

# **US COPD Coalition Business Meeting**

**COPD Foundation & DRIVE4COPD  
Campaign Update  
October 22, 2012**

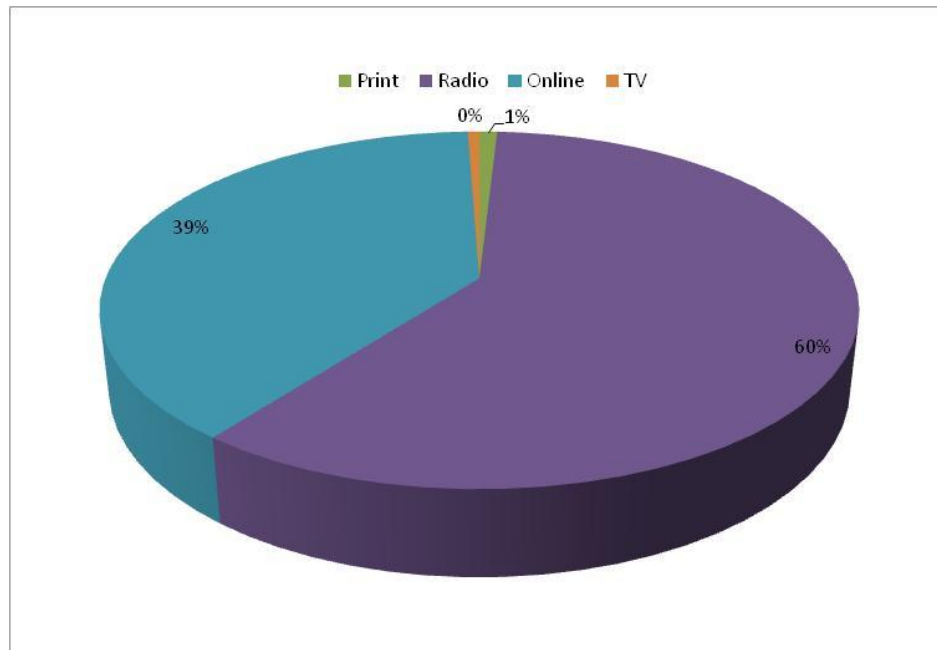


# Celebrity Ambassador Program

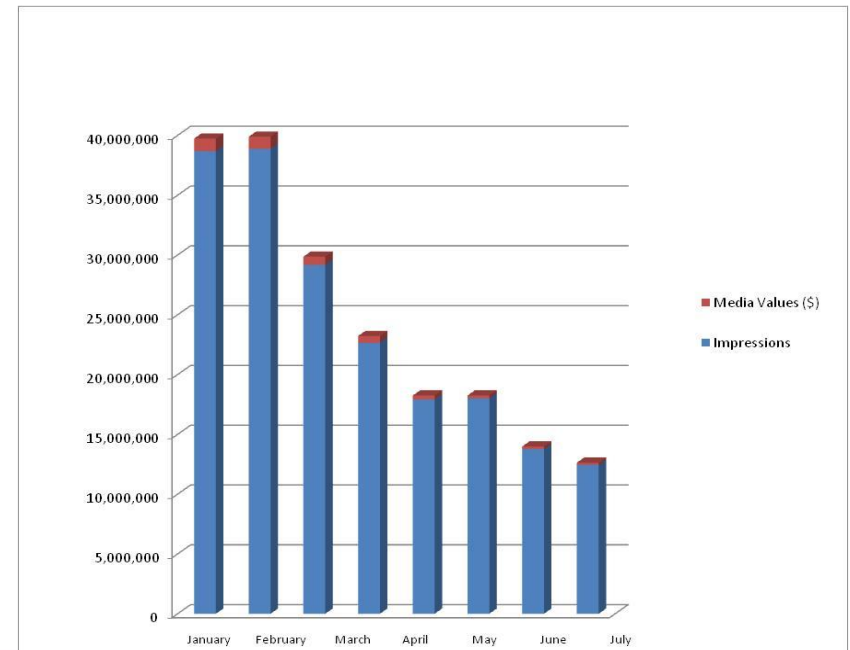


- More than 1.9 million media impressions from Danica Patrick Half Media Day in New York City on July 23, 2012
- 192 million media impressions from Danica Patrick PSAs running from January 1, 2012 through August 31, 2012

1,979,000 media impressions – Jul 23



192 million media impressions - PSA



# DRIVE4COPD and NASCAR Partnership



- DRIVE4COPD300
  - February 23, 2012
- Throughout 2012 DRIVE4COPD has introduced local partners to the world of NASCAR up close!
- DRIVE4COPD campaign presented to 150 NASCAR partners at the Fuel for Business Council in Chicago, IL on September 14



OFFICIAL HEALTH INITIATIVE OF NASCAR



# DRIVE4COPD Virtual Golf Tournament!



[WWW.DRIVE4COPDGOLFTOUR.COM](http://WWW.DRIVE4COPDGOLFTOUR.COM)

- Online golf tournament with events at courses across the country
- 2012 NASCAR Golf Invitational presented by DRIVE4COPD
  - November 16, 2012
  - Biltmore Country Club, Coral Gables, FL
- New virtual golf tour that allows you to raise funds for COPD by playing at your own local course to launch next month!



*Biltmore*  
MIAMI ~ CORAL GABLES



# COPD Employer Toolkit

*beta version launched September 13*



**BETTER CARE, LOWER COSTS, HEALTHIER EMPLOYEES**



**VISIT [WWW.DRIVE4COPD.ORG/EMPLOYERTOOLKIT](http://WWW.DRIVE4COPD.ORG/EMPLOYERTOOLKIT)**

**TOOLS TO ANALYZE, EDUCATE, AND SCREEN.**

DRIVE4COPD IS A CAMPAIGN OF THE COPD FOUNDATION

Business  
Case 4  
COPD

Customizable  
Action Plan

Unique url  
for COPD  
risk  
screener

Benefit  
Design &  
Education  
Materials

Template  
outreach  
materials

Links to  
partner  
resources

Created in partnership with:

**COPD** Learn More  
Breathe Better®

**COPD**  
FOUNDATION

  
**DRIVE4COPD**

# COPD Employer Toolkit Next Steps



- Sponsored a COPD Action Brief created by the National Business Coalition on Health (NBCH)
- 2013 NBCH COPD Innovation Seed Grants that will support member coalition implementation of toolkit strategies in partnership with employer members
- 45 minute session on COPD at the NBCH National Conference, June 12 with launch announcement

**NBCH**  
&  
**DRIVE4COPD**

**action** brief

SEPTEMBER 2012

**COPD: A Major Driver of Avoidable Health Care Costs**

- December 2012-Production of a video to introduce COPD and the toolkit resources
- Presentations and abstract submissions to regional, state and national employer health, benefits and human resource conferences
- Outcome measurement and implementation efforts with NASCAR corporate partners throughout 2013





# Great American Screen-Off



- Integration of the risk screener with the lung health check found on WebMD
- Message dissemination encouraging Americans to get screened through Danica Patrick Full Media Day in Los Angeles on November 14
- Collaboration with NHLBI's *Learn More Breathe Better* Campaign for Twitter chat on COPD

WebMD



Great American  
SCREEN OFF

# COPD Foundation COPD Awareness Month Activities



- Panel Participant at the Worldwide Employee Benefits Network's Improving the Health of our Employees: Local Non-Profit Resources Right in our Backyard
  - November 1, Pikesville, MD
- COPD Community Education Workshop Series & TX COPD Leadership Group Meeting
  - November 3, Austin TX
- Co-hosting Maryland COPD Coalition Meeting
  - November 7, Baltimore, MD
- COPD Session and Exhibit Booth at the AARC International Convention
  - November 10-13, New Orleans, LA
- Virtual Voices: A World COPD Day Call to Action
  - All Day November 14
- Danica Patrick Media Tour
  - November 14, Various Los Angeles, CA media outlets
- Great American Screen Off
  - Throughout the month of November



# COPD Foundation Awareness Month Activities Continued



- COPD Session & Exhibit Booth at the National Business Coalition on Health's Annual Conference
  - November 12-14, Washington, DC
- COPD Exhibit Booth at Pri-Med East Convention
  - November 16-18, Boston, MA
- COPD Session at Women in Government's Annual Healthcare Summit
  - November 16, Washington, DC
- NASCAR Golf Invitational
  - November 16, Coral Gables, FL
- COPD Presentation by Grace Anne Dorney Koppel at A Women's Journey
  - November 17, Baltimore, MD
- Presentation of COPD Awareness Month Proclamation
  - November 18, Homestead, FL
- COPD Awareness Month Press Event with Proclamation Presentation by Governor Martin O'Malley
  - November 20, Annapolis, MD
- COPD presentation at the Orlando Jobs, Your City, Your Jobs HR Summit
  - November 28, Orlando, FL