



# **DRIVE4COPD**

## **Campaign Overview**

### **Employer Screening Program**

*September 9, 2010*



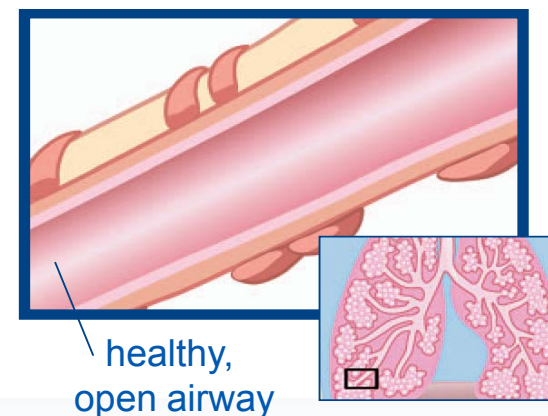


# What is COPD?

- C**hronic — long-lasting and doesn't go away
- O**bstructive — partly blocks the flow of air from the lungs
- P**ulmonary — has to do with the lungs
- D**isease — a sickness

## What Happens When Patients Have COPD?

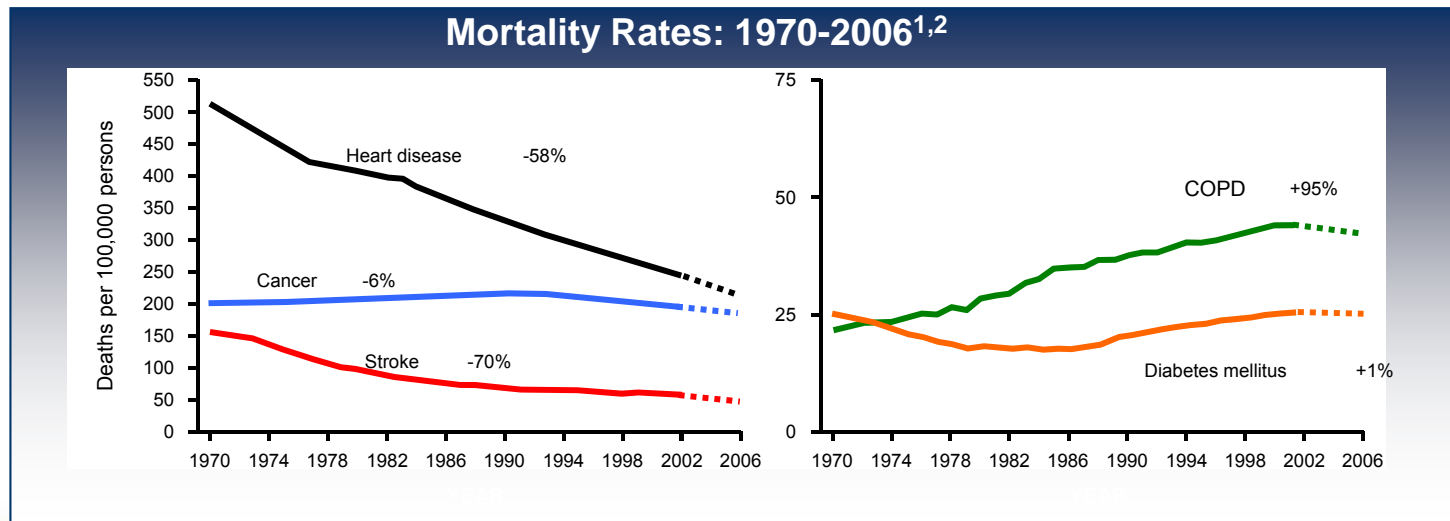
- COPD is not just one disease, but rather a lung disease that includes **chronic bronchitis and/or emphysema**
  - Patients with COPD may have one or both of these diseases
- COPD **causes changes in the lungs** that affect normal breathing and cause less air to flow in and out
  - The nature of these changes depends on whether the patient has chronic bronchitis and/or emphysema



# Why DRIVE4COPD?



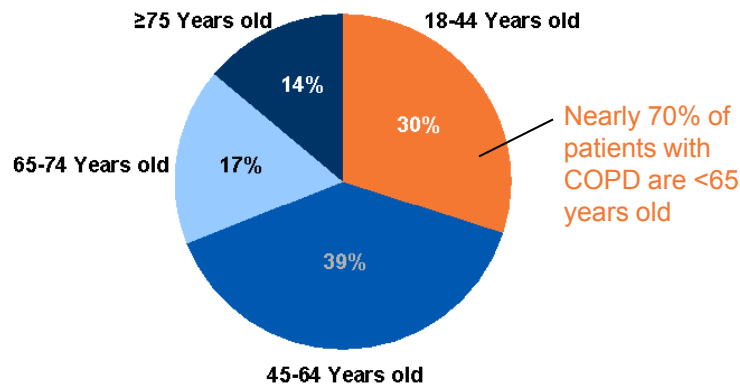
- COPD is currently the 4th leading cause of death in the United States, and projected to be the 3<sup>rd</sup> leading cause of death worldwide by 2020
- COPD kills 1 person every 4 minutes
- Approximately 50% of all people with COPD remain undiagnosed
- In 2010, the projected costs for COPD are approximately \$49.9 billion



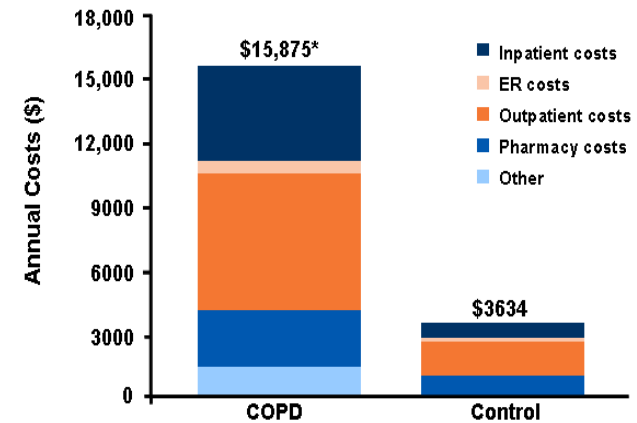
# Majority of Patients Among Working Age Population



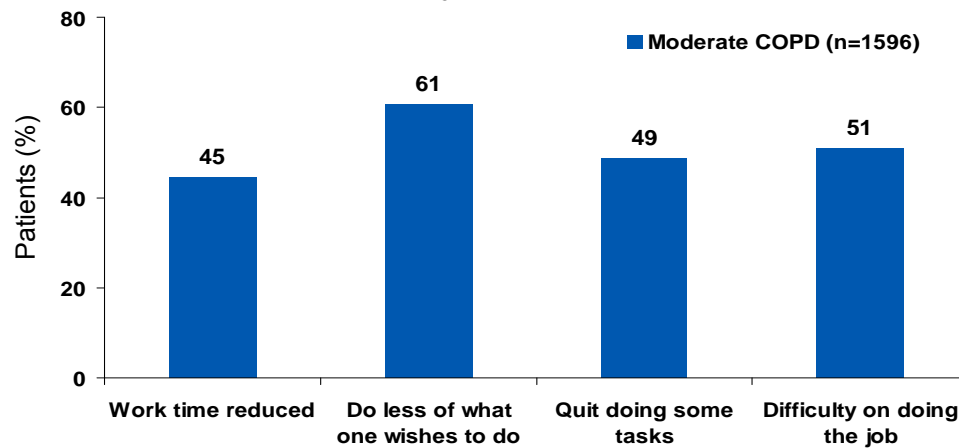
Prevalence of COPD by Age in the United States



Employees With COPD Incurred >4Xs Higher Total Mean Healthcare Costs



Even Moderate COPD May Impact Work-Related Activities



\*P<.0001.

1. Pleis JR, Lethbridge-Çejku M. *Vital Health Stat* 10. 2006;(232):1-153.
2. Darkow T et al. *J Occup Environ Med*. 2008;50(10):1130-1138.
3. Rodriguez Gonzalez-Moro JM et al. *Int J Clin Pract*. 2009;63(5):742-750.

# A “Pink Ribbon” Campaign for COPD



## DRIVE4COPD™

Take action **today**. Breathe better **tomorrow**.

A national public health campaign drawing attention to COPD, encouraging screening and diagnosis, and giving COPD sufferers the strength to improve their lives

1 Year Goal: Screen 1M People Who May Be At Risk

**COPD Population Screener™**

This five-question screener may help you to identify if you are at risk for COPD (chronic obstructive pulmonary disease). To complete the screener, mark an X in the box that best describes your answer for each question below.

1. During the past 4 weeks, how much of the time did you feel short of breath?

- None of the time (0)
- A little of the time (0)
- Some of the time (1)
- Most of the time (2)
- All of the time (2)

2. Do you ever cough up any “stuff,” such as mucus or phlegm?

- No, never (0)
- Only with occasional colds or chest infections (0)
- Yes, a few days a month (1)
- Yes, most days a week (1)
- Yes, every day (2)

3. Please select the answer that best describes you in the past 12 months, if do less than I used to because of my breathing problems.

- Strongly disagree (0)
- Disagree (0)
- Unsure (0)
- Agree (1)
- Strongly agree (2)

4. Have you smoked at least 100 cigarettes in your ENTIRE LIFE?

- No (0)
- Yes (2)
- Don't know (0)

5. How old are you?

- Age 35 to 49 (0)
- Age 50 to 59 (1)
- Age 60 to 69 (2)
- Age 70+ (2)

# Powered by Strategic Alliances



Partnering organizations and celebrity ambassadors bring expertise, credibility and reach to the DRIVE4COPD mission

## Partnering Organizations

### Partnering Organizations



### Founding Sponsor




## Celebrity Ambassadors with Personal Connection to COPD



- Grammy Award-winning country music star Patty Loveless honoring her sister
- NASCAR Nationwide Series™ Driver Danica Patrick honoring her grandmother
- Pro Football Star Michael Strahan honoring his uncle
- Olympic Gold Medalist Bruce Jenner honoring his wife's grandparents
- Emmy-nominated actor Jim Belushi honoring his father and aunt

# Screening is Easy & Invaluable

## ARE YOU AT RISK?

A five-question question screener may help you identify if you may be at risk for COPD.

If you find out you are at risk for COPD, call your doctor and make an appointment. During your visit, share your answers on the screener with your doctor and talk about your symptoms. The more your doctor knows, the more he or she can help.

- Promote COPD Population Screener™
- Simple, validated questionnaire\* that can help identify people age ≥35 who are at risk for COPD
- Identifies COPD symptoms and risks, as well as considering age as a screening factor
- This tool may lead to:
  - Increased awareness of COPD
  - Earlier symptom recognition
  - Use of spirometry for accurate diagnosis

### COPD Population Screener™

This five-question screener may help you to identify if you are at risk for COPD. To complete the screener, mark an X in the box that best describes your answer for each question below.

1. During the past 4 weeks, how much of the time did you feel short of breath?
  - None of the time (0)
  - A little of the time (0)
  - Some of the time (1)
  - Most of the time (2)
  - All of the time (2)
2. Do you ever cough up any "stuff," such as mucus or phlegm?
  - No, never (0)
  - Only with occasional colds or chest infections (0)
  - Yes, a few days a month (1)
  - Yes, most days a week (1)
  - Yes, every day (2)
3. Please select the answer that best describes you in the past 12 months. I do less than I used to because of my breathing problems.
  - Strongly disagree (0)
  - Disagree (0)
  - Unsure (0)
  - Agree (1)
  - Strongly agree (2)
4. Have you smoked at least 100 cigarettes in your ENTIRE LIFE?
  - No (0)
  - Yes (2)
  - Don't know (0)
5. How old are you?
  - Age 35 to 49 (0)
  - Age 50 to 59 (1)
  - Age 60 to 69 (2)
  - Age 70+ (2)

Please encourage your friends and family to visit **DRIVE4COPD.COM** and complete the screener.

**How to Score Your Screener:** In the spaces below, write the number that is next to your answer for each of the questions. Add the number to get the total score. The total score can range from 0 to 10.

$$\frac{\quad}{(\#1)} + \frac{\quad}{(\#2)} + \frac{\quad}{(\#3)} + \frac{\quad}{(\#4)} + \frac{\quad}{(\#5)} = \text{TOTAL SCORE}$$

If your total score is 5 or more, this indicates that you are at a higher risk for COPD. It is important that you share this completed screener with your doctor. Your doctor can help evaluate your breathing problems by performing a simple breathing test, also known as spirometry.

If you find out you do have COPD, remember this: While COPD is a progressive disease, the good news is that there are steps you can take to manage it. Ask your healthcare provider how you can breathe easier.

If your total score is between 0 and 4, this indicates that you are at a lower risk for COPD. If you are experiencing problems with your breathing, please share this screener with your doctor. He or she can help evaluate any type of breathing problem.



**DRIVE4COPD**

#### Partnering Organizations



#### Founding Sponsor



COPD Population Screener is a tool created by Smokefree to help prevent the health consequences of COPD. It is not intended to be used as a diagnostic tool. The Program is valid in the United States only. Copyright © 2008. All rights reserved. For more information, please visit [www.smokefree.com](http://www.smokefree.com).  
 \*The screener is validated for use in the United States and was published in the Journal of Chronic Obstructive Pulmonary Disease, April 2008, Martinez, F. J., Raczek, A. E., Seifer, F. D., Conoscenti, C. S., Curtice, T. G. & D'Eletto, T., et al. (2008). Development and Initial Validation of a Self-Scored COPD Population Screener Questionnaire (COPD-PS). COPD: Journal of Chronic Obstructive Pulmonary Disease, 5:2, 85-95.

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# DRIVE4COPD Media and PSA Highlights



- DRIVE4COPD has reached more than **144 million people** through media to date; more than **360 media placements**
- More than **216 million** audience impressions for PSA
  - TV and radio PSAs aired **more than 25K times** combined
  - **116,030,064 audience impressions** and **\$4.5 million** in donated media value



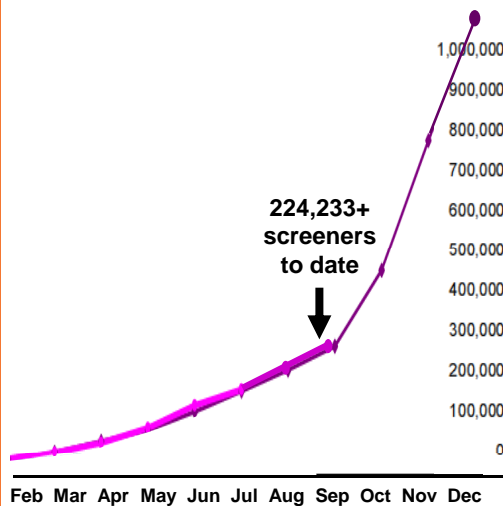
# Tracking with Screener Count Target



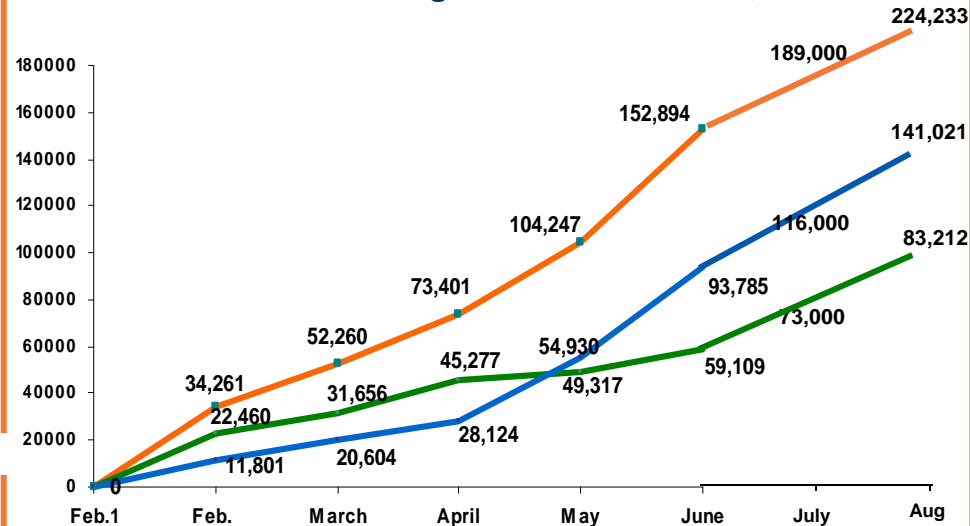
## Strong screening performance toward 1M goal

- **Achieved 98% of screener target year-to-date**
  - 224,233 people have been screened for COPD online and through events
  - Building large database through screenings; more than 11,000 people have opted-in
  - Momentum building for strong Q3/4 screener push; 1M goal driven by AARC's goal to screen 500K people, Music SuperWidget expected to garner 100K screeners, NASCAR and state fair PitStops, and MCO/B2B screener promotions

### Timetable for Screener Goal



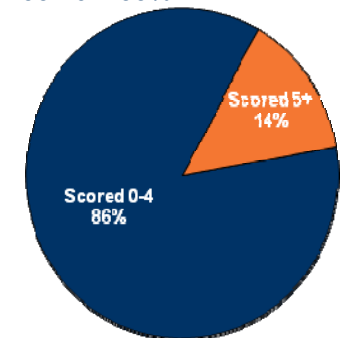
### Total Screenings Year to Date = 224,233



### Respondent Profile

Ages of People Screened:

- 70+ = 3%
- 60-69 = 11%
- 50-59 = 31%
- 35-49 = 55%



25K+ screened likely have COPD

# Tools to Reach Employers



- Sample email to send to employer contacts requesting their commitment to screen all employees 35+
- Campaign overview and information about B2B online toolkit
- PowerPoint presentation about COPD and workplace statistics
- Sample paper screener
- COPD-PS clinical reprint to demonstrate validation
- Danica Patrick PSA

...Join Danica Patrick and the DRIVE4COPD All-Star Race Team to help find the "missing millions" of people who may have COPD and don't know it.

**DRIVE4COPD.COM**

As part of the DRIVE4COPD campaign, all the best is going to find the "missing millions" who may be at risk for COPD. You can help us do this by reaching out to your employees. When you complete the pre-qualified questionnaire, you will be eligible to participate in the Danica Patrick All-Star Race.

**Millions of Americans don't know they have COPD...**

**Diagnosing COPD**  
Helping Your Patients Take Action Today  
To Breathe Better Tomorrow

**DRIVE4COPD**  
Take action today. Breathe better tomorrow.

Insert Company Logo

If you're over 35 and have ever smoked, you could be at risk.

# “Drivers” who Have Committed to Improving the Lung Health of America

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**Bank of America**



**3M**



**Office  
DEPOT.**



# Great American Screen Off Overview

## - 4 Celebrities in 4 Cities on November 4



### Dallas/Ft. Worth

Team Danica



### Atlanta

Team Patty



### LA

Team Bruce



### NYC

Team Michael



## Goal

- Incite a nationwide push to screen as many people as possible leading up to November 4<sup>th</sup>, the kickoff of COPD Awareness Month

### Ambassador Program

- “Drivers” to screen friends and family
- Sweepstakes to join favorite celeb on Nov. 4
- September launch to create groundswell

### Partners

- Push for screenings Ambassador program promotion
- Attendance at Nov. 4 events
- Turn-key kit
- TPO, B2B and HCP partners

### November 4

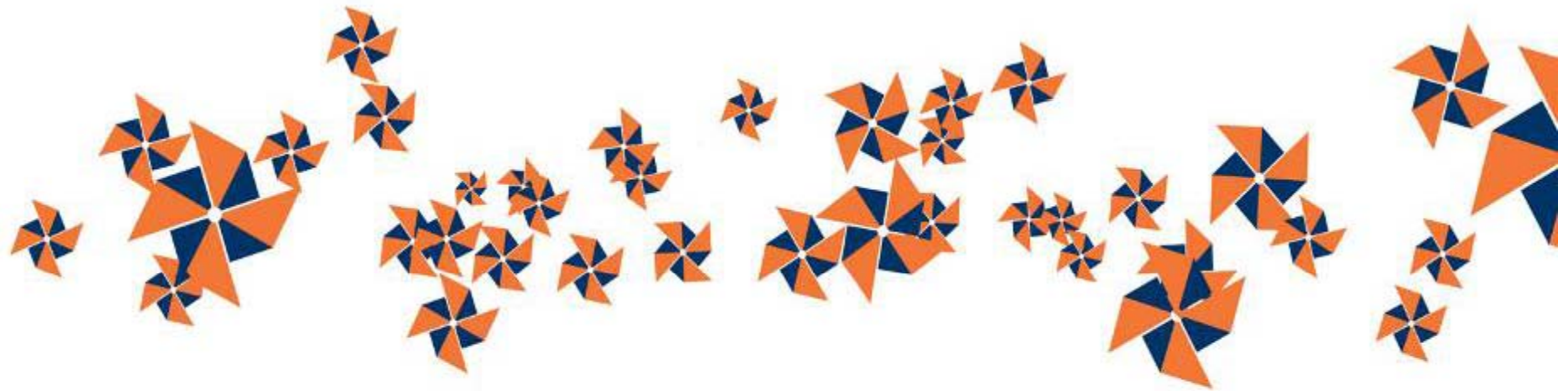
- PitStops in 4 markets
- Celeb “meet-and-greets”
- Teams compete to drive screenings
- Media
- Government affairs, where appropriate

# Together We Can Support the Movement



## Take Action

- Help communicate the value of COPD screening to workforce (70% of patients with COPD in are in the workforce)
- Commit employers to screening their employees 35+
- Support an urgent call-to-action: Integrate the 5-question screener into nationwide employers' annual HRAs, wellness fairs, and other employee health screening efforts
- Help educate employers and payers about the importance of proactive COPD disease management





# DRIVE4COPD Communication Assets



Street Team Screeners



Website



Facebook Page

- SOCIAL MEDIA:**
- Widget
  - Twitter Page
  - YouTube
  - iPhone App
  - Flickr
  - Twibbon
  - BLIP.TV
  - Ning Community



Event Vehicles



Public Service Announcement



Promotional Give-Aways

- TEMPLATE TOOLKIT:**
- Style Guidelines
  - Brochure
  - Flyers and Posters
  - Media Promos
  - Photo Library
  - Event Kit



Program Brochures



Sweepstakes



Nationwide Race Entitlement