, President, American College of Chest Physicians

David Mannino, MD, US COPD Coalition

John Walsh, President & CEO, COPD Foundation

Dennis Doherty, MD, Chairman, National Lung Health Education Program

Sam Giordano, RRT, Executive Director, American Association for Respiratory Care

http://www.copdchicago.org/files/james_kiley_moderator_partners.mp3

James Kiley, PhD, Director, Division of Lung Diseases, NHLBI, addresses questions and comments from the audience attending the campaign launch. http://www.copdchicago.org/files/james_kiley_questions_answers.mp3

To find out more about the "Learn More Breathe Better" campaign, please visit www.LearnAboutCOPD.org