

Learn More
Breathe Better

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COPD Learn More
Breathe Better

Objectives for the Conference Call

- Definition of COPD
- How COPD affects breathing
- Symptoms of COPD
- Who is at risk?
- COPD Awareness Month
- Tobacco Coordinator's role
- Resources

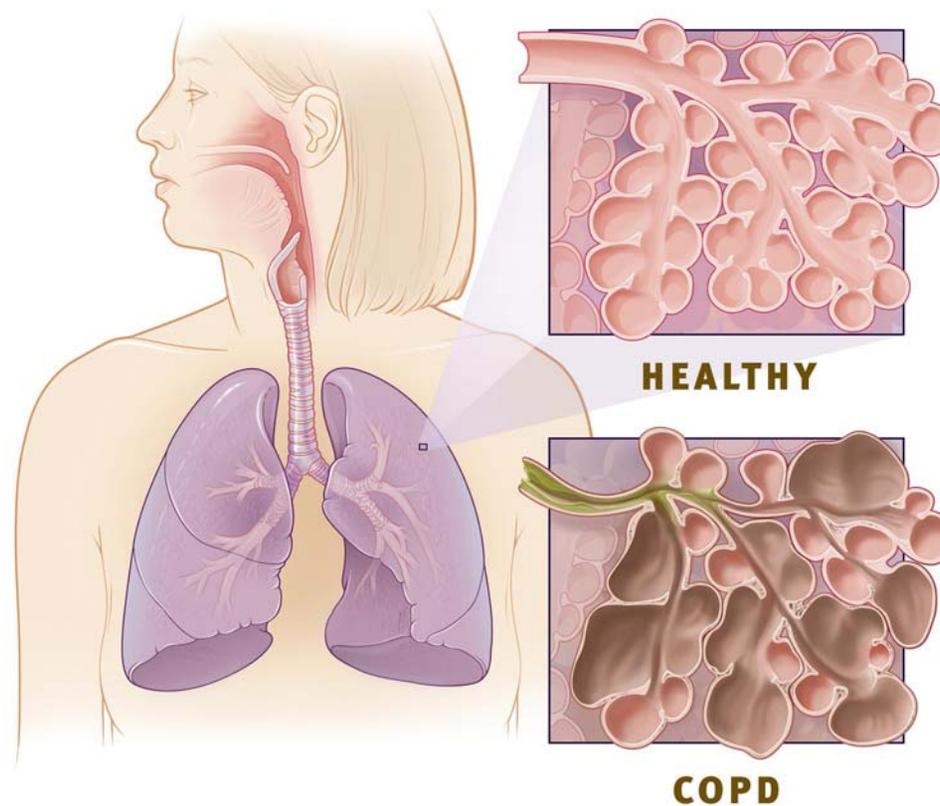
What is COPD?

- **Chronic Obstructive Pulmonary Disease**
- Serious lung disease that over time makes it hard to breathe
 - Emphysema
 - Chronic Bronchitis
- Blocked (obstructed) airways make it hard to get air in and out

Did You Know?

- 4th leading cause of death
 - Kills more than 120,000 people per year
- 2nd leading cause of disability
- 12 million+ have COPD
- Another 12 million may have it but don't know it

How Does COPD Affect Breathing?



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www.LearnAboutCOPD.org

What Are the Symptoms?

- Coughing - “smoker’s cough”
- Shortness of breath
- Excess sputum or phlegm
- Feeling like you can’t breathe
- Can’t take deep breath
- Wheezing

Symptoms

When it's hard to breathe, it's hard to do anything

- People with COPD:
 - avoid activities that they used to do more easily
 - limit activity to accommodate shortness of breath and other symptoms. Some activities include:
 - Take elevator instead of stairs.
 - Park close by instead of walking.
 - Avoid shopping or other similar day-to-day tasks.
 - Stay home rather than go out with friends.

Whose at Risk?

- Smoking
 - Most common cause, however, as many of 1 out of 6 people with COPD never smoked
- Environmental exposure
 - Chemicals, dusts, fumes
 - Secondhand smoke, pollutants
- Genetic Factor
 - Alpha-1 antitrypsin (AAT) deficiency

Getting a Simple Breathing Test

- Talk with your doctor!
- Simple breathing test
 - Spirometry
- Quick and noninvasive
- Can tell if you have COPD and how severe it is

Treatments Can Help

- Lifestyle changes
 - Quit smoking. It's never too late.
(www.smokefree.gov)
- Medications
- Pulmonary rehabilitation
- Physical activity training
- Oxygen treatment
- Surgery

Reducing the Risk

- Quit smoking—Many new options available from your doctor
- Avoid exposure to pollutants and secondhand smoke
- Visit your doctor regularly
- Follow treatment advice
- Get annual flu and pneumonia shots

Common Myths— Don't Believe Them

- “My shortness of breath is just old age.”
- “There’s nothing my doctor can do except tell me to quit smoking.”
- “If I rest more, it will get better.”

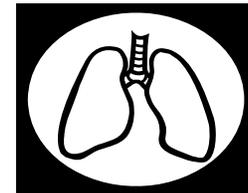
COPD Awareness Month

November is COPD Awareness Month

KRDP and Tobacco Program have targeted Kentucky River District for specific COPD Awareness Month activities due to high hospitalization for COPD in those areas.

Awareness activities across the state will be conducted but not to the extent of Kentucky River District.

Your help is needed to be successful.



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COPD Awareness Month Activities

The following activities will be conducted in the targeted areas:

Paid radio spots sponsoring X Campaign

Learn More Breathe Better PSA's provided.

3 "Lunch and Learns" for health care providers in the targeted areas.

COPD Foundation will be conducting three screening events using their mobile spirometry unit in Perry, Breathitt and Leitcher

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Tobacco Coordinator's Role

In the targeted area:

1. Collaborate with the Tobacco Program and KRDP to provide COPD resources for clients who come to the local health departments.
2. Advertise about the Screening Events
3. Assist the Tobacco Program and KRDP to identify and engage local health care providers and invite them to the “Lunch and Learn” Event
4. Participate at the screening events with Tobacco Prevention and Cessation information for all participants.

Tobacco Coordinator Role Continued.....

Tobacco Coordinators in non-targeted areas:

1. Order Learn More Breathe Better Campaign Material from NHLBI at www.learnaboutcopd.org
2. Collaborate with the Tobacco Program and KRDP to provide COPD resources for clients who come to the local health department.
3. Run Learn More Breathe Better Campaign PSA's on local radio stations and cable stations.

Resources

- Irene Centers
Tobacco Prevention and Cessation Program
Irene.centers@ky.gov
- Connie Buckley RN, BSN or Kelly Nunn MPH
Respiratory Disease Program
Connie.buckley@ky.gov or kelly.nunn@ky.gov
- www.LearnAboutCOPD.org or Web site:
www.nhlbi.nih.gov