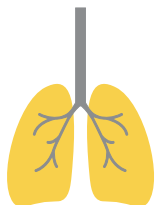


COPD: how can we tackle a lung health crisis?

**SPEAK
UP**
for COPD

Chronic obstructive pulmonary disease (COPD) severely affects quality of life and carries significant societal and healthcare costs. It is time to prioritise COPD – the cost of inaction is simply unsustainable.



Globally, an estimated
213–390 million
people live with COPD.^{1,2}

What is COPD?

COPD (which includes emphysema and chronic bronchitis) deteriorates people's lung function – restricting their airflow and making it increasingly difficult to breathe.³ The disease causes flare-ups that, when severe, require emergency hospital admission.³ However, appropriate care can improve lung health and quality of life for people with COPD.³



COPD is **one of the leading causes of hospital admissions** globally⁴⁻⁷



40%

of people with COPD have to reduce working hours or stop working altogether^{8,9}



It is the **third leading cause of death** worldwide (excluding COVID-19)¹



425 people

are estimated to die of COPD **every hour**¹



COPD will cost the global economy

\$4.3 trillion

between 2020 and 2050 without investment in effective interventions¹⁰



We must:



Protect population health

Prevention is key to addressing known risk factors for COPD

Invest in better environmental protection measures

Expand delivery of smoking cessation services in communities by pharmacists and nurses

Reinforce vaccination programmes by simplifying the process and diversifying the healthcare professionals able to deliver them



Catch COPD early

Proactive detection is vital to optimise outcomes for COPD

Develop public awareness campaigns that clarify key symptoms of COPD

Improve access to spirometry with dedicated training for healthcare professionals

Integrate COPD into lung health check-ups and screening programmes



Facilitate access to comprehensive care

People need multidisciplinary care following diagnosis and discharge from hospital

Incentivise delivery of best-practice care through appropriate reimbursement

Expand access to pulmonary rehabilitation

Upskill nurses, pharmacists and other healthcare professionals to support broader diagnosis and management of COPD



Strengthen government plans, strategies, research and data

COPD must be positioned as a public health priority in all countries

Develop comprehensive national strategies for respiratory diseases, including COPD

Build robust collection systems for national data to quantify the burden of COPD

Invest in research and innovation to help identify optimal diagnostic and care management strategies for COPD

For more information on the global burden of COPD, read:
[*The global state of COPD: driving change to tackle a lung health crisis*](#)



#SpeakUpforCOPD

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Speak Up for COPD is supported by a coalition of partners across the non-profit sector and pharmaceutical industry to establish COPD as a public health priority. Funding is provided by pharmaceutical industry partners. All partners contributed to this document.

