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](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](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](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](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](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](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 Ingbar, 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](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](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](http://www.LearnAboutCOPD.org)