

“PneumoLight”

Pneumonia affects everyone

Dr. Catia Cilloniz

Pulmonology Department, Hospital Clinic, Barcelona

Associate Professor, University of Barcelona

President of the Association of Support and Information to Family and Patients with Pneumonia (NEUMOAI)

“PneumoLight”: a social impact project to raise awareness about pneumonia worldwide

- Overall objective: to increase visibility and raise awareness of pneumonia
- Specific goal: over a period of 3 to 4 years, to light up 350 buildings and landmarks on World Pneumonia Day
- How does it work?: the idea is to present the project to the public, with the support of organizations and scientific societies, and to **invite** the authorities to participate by illuminating buildings, fountains, and so on, in support of the plan to **raise public awareness about pneumonia**.

“PneumoLight”: a social impact project to raise awareness about pneumonia worldwide

- **Where do we start?**

- 1.- The final project will be presented to the public through social networks, media, and comments in scientific journals. The aims will be explained and a list of entities supporting the project will be published
- 2.- Invitations will be sent to national and international authorities asking them to support this project by lighting up their buildings on World Pneumonia Day
- 3.- Educational information about pneumonia will be disseminated using the hashtag *#PNEUMOLIGHT* in social networks

“PneumoLight”: a social impact project to raise awareness about pneumonia worldwide

- **What will this project achieve?**

Through the social networks:

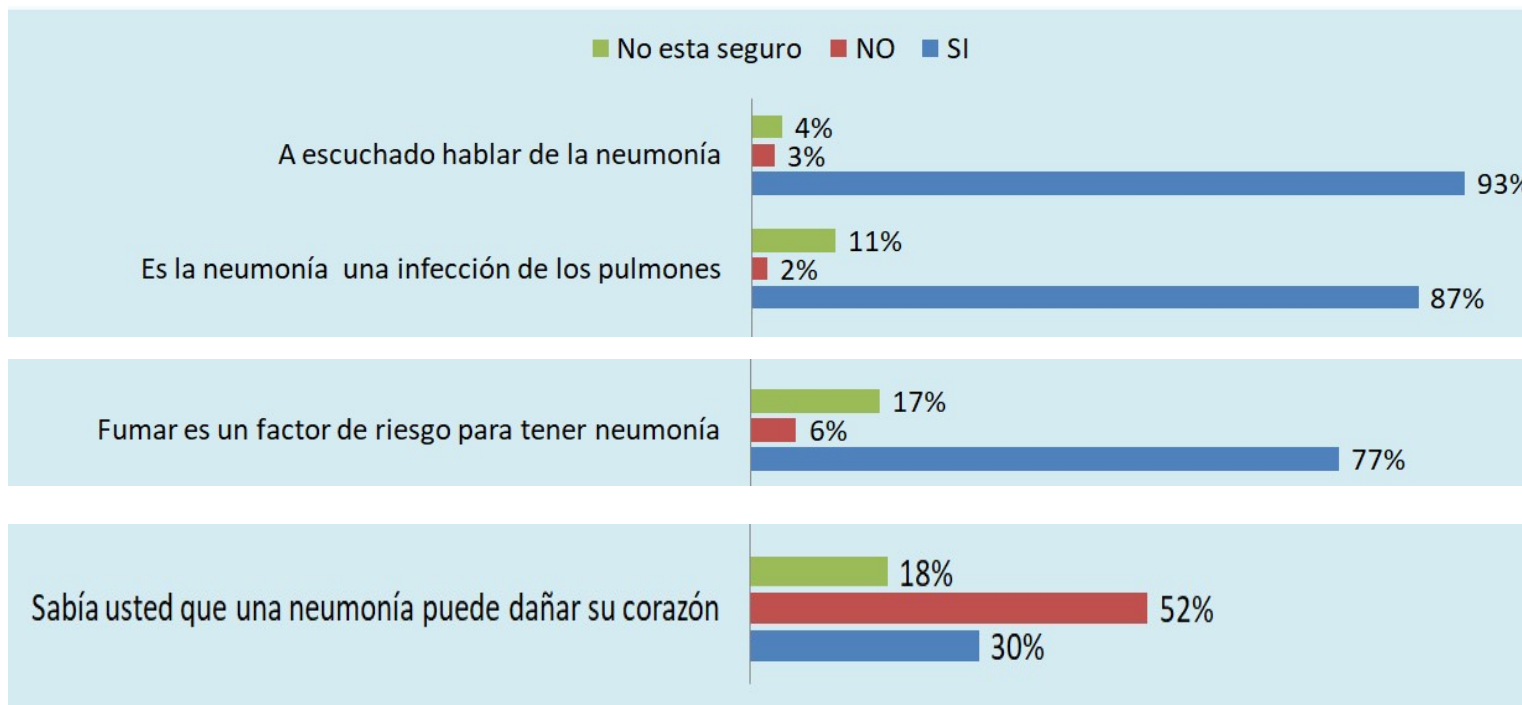
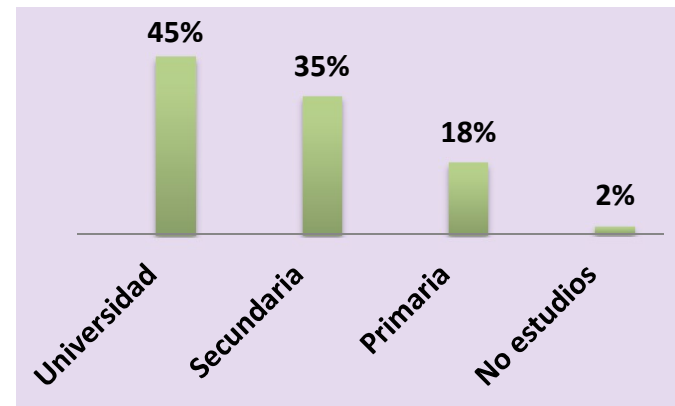
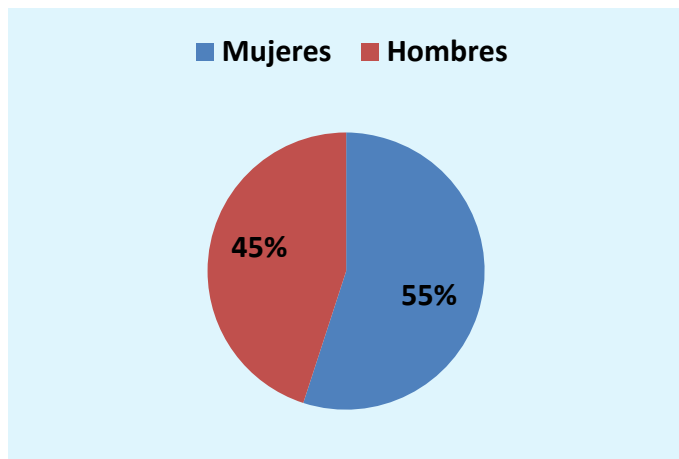
1. Provide information on pneumonia via flashes (short but important messages)
2. Disseminate our information material on pneumonia
3. Publish videos about patients' experiences and their main doubts about pneumonia
4. Interview experts about vaccines and risk groups
5. Teach people that pneumonia is a preventable disease

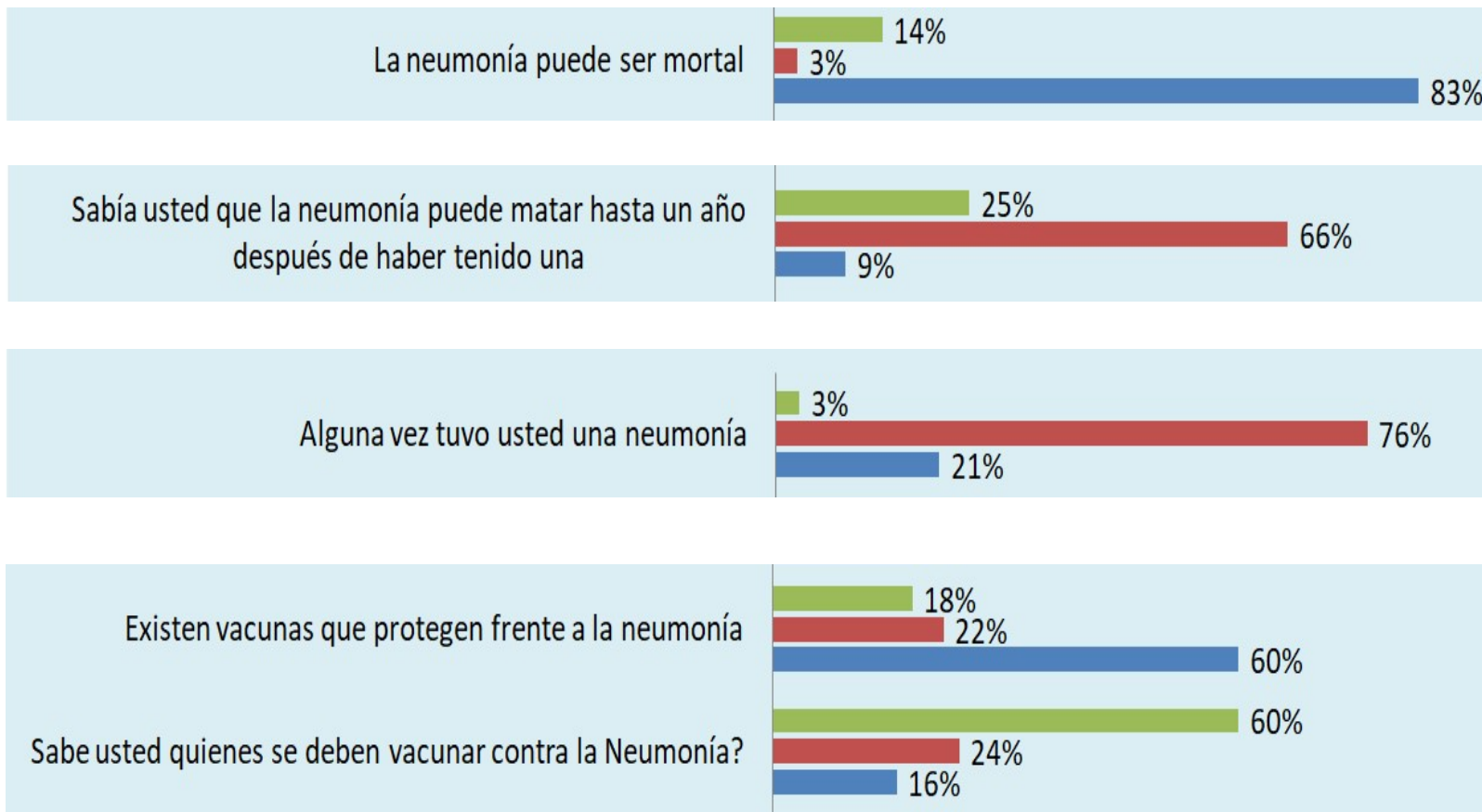
Important messages

We must:

1. Demonstrate the impact of pneumonia
2. Inform people about the complications of pneumonia in the short and long term
3. Teach people that flu also causes pneumonia and can be severe
4. Identify the risk groups (and explain why)
5. Explain who should be vaccinated, and why
6. Describe the vaccines that exist
7. Refute all false information about the negative effects of vaccines

What do people know about pneumonia? Data from a small survey of 300 people in Barcelona





Conclusions

- People are familiar with pneumonia; they know it affects the lungs, but they know little about:
 - **the complications of pneumonia**
 - **the risk factors**
 - **the associated mortality**
 - **risk groups**
 - **vaccines**
 - **who should be vaccinated**