

BLF Services Products

These are example packages that can be individually tailored, with costs ranging from £10K to £98K

Gold Package

A fully integrated and targeted month long campaign to help find the missing millions of people living with COPD

- A full Experian/Mosaic report for the PCT outlining where people are most at risk of future hospital admissions with COPD and the best ways to contact them
- A telemarketing campaign to up to 5000 'at risk' households starting two weeks before the campaign launch highlighting importance of lung health and recognising the early symptoms of lung disease
- Pre-campaign communication with health care providers / GPs to engage support e.g. presentations at local PBC meetings, letters to all surgeries keeping them informed
- Provision and distribution of specially designed and targeted campaign materials (e.g. COPD posters, leaflets, beer mats) to promote stakeholder engagement with GP surgeries, pharmacies, health centres, libraries, working men's clubs, community centres and pubs
- Supporting local media campaign targeted at newspaper, radio and TV outlets
- A campaign launch event inviting journalists/MPs/local celebrities to get their lungs tested
- Four awareness stands with free lung function testing and smoking cessation advice in targeted shopping centres/supermarkets/workplaces. Those with abnormal lung function will be referred to their GP.
- Provision of BLF COPD information materials at the events
- Follow up of everyone tested at the events to assess behaviour change and actions taken as a result of the campaign
- Comprehensive evaluation report to include demographics and mosaic analysis of everyone called, sent information, tested and referred at the events, and a behaviour change report of those followed up. Conclusion and recommendations for future work.



Silver Package

An integrated one month campaign to help find the missing millions of people living with COPD

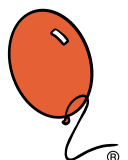
- Pre-campaign communication with health care providers / GPs to engage support e.g. presentations at local PBC meetings, letters to all surgeries keeping them informed
- Provision and distribution of specially designed and targeted campaign materials (e.g. COPD posters, leaflets, beer mats) to promote stakeholder engagement with GP surgeries, pharmacies, health centres, libraries, working men's clubs, community centres and pubs
- Supporting local media campaign targeted at newspaper, radio and TV outlets
- A campaign launch event inviting journalists/MPs/local celebrities to get their lungs tested
- Four awareness stands with free lung function testing and smoking cessation advice in targeted shopping centres/supermarkets/workplaces. Those with abnormal lung function will be referred to their GP.
- Provision of BLF COPD information materials at the events
- Follow up of everyone tested at the events to assess behaviour change and actions taken as a result of the campaign
- Comprehensive evaluation report to include demographics and mosaic analysis of everyone tested and referred at the events, and a behaviour change report of those followed up. Conclusion and recommendations for future work.

Bronze Package

A package to deliver a lung health message whilst helping to raise awareness of the early signs and symptoms of lung disease

- Three awareness stands with free handheld lung testing and smoking cessation advice in venues with high footfall such as shopping centres and supermarkets. Those with abnormal lung function will be referred to their GP.
- Provision of BLF COPD information materials at the events
- Follow up of those referred to their GP
- Campaign evaluation report

Please contact the BLF Services Team on
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or **020 7688 6026**



British Lung Foundation

Registered Charity of England and Wales - no 326730. Charity registered in Scotland - no 038415.