

World
O₂X₂YGEN DAY



**Impact
Report**

2024



Table of Contents



3

Background & Purpose

4

SOAR Act

5

Oxygen CoLab

6

Graphic Campaign

7

COPD Foundation Social Media Reach

8

Email Newsletter

9

Website Reach

10

Press & Media Highlights

11

Social Media Highlights

12

Global Reach

13

Supporters

14

Thank You

World O₂X Y G E N DAY

Background

For decades, supplemental oxygen therapy has been an essential treatment option for millions of people around the world living with breathing problems. From babies born with premature lungs to our eldest family members, people rely on oxygen therapy to reduce symptoms like breathlessness and activity limits brought on by chronic diseases like COPD and pulmonary hypertension. Others need oxygen therapy to help with more acute conditions like pneumonia and sleep problems.

Despite its ability to improve duration and quality of life, oxygen therapy has rarely been considered a priority for health care systems. Many people who could benefit from oxygen therapy are never diagnosed correctly. Some choose to forgo it because of the inconvenience, cost, or stigma. Still others never get the education they need to fully benefit from their oxygen equipment.

The COVID-19 pandemic compounded the problem by increasing the demand for oxygen equipment and straining supply chains, issues that continue to this day. Evolving political and economic issues continue to challenge health care systems around the globe, and access to appropriate oxygen therapy is still a very real concern.

Our Purpose

Every person on Earth needs oxygen to survive. World Oxygen Day is here to help those whose bodies need extra oxygen thrive.





SOAR Act

The World Oxygen Day campaign supports health policy initiatives that improve access to appropriate supplemental oxygen therapy equipment. In 2024, the campaign focused on the Supplemental Oxygen Access Reform (SOAR) Act, legislation introduced in the United States. The SOAR Act focused on four key pillars of policy improvements:

1. **Making oxygen therapy patient-centric**

Modernizing terminology (like using “ambulatory oxygen” rather than “home oxygen” to reflect mobility improvements) and creating a “bill of rights for people who use oxygen” makes people the priority, rather than financial convenience.

2. **Rationalizing reimbursement for oxygen equipment**

Decades of well-intentioned but misguided policy decisions have slashed Medicare payments for oxygen equipment to the bone. Suppliers often cannot afford to provide optimal service to patients, and some forms of oxygen equipment (like liquid oxygen) have all but vanished. Appropriate payment levels should be set by the true costs of providing care rather than relying on the lowest bidder.

3. **Providing access to respiratory therapy services**

Respiratory therapists have unique skills and expertise that support oxygen therapy users. Unfortunately, these services have historically not been considered “medically necessary,” so Medicare has not paid for them. Enabling access to respiratory therapists can help those prescribed oxygen therapy get the most benefit from their equipment and continue to live their best lives.

4. **Establishing standardized documentation requirements**

Historically, administrative requirements for prescribing oxygen therapy have been cumbersome and redundant. Recent efforts to reduce the paperwork burden have resulted in nebulous guidelines enforced by subjective reviews of medical records. Creating a clear, concise, and consistent national prescription template will reduce errors, improve care coordination, and protect against fraud, waste, and abuse.

The World Oxygen Day campaign proudly highlighted the efforts of more than two dozen patient advocacy organizations to promote the SOAR Act to the U.S. Congress, including days on Capitol Hill, call- and write-in campaigns, webinars, and other outreach.

World O₂X YGEN DAY 2024 Campaign

Oxygen CoLab

The Oxygen CoLab worked with us to release the results of their multi-year research effort comparing the performance characteristics of top-selling oxygen concentrators around the world. The results are intended to guide health care leaders and national policy influencers in making evidence-based purchasing decisions, particularly in low-resource regions.



The COPD Foundation interviewed Oxygen CoLab project lead Nick Moore about the project and future efforts to improve access to oxygen equipment, hosted on the COPDF YouTube channel.

The Oxygen CoLab brings together manufacturers, engineers, innovators, hackers, and backers to accelerate the development of robust oxygen concentrators in low-resource settings.



Star Rating	Price	Performance	Safety	Usability	Reparability
★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Drive DeVilbiss and Somal Pallux K2	Drive DeVilbiss 1025KS	Niox 10 Model 10KS	Flow range: 1-10 LPM	Flow range: 2-10 LPM	Flow range: 2-10 LPM
Performance: Excellent	Performance: Excellent	Performance: Good	Performance: Excellent	Performance: Excellent	Performance: Good
Safety: Excellent	Safety: Excellent	Safety: Excellent	Safety: Excellent	Safety: Excellent	Safety: Excellent
Usability: Excellent	Usability: Good	Usability: Good	Usability: Excellent	Usability: Good	Usability: Good
Reparability: Excellent	Reparability: Good	Reparability: Good	Reparability: Excellent	Reparability: Good	Reparability: Good
Electrical Resilience: Excellent	Electrical Resilience: Good	Electrical Resilience: Good	Electrical Resilience: Excellent	Electrical Resilience: Good	Electrical Resilience: Good
Energy Efficiency: Excellent	Energy Efficiency: Good	Energy Efficiency: Good	Energy Efficiency: Excellent	Energy Efficiency: Good	Energy Efficiency: Good
Read report	Read report	Read report	Read report	Read report	Read report

World O₂X₂YGEN DAY 2024 Campaign

Shareable Graphics

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

WORLD O₂X₂YGEN DAY

10.02.24 **World O₂X₂YGEN DAY**

EVERY BODY NEEDS OXYGEN #WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Help Us SOAR

Support Supplemental Oxygen Access Reform!

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Life is an adventure...

POWERED BY OXYGEN!

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Everybody needs oxygen...

Some bodies just need a little extra!

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Everybody needs oxygen...

Some bodies just need a little extra!

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Everybody needs oxygen...

Some bodies just need a little extra!

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Oxygen therapy helps people live their best lives

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

Do you run out of breath easily?

Ask your doctor about an oxygen saturation test.

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

WWW.WORLDDOXYGENDAY.ORG

BREATHING BETTER TOMORROW STARTS TODAY

10.02.24 **World O₂X₂YGEN DAY**

#WORLDDOXYGENDAY

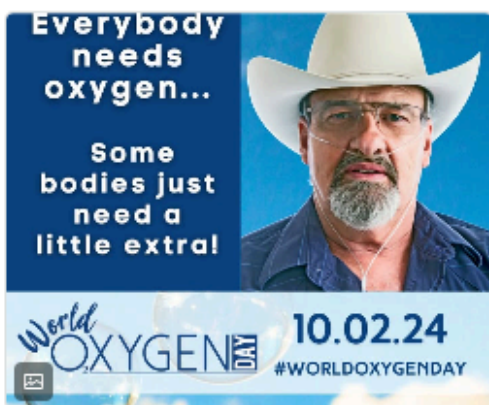
World O₂X₂YGEN DAY 2024 Campaign

COPD Foundation Social Media Reach

The organic social media campaign is well-suited for the COPD Foundation community comprised of individuals with chronic lung disease, caregivers, and health care professionals.

COPD Foundation
Thu 8/29/2024 9:38 am CDT

Everybody needs oxygen... Some bodies just need a little extra! World Oxygen Day is coming October 02, and we are raising awareness about the importance of supplemental oxygen and the challenges...



Total Engagements	384
Reactions	155
Comments	24
Shares	39

COPD Foundation
Wed 10/2/2024 6:53 am CDT

Happy #WorldOxygenDay 2024! Join us TODAY - 10.02 - in celebration of community collaboration to ensure affordable and accessible supplemental oxygen for all who benefit from it. This year, we have...



Total Engagements	173
Reactions	99
Comments	7
Shares	42

COPD Foundation
Thu 9/12/2024 10:05 am CDT

Life is an adventure... powered by oxygen! Do you know someone who uses supplemental oxygen? Everybody needs oxygen, some bodies just need a little extra. Join us in supporting those that do by...



Total Engagements	135
Reactions	50
Comments	17
Shares	7

40

Published Posts

30,716

Impressions

2,022

Engagements

239

Link Clicks

World O₂X₂YGEN DAY 2024 Campaign

Email Newsletter

Our biweekly emails kept people informed about the campaign's progress while highlighting news and resources. In 2024, we added partner highlights and surveys for more engagement.

The Power of Portable Oxygen

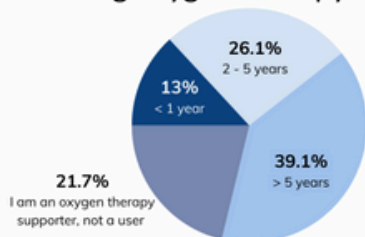


Watch our video with Hawaii COPD Coalition Chief Executive Director Val Chang, JD speaking to the importance of World Oxygen Day.

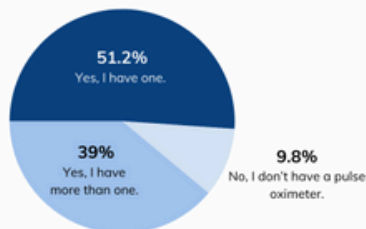
Get to Know Our Community

A big part of World Oxygen Day is helping the world understand what it's like to rely on oxygen therapy. We also want to better understand how to support your needs. Last time, we asked about your history with oxygen therapy...here are the results!

How long have you been using oxygen therapy?



Do you have a pulse oximeter at home?



Trivia Time

This week, we have a quick trivia quiz! Check back in the next issue to see how you did.

How much oxygen is normally in the air around us?

15%

500+ Total Subscribers



Oxygen: The Difference for Families



Watch our video with Founder of Running on Air Mary Rose Kitlowski speaking to the importance of World Oxygen Day.

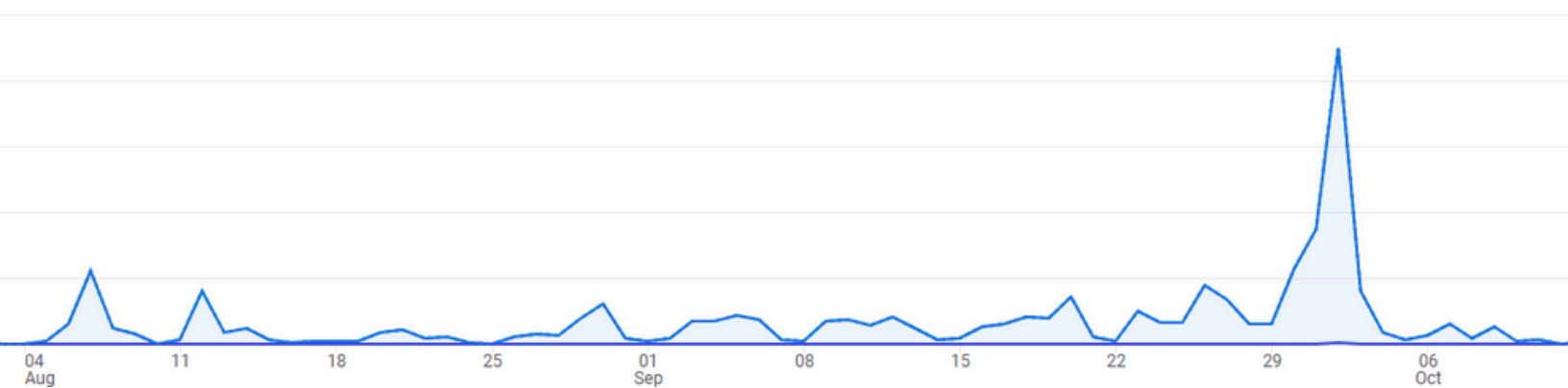
Thank You, Partners!

With only a couple of weeks to go until World Oxygen Day, we'd like to take a moment to thank

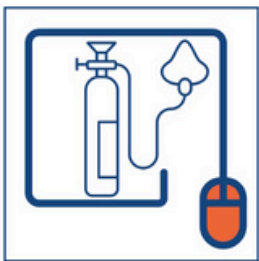
World O₂X₂YGEN DAY 2024 Campaign

Website Views

The COPD Foundation-owned WorldOxygenDay.org domain provides a landing place for public-facing information about the campaign, resources, and more. The site also features a prime recognition space for partners and sponsors.



WorldOxygenDay.org



Learn More About Our Oxygen Therapy Projects



Spread the Word on Social Media



Order Merchandise



Donations



What Is 'Team Oxyphile?'



World Oxygen Day 2023 Impact

5,137

Views from
August-October 2024

11,801

User events from
August-October 2024

The logo for World Oxygen Day 2024 Campaign features the word "World" in a blue script font, "O₂X Y G E N" in a blue sans-serif font with a subscript 2, and "DAY" in a blue box. To the right, "2024 Campaign" is written in a blue sans-serif font. The background shows a blue sky with white clouds and two glass bubbles.

World O₂X Y G E N DAY 2024 Campaign

Press & Media Highlights

Interest in reporting on World Oxygen Day grew in 2024 with global news outlet and organizations participating. Email mhess@COPDfoundation.org for the full list.



The World Health Organization hosted a webinar highlighting oxygen therapy's role in global health and discussed World Oxygen Day during a United Nations press briefing.

The Lancet Global Health Commission on Medical Oxygen Security issued a World Oxygen Day Call to Action statement.



The Global Oxygen Alliance published a list of activities and milestones over the past 12 months, recognizing progress made in areas including pulse oximetry and overall access since the inaugural World Oxygen Day.

Healio Pulmonology and **HME News** both interviewed World Oxygen Day project lead Mike Hess, MPH, RRT, RPFT to learn more about the importance of improving access to oxygen therapy and what the future holds for World Oxygen Day.



Multiple podcasts published episodes focusing on World Oxygen Day and oxygen therapy, including the respiratory therapy-focused **RT Sidebar** program and leading compressed-gas industry program **The 1895 Podcast**.

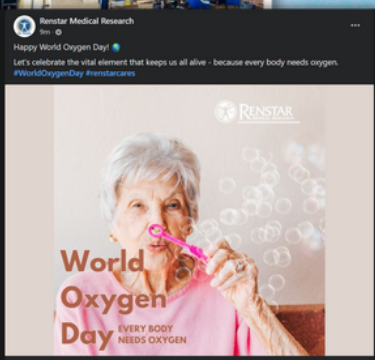
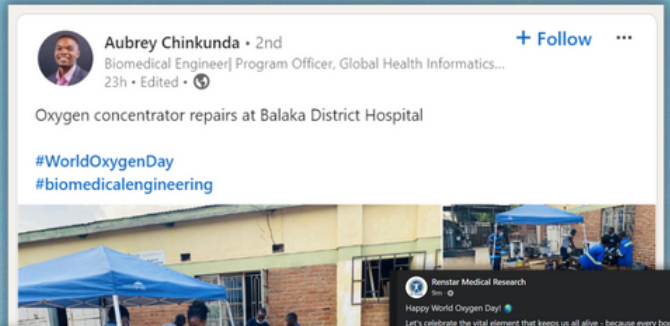
Press outlets publishing stories, editorials, or letters related to World Oxygen Day included the **Elizabethtown News-Enterprise** (KY), the **Worcester Telegram & Gazette** (MA), the **Cranston Herald** (RI), the **Westerly Sun** (RI), the **Latest Nigerian News**, the **Independent** (Nigeria), and **FBC News** (Fiji).



Other organizations recognizing World Oxygen Day on their websites included **the American Association for Respiratory Care**, **the American Lung Association**, **the Alpha-1 Foundation**, **the Council for Quality Respiratory Care**, and **Unitaid**.

World O₂XYGEN DAY 2024 Campaign

Social Media Highlights



World O₂X₂YGEN DAY 2024 Campaign

Global Reach

The appeal and relevance of World Oxygen Day was exemplified by participants around the world who shared our materials and created their own.

40+

Countries with media participation

Countries with media participants included Australia, Austria, Brazil, Cambodia, Cameroon, Canada, Chad, China, Columbia, Democratic Republic of Congo, Ethiopia, Federated States of Micronesia, Fiji, Germany, Ghana, Haiti, India, Italy, Kenya, Laos, Liberia, Malawi, Mauritania, Netherlands, Nigeria, Papua New Guinea, Rwanda, Samoa, Senegal, Sierra Leone, Somalia, Tanzania, Tonga, Uganda, United Kingdom, United States, Vanuatu, Vietnam, Zambia, Mexico, Switzerland, East Timor

1,318

Journalists Reached

842.2k

Average UVM Unique Visitors per Month

25.27m

Total Unique Visitors per Month

\$251.5k

Total Advertising Value Equivalence

World O₂X₂YGEN DAY 2024 Campaign

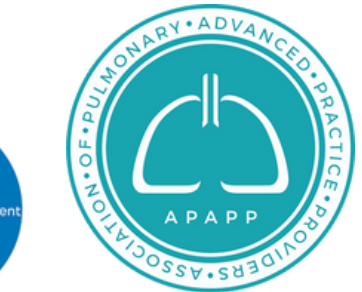
Our Supporters

World Oxygen Day Corporate Supporters:

Oxygen Flow Level



World Oxygen Day Advocacy Partners:





We thank you for your
ongoing support of
World Oxygen Day

World
O₂XYGEN DAY

COPD Foundation
3300 Ponce de Leon Blvd
Miami, Florida 33134
1-866-731-COPD (2673)
info@copdfoundation.org