

World O₂X₂YGEN DAY



COPD FOUNDATION®

Impact Report

Inaugural year 2023

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The logo for World Oxygen Day features the word "World" in a blue script font, "O₂" in a blue sans-serif font, "XYGEN" in a blue sans-serif font, and "DAY" in a blue sans-serif font inside a blue square. A horizontal line is positioned below the "O₂XYGEN" text.

World O₂XYGEN DAY

Background

For the last 40 years, supplemental oxygen therapy has been a mainstay treatment for millions of people of all ages living with respiratory problems. Individuals rely upon oxygen therapy to relieve symptoms like breathlessness and limited activity caused by chronic problems like COPD, as well as more acute conditions like pneumonia and sleep problems. Despite its ability to add years to people's lives and life to their years, advancements in oxygen therapy technology have been very slow to happen.

The COVID-19 pandemic has worsened the problem by increasing the demand for oxygen equipment as well as straining supply chains. Many people who could benefit from oxygen therapy do not use it as prescribed because of **the inconvenience, the cost, and the stigma that can be attached to it.**

Our Purpose

There are simply too many systemic challenges for people to use oxygen therapy effectively to live their best lives. World Oxygen Day was created to change that.

By empowering oxygen-user perspectives and experiences, and by providing opportunities for collaboration with providers, we know that we can raise the importance of oxygen therapy – and its challenges – to stakeholders globally in order to make oxygen therapy more acceptable, accessible, and affordable for users around the entire world.

A large white "100%" is centered on a teal square background.

100%

Of people need
oxygen to live

World O₂X₂YGEN DAY 2023 Campaign

Shareable Graphics

With a goal to make our content easily digestible and highly shareable across platforms, our graphics aimed to be informative, inspiring, and fun.

WORLD OXYGEN DAY
10.02.23
BREATHING BETTER TOMORROW STARTS TODAY
World OXYGEN DAY #WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

BREATHING BETTER TOMORROW STARTS TODAY
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

Oxygen therapy helps people live their best lives
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

Everybody needs oxygen...
Some bodies just need a little extra!
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

Everybody needs oxygen...
Some bodies just need a little extra!
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
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JOIN US ONLINE!
SHARE YOUR OXYGEN STORY AND TAG:
#WORLDDOXYGENDAY
World OXYGEN DAY 10.02.23
WWW.WORLDDOXYGENDAY.ORG

Life is an adventure...
POWERED BY OXYGEN!
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

Life is an adventure...
POWERED BY OXYGEN!
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

Do you run out of breath easily?
Ask your doctor about an oxygen saturation test.
World OXYGEN DAY 10.02.23
#WORLDDOXYGENDAY
WWW.WORLDDOXYGENDAY.ORG

World O₂X₂YGEN DAY

2023 Campaign

Email Newsletter

In order to build community outside of social media, our bi-weekly e-blasts informed stakeholders on the progress of the campaign while highlighting news and resources.

Teaching the World About Oxygen Therapy

Our next #OxygenStory, longtime COPD advocate Jean Rommes shares the time she was able to turn a youngster's curious stare into a teachable moment. Her example shows how a little humor can flip the script on chronic conditions to turn an uncomfortable conversation into a helpful one.



OXYGEN+
STORIES:
JEAN ROMMES

10.02.23
#WORLDXYGENDAY

Have an #OxygenStory of your own? Let us know by posting it on your social media and tagging the COPD Foundation and #WorldOxygenDay so that we can help you share!



What Do Your Lungs DO Anyway?

Have you ever been curious about how your lungs work? Ever wonder why obstructions in your airways make it harder to breathe? Or what part dust and other particles play in breathing problems? #WorldOxygenDay advocacy partner, International Primary Care Respiratory Group (IPCRCG), has put together an amazing video that shows how the process of breathing works.



376 Total Subscribers



A new you... Powered by oxygen!



Join Us On World Oxygen Day

World O₂X₂YGEN DAY

2023 Campaign

Oxygen Stories Video Series

Our Oxygen Stories video series provided oxygen users in our community a platform to express themselves and share information about oxygen therapy in 1-2 minute segments.



Melissa Egts

Melissa talks about opening up and letting her personality shine as a daily oxygen user.



Russell Winwood

Russell shares about how oxygen therapy helps him chase his passion and live his best life.



John Linnell

John provides a reminder about how you need more oxygen when you exercise, and to work with your health care team.



Jean Rommes

Jean shares the time she was able to turn a youngster's curious stare into a teachable moment about oxygen.

World O₂X₂YGEN DAY 2023 Campaign

World Oxygen Day Event

The World Oxygen Day Stakeholder Summit was a free 60-minute virtual event that brought together advocates from across the oxygen therapy community to discuss the biggest challenges facing those who need oxygen therapy and how we can work together to solve them.

Hosted by the COPD Foundation's Mike Hess, we heard from pulmonologist Dr. Anand Iyer, respiratory therapist Chrysalis Ashton, and oxygen therapy users John Linnell and Karen Smoot. After the discussion, the panel answered audience questions.

World O₂X₂YGEN DAY
WORLDDOXYGENDAY.ORG

2023 OXYGEN SUMMIT
LET'S TALK ABOUT OXYGEN!
OCTOBER 2 AT 2 PM CT

Mike Hess, MPH, RRT, RPFT

Anand S. Iyer, MD, MSPH
Pulmonologist & Public Health Expert

Karen Smoot, Patient Advocate

Chrysalis Ashton, RRT, BSRC
Respiratory Therapist & DME Leader

Art Randolph, Patient Advocate

Supported by NONIN

Co-hosted by Pulmonary Fibrosis Foundation

Patient advocate originally scheduled, Art Randolph (pictured), fell ill and was replaced by John Linnell the day of the event.

325

Total Attendees
240 Virtual + 83 In-person

82

Attendee Questions

20

Attendee Countries



2023 Campaign

World Oxygen Day Event

Post-event Virtual Attendee Survey Data

ATTENDEE DETAILS

44 Current Oxygen Therapy User
34 Clinician (RN, RT, PT, OT, etc.)
22 Curious About Oxygen Therapy
4 Caregiver
3 Prescriber

DURATION OF O2 USE

6 reported less than 6 months
4 reported 6-12 months
19 reported 1-5 years
28 reported >5 years
9 reported not prescribed yet,
but feel they may need it

HCP CONFIDENCE IN KNOWLEDGE OF OXYGEN THERAPY

4 reported Not Confident At All
4 reported A Little Confident
14 reported Somewhat Confident
29 reported Very Confident

NARRATIVE COMMENTS

Great first webinar for this initiative. Looking forward to future events.

It is very helpful to hear from different viewpoints AND countries. Thank you!

Very helpful. Thank you. I will ask my pulmonologist for a respirator therapist for my questions.

VERY well done - covered many areas in a short time.

Wonderful program. Some very complex issues with powerful political and industrial stakeholders.

The VA is the last dependable provider of liquid oxygen in the US. Thank you for your support and advocacy for these critically important issues.

A really helpful webinar. Thank you for raising the profile of the disparity in service levels, especially in the USA.

This was a great panel. Thanks to everyone who organized and participated in it. It would be great to have additional podcasts or panels to learn about all aspects of COPD treatment and new technologies.



2023 Campaign

Social Reach

The immense need and place for World Oxygen Day was demonstrated by participants around the world who both shared our materials and created their own.



#WorldOxygenDay tag
LinkedIn: 1,100 mentions
Twitter: 193 mentions
Facebook: 452 mentions
Instagram: 185 mentions

21+

Countries with social media participation

1,930

#WorldOxygenDay mentions counted

Countries with participants on social media included USA, Ghana, Nigeria, Saudi Arabia, UK, Portugal, Canada, Columbia, India, UAE, Norway, Lesotho, Yemen, The Netherlands, Nairobi, Australia, Dominica, Brazil, Indonesia, & more.

Users of #WorldOxygenDay tag included Clinton Health Access Initiative (CHAI), European Lung Foundation (ELF), American Association for Respiratory Care (AARC), PF Warriors, Build Health International (BHI), GAAPP, Institute of Global Perioperative Care, Unitaid, Right2Breathe, Council for Quality Respiratory Care, American Lung Association, Lancet Global Health, Irish Lung Fibrosis Association, Pulmonary Hypertension Association, NTMir, Yemeni Association for Respiratory Care, USAID, & other advocacy supporters.

World O₂X₂YGEN DAY 2023 Campaign

Our Supporters

Corporate Supporters



Advocacy Supporters





We thank you for your
ongoing support of
World Oxygen Day



Acknowledgements

The Inaugural World Oxygen Day could not have been possible without overwhelming support from so many across our community.

Project leadership from Michael W. Hess, MPH, RRT, RPFT
Senior Director of Public Outreach and Education, COPD Foundation

Project vision from the COPD Foundation Oxygen360 team, Caroline Gainer, John Linnell, Bill Clark, David Mannino, team member emeriti Ruth Tal-Singer, & the late Louise Hobden

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Lessons from World Bronchiectasis Day from Christina Hunt, BS, RRT-NPS and Delia P. Oliver of Bronchiectasis and NTM 360, COPD Foundation

Event partnership from the Pulmonary Fibrosis Foundation

Corporate support from Nonin

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