

Executive Summary
NHS Nottinghamshire County *Love Your Lungs* Campaign
March 2010

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1. Background

Chronic obstructive pulmonary disease (COPD) is the UK's fifth biggest killer, each year causing more deaths than breast, prostate and bowel cancer. Despite this, awareness of COPD is very low in the UK. Research published in 2006 indicated there are at least 3.7 million people with COPD in the UK.¹ However, 2.8 million of these are unaware they have the progressive, possibly terminal disease. These are the 'missing millions'. The BLF has been campaigning to raise awareness of COPD and encourage early diagnosis amongst at risk groups working with PCTs including South Tyneside, Nottingham City, Hull and Islington. NHS Nottinghamshire County and the BLF worked together to deliver a Love your Lungs campaign during March 2010.

2. Aims:

Aims of the awareness campaign were to raise awareness of the signs and symptoms of COPD to encourage early diagnosis amongst at risk groups and therefore, reduce future emergency hospital admissions.

3. Objectives:

1. Increase awareness of COPD signs and symptoms in NHS Nottinghamshire County through PR campaign
2. Increase demand for lung function testing in primary care in Nottinghamshire County
3. Identify those with likely undetected COPD by lung function testing in the community for at risk groups

4. Strategy

The following elements combined to provide a fully integrated awareness raising campaign in Nottinghamshire County in March 2010.

- Pre and post campaign awareness survey
- Pre-campaign communication with health care outlets to engage support
- Provision and distribution of COPD campaign materials (posters/leaflets/beer mats) to GP surgeries, pharmacies, health centres, libraries and other venues
- Local media campaign targeted at newspaper, radio and TV outlets highlighted by marketing data
- 5 x awareness stands with free lung testing in targeted community settings; one in each of the five clusters (Nottingham West, Nottingham East and North, Newark and Sherwood, Highpoint, and Principia.)

¹ Shahab L, Jarvis MJ, Britton J and West R. Thorax 2006; 61:1043-47. Prevalence, diagnosis and relation to tobacco dependence of chronic obstruction pulmonary disease in a nationally representative population sample.

5. Outcomes and Evaluation

Outcomes:

Lung Testing Events	Sainsbury's Arnold: tested 149, referred 25 (17%) Asda Mansfield: tested 143, referred 16 (11%) Morrisons Gamston: tested 148, referred 19 (13%) Sainsbury's Beeston: tested 149, referred 27 (18%) Butter Market Newark: tested 158, referred 29 (18%) Total number of people tested: 747 Total number referred to GP with abnormal lung function - 116 (15%)
Stakeholder Communication	101 packs sent to local GP surgeries 64 packs sent to other outlets including pharmacies, libraries community centres 35 packs sent to local pubs in high risk areas

Evaluation²:

A. Lung Testing Events	68% felt the event increased awareness of the causes of COPD 93% recommended the test to family/friends 39% are trying to take more exercise since the event to improve lung health 34% are trying to eat a healthy diet since the event to improve lung health 14% of smokers returning the form have been encouraged to cut down 33% have been influenced to try and give up smoking 24% felt their habits had not been influenced by events. 87% of those referred to their GP had attended a follow up appointment 32% had been diagnosed with COPD 8% were undergoing further tests 28% were not offered another test by their GP 11% were given another test and told their results were normal
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B. PR outcomes

In total there were 27 items of press coverage recorded by the BLF monitoring system. This equates to £28,035.46 advertising value equivalency. 57% of those attending an event heard about it through local paper.

C. Mosaic Data Analysis

Experian were commissioned by the British Lung Foundation to map the prevalence of COPD in Nottinghamshire County.

² Evaluation surveys were sent to all that attended an event, the evaluation figures were equated from the forms that were returned.

Nottinghamshire County COPD High Risk Groups:

Mosaic Group	Description	% Of the Group Tested at Events	% Of the Group Referred at Events	% of Nottinghamshire County Population
Mosaic Group F	People living in social housing with uncertain employment in deprived areas	2.29%	3.6%	1.8%
Mosaic Group G:	Low income families living in estate based social housing	4%	2.7%	5.32%
Mosaic Group H:	Upwardly mobile families living in homes bought from social landlords	10%	16.22%	12.22%
Mosaic Group I:	Older people living in social housing with high care needs	4.71%	8.11%	3.24%
Mosaic Group J:	Independent older people with relatively active lifestyles	9.57%	10.81%	5.52%

6. Conclusion

The British Lung Foundation successfully delivered the Love Your Lungs Awareness Campaign in Nottinghamshire County throughout March 2010. The lung testing events alone potentially identified 116 people living with undiagnosed COPD.

The overwhelming popularity of the free lung function tests demonstrated that when given the opportunity to find out more about lungs within a healthcare setting, the public will respond positively - often spending a significant time queuing.

We would like to thank Nottinghamshire County for their support of this project, which has enabled us to deliver a comprehensive campaign for COPD and to raise awareness of this disease to target communities living with lung disease.