

# THE **COPD** CAREGIVER'S TOOLKIT

## RADIO PUBLIC SERVICE CAMPAIGN



## About *The COPD Caregiver's Toolkit*

Taking care of someone with chronic obstructive pulmonary disease (COPD) can present a lot of new questions. Being connected to the right resources and tools can help.

*The COPD Caregiver's Toolkit* is a free resource from the National Heart, Lung, and Blood Institute's *Learn More Breathe Better*® program and Respiratory Health Association.

*The COPD Caregiver's Toolkit* offers advice on a variety of topics for patients and caregivers, including how to prepare for doctors' appointments, navigate changes in home life, provide help after a COPD flare-up or hospital stay, and how to stay mentally and physically healthy through it all.

Find and share this free resource at: [nhlbi.nih.gov/COPD-caregivers](https://nhlbi.nih.gov/COPD-caregivers)



**Learn more about *The COPD Caregiver's Toolkit* and the *Learn More Breathe Better* program**

***THE COPD CAREGIVER'S TOOLKIT***

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Dear Public Service Director,

Nearly 16 million Americans have chronic obstructive pulmonary disease (COPD), a serious lung disease that makes it hard to breathe and gets worse over time. Millions more have it and don't know it.

Like other diseases, COPD often affects more than the person living with it. That's because when a person is diagnosed with COPD, the entire family, and other loved ones, are affected in a number of ways. Family members often take on the role of caregiver, which can present many challenges and questions as they navigate the disease and new roles. The transition to caregiver can be unpredictable and complicated, but being connected to the right resources and tools can help. That's why the *Learn More Breathe Better* program and Respiratory Health Association came together to create *The COPD Caregiver's Toolkit*.

*The COPD Caregiver's Toolkit* is a free resource from the National Heart, Lung, and Blood Institute's *Learn More Breathe Better* program and Respiratory Health Association.

*The COPD Caregiver's Toolkit* empowers caregivers to support themselves through the caregiving experience, as well as supporting their loved one. The toolkit offers easy-to-use information on topics like COPD medicines and treatments, managing a home for someone with COPD, dealing with emergencies, making the most of doctor visits, and—importantly—ways caregivers can be sure to also take care of themselves. Support for caregivers means better care for people with COPD.

We hope your station can join us in supporting COPD caregivers by airing the new PSA campaign titled "**The COPD Caregiver's Toolkit**" (:60, :30). The PSA highlights how the right tools can make all the difference in caring for someone with COPD. The PSA, **which is available for use through September 5, 2024**, also encourages listeners to visit [nhlbi.nih.gov/COPD-Caregivers](https://nhlbi.nih.gov/COPD-Caregivers) to read or download the free resources. We hope you can share this important message with your listeners by airing this PSA as soon and as often as possible.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: [sthomas@c360m.com](mailto:sthomas@c360m.com); ph: 212-624-9187). Thank you in advance for your support of this public service campaign.

Sincerely,

The *Learn More Breathe Better* program team

### "The COPD Caregiver's Toolkit" (:60)

**NARRATOR V/O:** If you're caring for one of the 16 million Americans living with chronic obstructive pulmonary disease, you probably have many questions.

COPD makes it harder to breathe and worsens over time.

As a caregiver, you may juggle many roles. Being connected to the right resources can help.

That's why the *Learn More Breathe Better* program and Respiratory Health Association created *The COPD Caregiver's Toolkit*.

This free toolkit will help you better understand the disease, prepare for doctor's appointments, navigate home-life changes, help after a COPD flare-up, and stay mentally and physically healthy through it all.

Help your loved one live better with COPD.

Visit N-H-L-B-I DOT N-I-H DOT GOV FORWARD SLASH C-O-P-D DASH CAREGIVERS.

### "The COPD Caregiver's Toolkit" (:30)

**NARRATOR V/O:** If you're caring for someone with COPD, you probably have a lot of questions.

Caregivers juggle many roles. The right resources can help.

*The COPD Caregiver's Toolkit* is a free resource that provides information about COPD to help you prepare for doctor visits, support a healthy home, and take care of yourself.

Visit N-H-L-B-I DOT N-I-H DOT GOV FORWARD SLASH C-O-P-D DASH CAREGIVERS.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/NHLBI>

**Available for use through September 5, 2024**

The COPD Caregiver's Toolkit (:60, :30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=C144008>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [sthomas@c360m.com](mailto:sthomas@c360m.com) or by phone at (212) 624-9187.







National Heart, Lung,  
and Blood Institute

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