

Our impact 2013-14



**British
Lung**
Foundation



Leading
the **fight**
against
lung disease

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Around the UK
Northern Ireland – www.blf.org.uk/NI
Scotland – www.blf.org.uk/Scotland
Wales – www.blf.org.uk/Wales

The digital version of this report can be found at www.blf.org.uk/2014

Welcome

For the British Lung Foundation, 2013-14 has been a year of hard work, results, new initiatives and fresh thinking.

We succeeded in getting legislation to ban smoking in cars carrying children, with Parliamentary support and widespread traditional and social media coverage.

Peers and MPs voted in favour of giving the government power to introduce the ban and are now focusing on regulations. If Parliament agrees, a ban should be in place next year.

We also campaigned for a long-term mesothelioma research scheme funded by the Association of British Insurers (ABI). The government is currently seeking a voluntary agreement from the ABI, which has donated £250,000 for further BLF research. While welcome, that's a long way from securing long-term funding. Our campaign continues and there will be no let-up in the political pressure.

Our idiopathic pulmonary fibrosis (IPF) project kicked off with the launch of a 10-point patient charter during IPF week in September 2013. We have

also recruited a project manager to drive the project forward.

We received £397,000 funding from innovation charity Nesta to forge close partnerships with local health care teams and develop over 40 Breathe Easy groups in England in the next two years.

We also reviewed our research strategy. Up to now we have looked at research funding applications and made the best awards we can from funds available. Now, we will set the agenda for how best to use those funds, supporting young researchers, working with centres of excellence, seeking co-funding opportunities, and clearly communicating about our research to the wider public.

I look forward to 2014-15, as can all our staff, supporters and volunteers, with determination, purpose and optimism.



Peter Dolphin
Chair

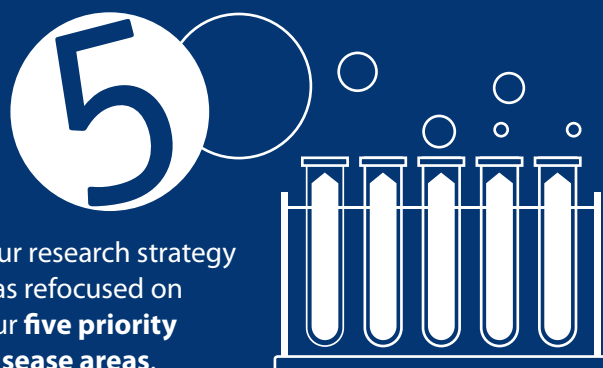


“ We succeeded in getting legislation to ban smoking in cars carrying children.”
Peter Dolphin, Chair

What do we do?


And how do we do it?

1 We fund vital research into understanding, treating and preventing lung disease.



32

We helped 32 young researchers attend major respiratory conferences.



5


We awarded funding to five leading research institutions across the UK.



2 We aim to prevent lung disease by campaigning for positive change in the UK's lung health.

376
to 107

In February, the House of Commons voted to **ban smoking in cars carrying children** by an overwhelming majority of 376 to 107.




4,626

We featured in 4,626 news reports, articles and interviews in local and national press, TV and radio – a record media profile for us in a single year, and nearly double the 2012-13 coverage.



835

As part of our Love Your Lungs campaigns, we screened 835 people for lung disease and referred 166 (20%) to their GP for further investigation.



3 We offer hope and support at every step so that no one has to face lung disease alone.


£397k

We received £397,000 of Nesta funding to develop over 40 Breathe Easy groups in England.



13,210

Our helpline answered 13,210 calls – 83% had never contacted the helpline before.



5,000

In 2013-14 our nurses saw about 5,000 respiratory patients each month.



Research

Supporting people with lung conditions is vital. Changing behaviour to prevent lung problems in the first place is absolutely crucial. However, it's only research that has the power to eradicate the devastating lung conditions that affect millions of people across the UK.

In 2013-14, we revised our research strategy and invested £365,000 into world-class research to save, prolong and improve lives.



Saving lives

Grants and fellowships

In 2013-14, we made five grant awards, totalling £365,000. Travel fellowships totalling £21,750 were awarded to 32 young researchers, enabling them to attend the European Respiratory Society and American Thoracic Society annual conferences. We also awarded an additional £1,000 in the form of two awards to researchers in the early stages of their careers.



“There is increasing enthusiasm for Mesobank in many quarters and this was particularly evident at the recent National Cancer Research Institute study day at the Royal Society of Medicine in April.”

Mesobank's principal investigator,
Dr Robert Rintoul, May 2014

Mesobank update

In 2012, the BLF and the Mick Knighton Mesothelioma Research Fund launched Mesobank, a facility for collecting and storing human tissue samples from people with mesothelioma. Doctors and researchers can use these samples to search for new treatments for the condition.

A number of sites, including St Thomas' and Barts hospitals, are now involved in collecting tissue samples from past patients – without following up those patients (known as 'retrospective collection'). We have around 150 tissue samples, but are confident of reaching our target of 1,000. The Cambridge Research Institute

Tissue Micro Array facility is planning to build the first part of its system using our samples.

Meanwhile, Papworth Hospital is collecting samples from patients who will be followed up (known as 'prospective collection'). We have already used the first dozen samples and the database is working well. A number of other sites, including Bristol, Sheffield and Portsmouth, have recently opened for prospective collection. Oxford is close to opening, and Leicester is in progress.

In collaboration with Professor Marion McFarlane at the University of Leicester, we have also grown multiple cells from single cells and will add these to

the Mesobank samples. Stefan Marciniak, MRC Senior Clinical Research Fellow, University of Cambridge, is organising a meeting of all parties interested in further work in this area.

The Mesothelioma and Radical Surgery Trial 2 (MARS 2) will collect samples from its three centres in Leicester, Sheffield and Oxford, and put them into Mesobank. Papworth Hospital will take on the clinical trials unit role for MARS 2.

Finally, Professor Dean Fennell, head of the lung cancer research programme at the University of Leicester, is also keen for us to collect samples for several other studies.



**1,000
samples**

Mesobank's target for
preserved human
tissue samples



Research refocused

We are taking a new approach to how we fund scientific research into respiratory disease. We are building on our existing principles and focusing on our five priority disease areas.

Our new research strategy will fund excellent science that will make a real difference.

We will work with scientists, clinicians, patients and carers to develop priority research questions and invite teams to bid for funds to research answers. We will also continue to offer our open research grants where researchers set out their own proposals.

We are keen to fund projects designed to have practical and rapid benefits for people living with a lung condition.

In 2014-15, with our strategy in place, our expenditure on research will increase significantly.

The key strands of the new strategy are:

Capacity building

We will help researchers in the early stages of their careers to make breakthroughs in patient care, ensuring a bright future for lung research in the UK.

Infrastructure funding

We will establish research networks, or actual or virtual 'centres of excellence', to address the current lack of focused research in some of our priority disease areas.

Co-funding

We will seek opportunities to co-fund research with other organisations.

Clear communication

We aim to tell people in plain language about the research we fund. As clear communication is vital for awareness raising and fundraising, we'll ask researchers to explain their work for a non-scientific audience.

Our five priority disease areas are:

- 1 chronic obstructive pulmonary disease (COPD)
- 2 lung cancer
- 3 mesothelioma
- 4 interstitial lung diseases (ILDs) including idiopathic pulmonary fibrosis (IPF)
- 5 paediatric lung disease

5

In funding research we follow six general principles:

6

1 We aim to fund excellent science and use it to highlight the importance of respiratory health – aiming for publication in high-impact journals and the mainstream media.

2 We do not exclude funding in any respiratory disease area (or research covering more than one area), but will concentrate on our five priority disease areas.

3 We support a broad range of research, but prefer to fund research intended to have practical benefits for people as quickly as possible.

4 We aim to maximise potential income from grant-funded intellectual property.

5 We will consider collaborations, co-funding and projects that include research that may take place outside the UK, where these meet our objectives.

6 We aim to encourage and nurture researchers in the early stages of their careers.

This is the amount we spent on research projects in 2013-14.

That's down on the previous year's £1.1m because we suspended investment while we finalised our new research strategy. Now that it is in place, 2014-15 expenditure will be significantly higher.

£365,000

Prevention and awareness

We work hard to prevent people getting lung disease, which affects one in five people in the UK – more than 12 million people. Sadly, 110,000 die each year.

We're dedicated to reducing these terrible numbers by spreading the word about the causes and signs of lung disease, and how to prevent it. We will also continue to influence decision-makers to act.



Prevention

Tobacco control

The government has said it is considering bringing in standardised tobacco packaging, but has delayed its decision until after a final consultation on draft regulations and other evidence. We will respond to the consultation and continue to work closely on the issue with other members of the Smoke Free Action Coalition.

Our team in Scotland has heavily influenced and supported the Scottish government's 'Detect cancer early' and 'Take it right outside' campaigns. In Wales, our tobacco control work has received wide-ranging all-party support in the Senedd.

Mesothelioma campaign for long-term funding

Following rejection of an amendment to the Mesothelioma Bill, the government is seeking a voluntary agreement with the Association of British Insurers (ABI) to fund a sustainable, long-term mesothelioma research scheme.

The ABI has donated a further £250,000 for BLF research into mesothelioma, but this is a long way from securing long-term funding. Meanwhile, Lord Alton has put down a private members' bill, while Tracey Crouch MP tabled an early day motion. So far, 91 MPs have signed up.

MKMRF joins the BLF family

The Mick Knighton Mesothelioma Research Fund (MKMRF) was established by Chris Knighton MBE, in memory of her husband, Mick Knighton. Chris's tireless efforts have raised over £1m to raise awareness of mesothelioma and fund research. We are incredibly grateful that she has decided that the fund should become part of the BLF.



“ I hope the government will take note of everything that the APPG inquiry calls for and act on preventing early deaths from COPD. ”

Mike, whose wife died from COPD

Respiratory health

We are working with Asthma UK to support the All-Party Parliamentary Group (APPG) on Respiratory Health. In June 2014, the APPG published a report on a 12-month inquiry into respiratory deaths (focusing on COPD and asthma), outlining 21 key recommendations. You can download the report at www.blf.org.uk/RIRD

In 2014, Wales launched its first-ever national plan for respiratory services. We look forward to working with the Welsh government and NHS Wales to ensure the plan becomes a driving force for change.

6 million

Together, COPD and asthma affect around 6 million people in the UK



Smoke signals

Our campaign to ban smoking in cars carrying children began in 2011. This year, with Parliamentary support and widespread media coverage, the signs are that the goal is in sight.

“I am delighted that the government has finally indicated that they will stop dragging their feet by publishing draft regulations that will see it become illegal to smoke in private vehicles carrying children.”

Alex Cunningham,
MP for Stockton North

Our objective was clear: through sustained campaigning, we would persuade the UK government to introduce a law banning smoking in cars carrying children.

Three-pronged strategy

We used compelling evidence of the scale of the problem and its impact on children’s health.

- 1 We worked with politicians from all parties to persuade them the ban was necessary and practical
- 2 We kept the issue in the media and public eye, engaging the wider population to convince politicians the ban had support
- 3 We galvanised public support through our digital channels, making it easy for as many people as possible to contact their local MP to express support

In January, following its public declaration of support, we worked with the Labour party on an exclusive announcement in the *Sunday Times*, followed by more extensive media coverage ahead of the House of Lords debate.

Peers and MPs voted in favour of giving the government power to introduce the ban and are currently focusing on regulations. If Parliament agrees to these, a ban should be in place next year.

500,000

children are exposed to second-hand smoke in cars every week. Our calculations, based on NHS and Office for National Statistics data, secured widespread media coverage.

10

Our article, ‘The Top 10 Myths around the Ban on Smoking in Cars Carrying Children’, published on the *Huffington Post*, was shared extensively on social media.

20+

The number of MPs and Peers we supported on the campaign with comprehensive written briefings.

12

leading health organisations signed a letter to the *Daily Telegraph*.

#smokingincars

trended on Twitter on the morning of the vote in the House of Commons.

3

campaign videos, two with the option to vote, with ‘yes’ linking to an email to MPs, and ‘no’ to arguments against objections to the ban. The third, produced in collaboration with Tobacco Free Futures, got widespread regional media attention.

700+

signatures from health care professionals to a letter to the *British Medical Journal*.

Alex Cunningham
MP for Stockton North



Alex Cunningham has worked with us in support of this ban since 2011. In May 2013, he tabled the ban as an amendment to existing government legislation.

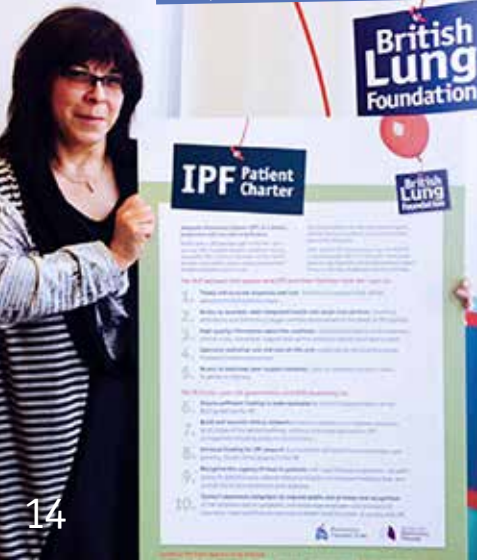
This was the first real chance to get the issue properly debated in Parliament. We then significantly increased campaign activity to take advantage of all opportunities presented during the passage of the bill.



“ When I first volunteered to help out as a ‘study patient’ for medical students, one got my diagnosis right. At the moment, maybe one out of five will. ”

Graham, IPF study patient

Penny with our IPF Patient Charter



Prevention and awareness

Obstructive sleep apnoea

In 2013-14, we:

- hosted an event in Northern Ireland at which Health Minister Edwin Poots committed to the province’s first sleep study unit;
- held the UK’s first OSA conference on innovative practice, minimum standard requirements and making OSA a health priority;
- completed the largest-ever survey of people with OSA;
- ran a targeted awareness campaign in County Durham; and
- developed a range of campaign materials and launched new patient information, including:
 - award-winning website information about OSA in children
 - a three-part OSA information pack (**27,000** orders received)
 - a booklet on OSA in children.

The BMA gave an award to our information on OSA in children, and **40,000** copies of our OSA leaflet were distributed.

Idiopathic pulmonary fibrosis

In 2013-14, we:

- launched a 10-point patient charter during IPF week;
- recruited an IPF project manager and developed two-year plans;
- held six ‘Meet the experts’ events around the UK;
- launched a new IPF hub on our website;
- produced and distributed more than **40,000** patient information booklets and leaflets;
- developed a model for IPF support groups and set up support groups in Newcastle, Norwich and Worthing;
- invited all MPs and interested Peers to meet a small group of people with IPF and their families; and
- built relationships with IPF health care professional experts.

A total of **20 cross-party Welsh Assembly members** (43% of all who are eligible) signed a statement in support of the IPF Patient Charter.

Patient education workshops: Hillingdon

In early 2014, NHS Hillingdon Clinical Commissioning Group commissioned us to deliver two patient education workshops, to improve effective self-management for people diagnosed with COPD.

The workshops covered a range of topics, including an overview of COPD, physical and emotional impacts, exercise, smoking and medication, including inhaler technique. Attendees received a range of our information materials, including the DVD ‘Living well with COPD’. Afterwards, each participant also received two follow-up phone calls.

Attendees rated the workshop as **excellent (74%)** or **good (26%)**; **95%** agreed that they had gained confidence in recognising and managing symptoms (**65%** a lot; **30%** some).

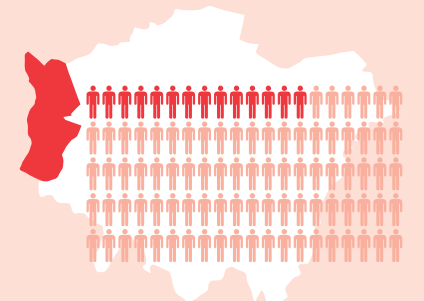
Love Your Lungs: North Tyneside

This year, as part of our ‘Love Your Lungs’ campaign, we screened **672 people** in North Tyneside for COPD and referred **118 (18%)** to their GP for further investigation.

We raised awareness of COPD and lung cancer in areas of high risk, and distributed BLF information to members of the public.

“ Working with the British Lung Foundation has been a very positive experience in terms of their expertise and advice ... providing good value and delivering agreed outcomes on time. ”

Marietta Evans,
North Tyneside Director
of Public Health



14% of all deaths in Hillingdon, London are due to respiratory disease. 37% of those deaths are due to COPD

Prevention and awareness

Active in the UK

Our Active project aims to support people with lung conditions to get involved in a range of exercise opportunities. In 2013-14, exercise classes throughout the UK included:

- **145 specialist respiratory disease exercise instructors** running community-based exercise classes
- on average, **210 specialist respiratory exercise classes per week**, with approximately **1,470** participants each week

With support from the Association of Chartered Physiotherapists in Respiratory Care (ACPRC), we also developed the Stay Active, Stay Well exercise

DVD for people at various stages of lung disease to use at home.

East Kent respiratory network

All clinical commissioning groups in the East Kent respiratory network will now automatically refer people to Breathe Easy groups.

Patients in the area will also benefit from some of the £397,000 Nesta funding to develop more than 40 Breathe Easy groups over the next two years.

Other work includes recruiting more BLF nurses, and proposals for patients to receive our patient information packs at the point of diagnosis.

The SHINE project

We worked with the NHS in Cambridgeshire on a one-year project, called SHINE, to improve COPD services.

We asked patients and carers three questions about COPD services:

- What worked well?
- What didn't work well?
- What would you like to see changed?

We then helped run workshops attended by commissioners, key health and social care stakeholders, patients and carers. The project succeeded in allowing patients to influence their future care, as commissioners agreed to adopt many of the workshops' recommendations.

A new path in Newcastle

In Newcastle, **over 2% of the population** has a confirmed diagnosis of COPD. The actual number is likely to be twice that.

Hospital admissions, including repeat admissions, are high, and a clinical audit showed almost **50% of diagnoses are inaccurate**.

With unequal access to COPD services across the city, a partnership group was formed to offer advice and develop a quality city-wide pathway:

- A dedicated member of our team provided information and support to the partnership group and the North East Commissioning Support Unit.
- We promoted online access to our COPD pathway, which highlights NICE quality standards for COPD.
- Our COPD self-management plans are now being used.
- Plans were made for setting up a new Breathe Easy group and referring people to it.
- We helped get people with COPD involved in the commissioning process.

Stubbing it out in Lancashire

In Lancashire, the number of smokers with diagnosed long-term chronic lung diseases is higher than the national average.

Lancashire County Council commissioned us to deliver a training programme to health care professionals. Its aims were to:

- give health care professionals knowledge of the health and lifestyle consequences of smoking, and the benefits of quitting smoking;
- improve awareness among COPD patients of the benefits of being smoke-free and of stop smoking services;
- increase referrals to local stop smoking services; and
- reduce COPD-related hospital admissions.

Participant feedback was excellent:

- **95%** were **satisfied**
- **97%** felt they had **gained knowledge** of the consequences of smoking and the benefits of quitting
- **99%** intended to use information from the programme in their practice

“I would highly recommend their [the BLF’s] expertise to anyone looking to support their staff to better support people with lung disease.”

Joanne McCullagh,
Public Health Specialist,
Lancashire County Council



people in Newcastle West are 48% more likely to be admitted to hospital for COPD than the average for England

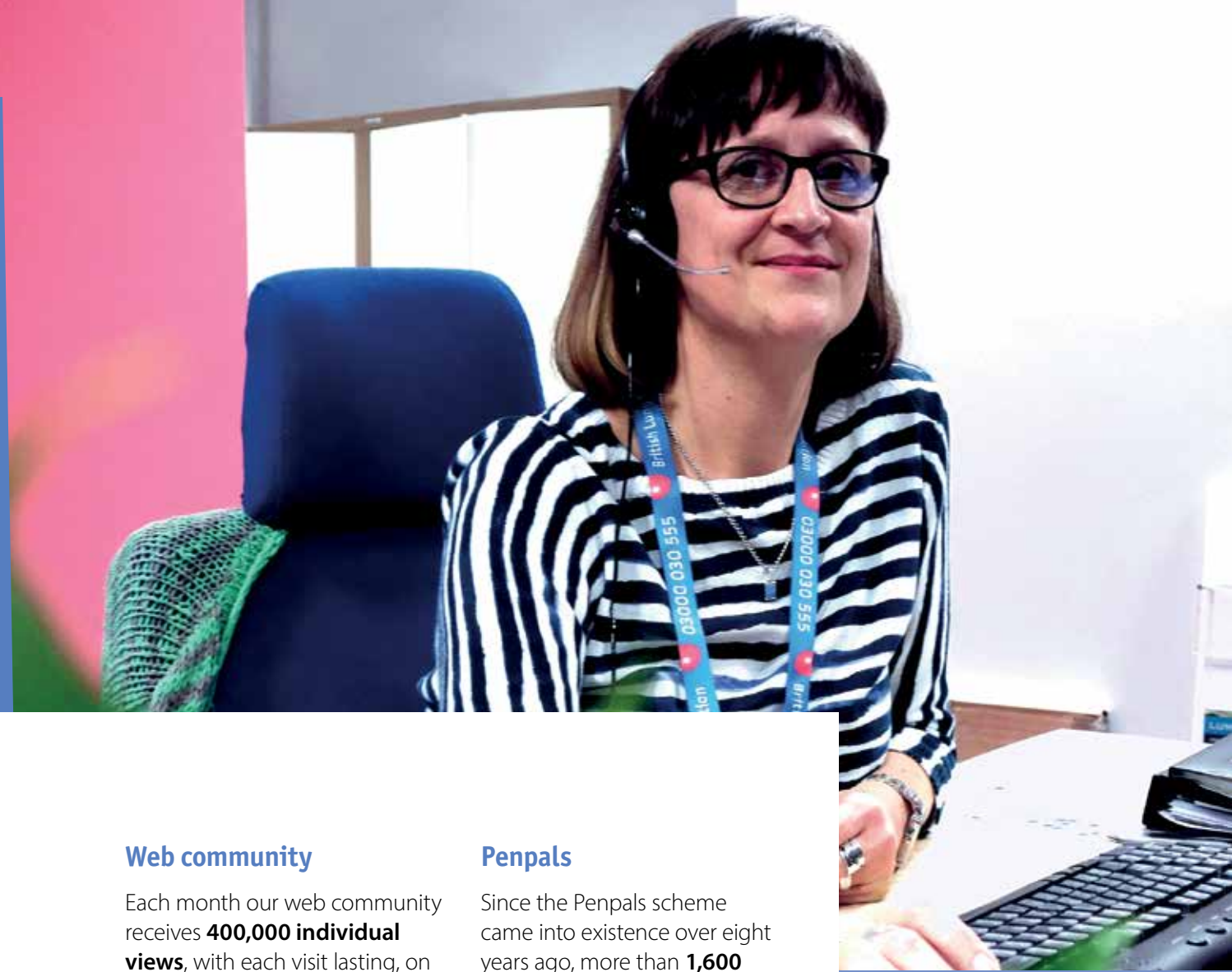
Breathe Easy Sheffield was awarded £10,000 'Awards for All' funding to help people with respiratory conditions improve their health through singing and exercise, including sport, tai chi and dance.



Hope and support

A diagnosis of lung disease can trigger a surge of emotions, a host of questions and anxiety about what the future holds. It can be a frightening, frustrating and overwhelming time.

We don't want anyone affected by lung disease to face it alone. That's why we're here from the start with the information and support vital to people with lung conditions, their families, friends and carers. And we stay with them throughout their journey.



BLF Direct

For many people, the BLF Direct office in Liverpool is the first point of contact with us. It's where the teams responsible for direct patient support are based and it provides a range of services, including: BLF Helpline, web community, Breathe Easy group support and the Penpals scheme.

BLF Helpline

The nurses and welfare benefits advisers on our helpline offer help on a wide range of issues. Throughout the year, they answered **1,800 emails** and **13,210 calls** – **83%** of callers had never contacted the helpline before.

Top enquiries included:

- managing a lung condition for people already diagnosed and those newly diagnosed
- benefits advice
- arranging oxygen for holidays
- asbestos awareness
- information on medications and treatments

“After I was diagnosed, I contacted the BLF Helpline for support and advice. The help I received from their qualified nurses was invaluable.”

Ron, who is living with IPF



Web community

Each month our web community receives **400,000 individual views**, with each visit lasting, on average, five minutes. In 2013-14, membership rose from **4,100 to 7,922** – a **93%** increase.

People share their experiences on managing and treating their condition, new treatments, research trials and travel.

“The ability to come on here and say ‘I’m fed up’, ‘I need a rant’ ... is just as important as the information we all seek.”

Web community member

Penpals

Since the Penpals scheme came into existence over eight years ago, more than **1,600** people have been matched and **158** registered since July 2013. Penpals generally keep in touch by email and phone.



The main switchboard number handles an average 1,100 calls a month



Patient voices, better lives

A vital part of the work we do is making sure that the voices of people with lung disease, as well as their families and carers, are heard by those who can make a difference.

Our Breathe Easy network plays a key role in getting patient voices heard on the issues that matter, such as better health services and legislative change.

Breathe Easy goes to Whitehall

Our Breathe Easy support group members helped us to secure a meeting in May 2014 with Jeremy Hunt, Secretary of State for Health. Discussion was wide ranging, covering topics such as:

- access to pulmonary rehabilitation services and on-going exercise classes
- the ban on smoking in cars carrying children
- the need for the government to do more on tobacco control
- the importance of access to specialist respiratory nurses
- the need for a local respiratory champion in every area

- the value of using technology to help people live more independently at home
- the need to invest in research for idiopathic pulmonary fibrosis (IPF)
- the importance of BLF help and support

“I call the BLF Helpline and get advice over the phone from one of their nurses, because they know so much more than my GP.”

Colin, Breathe Easy Southwark, addressing Jeremy Hunt

130+

In spring 2014, 130+ Breathe Easy members from across England and South Wales were consulted on topics as wide ranging as:

- What can the government do to improve care for people affected by lung disease?
- What's the most important information to give people newly diagnosed with a lung condition?
- What should the BLF do to celebrate its 30th birthday next year?

Derry choir

In November 2013, Breathe Easy Derry choir sang as part of the BLF's 'Singing for health' project, securing a nomination at the prestigious Northern Ireland Health Awards.

£397,000

We received £397,000 funding from innovation charity Nesta to develop more than 40 Breathe Easy groups across England in two years.

14,000

We launched the BLF blog in April 2014. In its first four months, blog posts were read 14,000 times and 58 people told their stories (see page 23).

During Breathe Easy Week, 16–20 June 2014, we asked 10 Breathe Easy chairs from groups in each of the four nations to choose their own campaign topics for the week. They voted unanimously in favour of:

'breathlessness and early diagnosis', with 'campaigning on education' and 'self-management' coming second and third.

10

110

Breathe Easy awareness packs were sent out to the groups through BLF Direct.

100+

During Breathe Easy Week, more than 100 groups were involved in organising awareness-raising stands, choirs, walks and exercise classes.

Breathe Easy group support team

In summer 2013, the Breathe Easy group support team took over responsibility for our 232 Breathe Easy groups.

Four group support officers help individual groups by providing promotional flyers, merchandise and packs of literature. The team also helps groups deal with any difficulties and fulfil financial reporting requirements.

The groups can meet their group support officer and network with other groups at annual regional meetings.

“I can only state again how grateful we are for the new resources produced by the BLF. They are always of a very high standard.”

Ian Culligan,
Physiotherapist



715,000

We sent out more than 715,000 booklets, leaflets and factsheets

Information

The BLF produces first-class information on many types of lung disease and aspects of living with a lung condition. All our information is reviewed regularly and accredited by NHS England through its Information Standard scheme to ensure it is clear, accurate, balanced and evidence-based.

Booklets, leaflets and self-management packs

We reviewed our information about lung cancer, pneumonia, sarcoidosis and other conditions. Our revised booklet ‘Smoking and your lungs’ was highly commended by the British Medical Association Patient Information Awards.

We published comprehensive new information on idiopathic

pulmonary fibrosis (IPF) and other types of interstitial lung disease (see page 14).

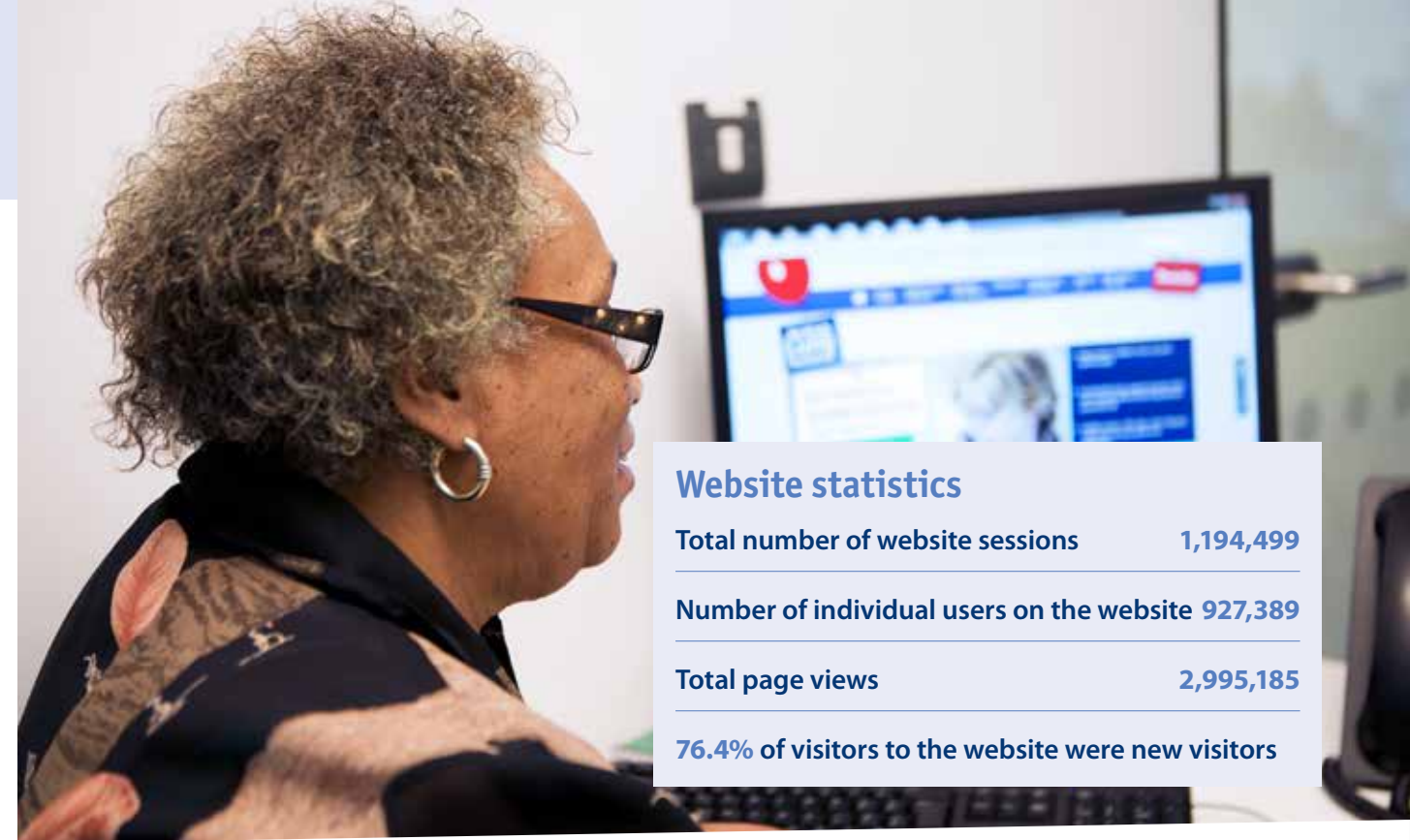
During the year, we sent out:

COPD self-management packs	14,500
Exercise handbook	3,500
Living with COPD DVD	683

We are evaluating our self-management packs for a re-launch in early 2015.

Free of charge

Leaflets, booklets and other materials can be read at www.blf.org.uk/support or ordered free of charge at www.blf.org.uk/shop or by calling the BLF Helpline on 03000 030 555.



Website statistics

Total number of website sessions	1,194,499
Number of individual users on the website	927,389
Total page views	2,995,185
76.4% of visitors to the website were new visitors	

Website

As our work evolves, our website must keep pace with demand. To help make online information easier to find and digest, we have introduced dedicated website hubs:

www.blf.org.uk/IPF
www.blf.org.uk/COPD
www.blf.org.uk/meso
www.blf.org.uk/lung-cancer

The hubs are sections of our website that bring together different strands of information on a particular lung condition.

They were an immediate success, with increased traffic to all of the new pages.

The BLF blog

In April 2014, the BLF blog was launched live from the London Marathon. The blog has been a key element of our digital strategy and a success from the start.

We’ve had posts from researchers, fundraisers and, most importantly, people living with lung disease.

It’s a great way to let the many voices of the BLF family be heard and will be central to our future plans. In its first four months, blog posts were read **14,000** times and **58** people told their stories.

You can read our blog posts at www.blf.org.uk/blog, including one from Marion (pictured right).



Marion describes how she found out about her lung condition at www.blf.org.uk/marion

“Well done, what an inspiration Marion is – a well-written blog on her condition and how the BLF has helped her and countless more.”

BLF community member’s post

BLF nurses by region

South West England	14
North West England	24
Scotland	19
Northern Ireland	9
North East England, Yorkshire and Humberside	21
Wales	2
London and South East England	9
Midlands	3
Helpline	4



Health care professionals

BLF nurses

Currently, **105 health care professionals** are members of the BLF Nurses Programme, including the four nurse advisers working on the helpline.

As well as supporting patients, BLF nurses:

- refer to and support Breathe Easy groups and the helpline;
- support and raise awareness of the BLF and respiratory health through campaigning and fundraising; and
- provide training for other health care professionals.

Health care professional bulletin

The health care professional email bulletin was launched in November 2013 and goes out to more than **3,000** health care professionals across the UK. It includes UK-wide, national and region-specific information and updates on:

- new publications and patient tools
- training opportunities
- national campaigns to improve respiratory health and care
- service improvements and respiratory projects up and down the country
- BLF research updates

Nurses from Northern Ireland visit the Royal Brompton and Redditch

Five BLF nurses from Northern Ireland, working as part of a new bronchiectasis service, had the opportunity to shadow services elsewhere in the UK.

Two went to London to meet nurses, consultants and physiotherapists at the Royal Brompton Hospital's bronchiectasis service. Three visited the Alexandra Hospital in Redditch to meet the team who run the home oxygen assessment and review services.

Nurse study day: Northern Ireland

In May 2014, 15 members of the respiratory team in the Northern Trust, Northern Ireland, attended a BLF study day in Antrim. Sessions included exploring asthma and microbiology, inhaler technique and new devices.

Many attendees said they would change the way they thought about and prescribed antibiotics. They would also give more importance to self-management plans for patients with asthma, and were happy to have refreshed their knowledge of inhaler technique – particularly as they hadn't seen all of the devices before.

Working together in Wales

Up to 9 in 10 people who use an inhaler to help manage a lung problem may not be using it effectively.

BLF Wales has been working with Cwm Taf University Health Board on a COPD and inhaler technique project to help improve services for people with COPD and asthma.

The project involves training health care staff on the correct inhaler technique, so that they can train their patients, reducing unnecessary hospital admissions and medicine wastage.

“We had quality and valuable time lavished on us and our numerous questions were all answered fully.”

BLF nurse from Northern Ireland



Attendees at BLF study day in Northern Ireland

5,000

In 2013-14, BLF nurses saw 5,000 respiratory patients each month



Making it all happen

From campaigning to raise awareness of lung disease, to supporting thousands of people through our helpline and funding life-saving research, we achieved so much in 2013-14 thanks to the fantastic support of our fundraisers, donors, volunteers and staff.

As the following pages show, none of our achievements would have been possible without your time, energy, imagination, generosity and money.

Thank you. We could not do what we do without you.

In 2013-14

659
people ran for us



Rusty Wright, 73, who ran the London Marathon in memory of her husband Stuart, was our oldest runner.

12,600
miles



cycled by our team
at Ride London



301

people organised their own fundraising
events around the country



62

people jumped
out of aeroplanes
to raise money

£16,000

George Garratt ran the London
Marathon in memory of her sister,
raising more than £16,000.

Fundraising

The ways that people raise money for us are many and varied. We are grateful for every one. Here are just some of the 2013-14 highlights:



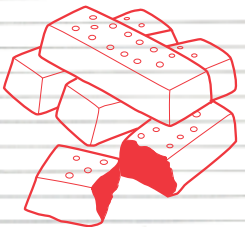
105 runners
took part in the Great North Run,
raising **£42,500**

Dear Sir or Madam,

Please find enclosed a cheque to the value of £75. I raised this by making and selling shortbread at school. I did this because my grandad has pulmonary fibrosis and sarcoidosis. I hate to see him struggling on a daily basis to try to do ordinary things as I love him so much.

I felt I had to do something worthwhile to help other people in a similar position as him.

Yours faithfully
Harrison



Inspired by his grandfather's fight with pulmonary fibrosis, a 12-year-old raised £75 by selling shortbread.

2 oxygen cylinders
In memory of his grandfather, James Davies raised **£1,500** in the Great Manchester Run, bearing two oxygen cylinders on his back with the names of more than 100 people with IPF.

£253,220
109 people ran the London Marathon as part of Team Breathe, raising £253,200 – a record high for the BLF team.

BLF CEO Penny Woods



Our CEO Penny Woods, Project Manager Judy Smith and Medical Adviser Richard Russell did a sponsored skydive, **raising £5,600**.



200 people

More than 200 people around the UK took part in our Take Steps sponsored walk campaign, raising more than £14,000.



12 supporters, led by Amanda Evans, completed a six-day challenge – **a trek on the Great Wall of China, two half-marathons and a 155km cycle – raising over £75,000.**

A carol service was held at St Pancras Church, with readings from celebrity supporters Linda Robson, David Oakes, Carol Cooper and Tommy Walsh.



195 miles

11 cyclists, led by Micky Owen, rode 195 miles from London to Arnhem, Holland, **raising £11,000 for the Colin Goddard Breath of Life fund.**



Our fundraising plans for 2015



Virgin Money London Marathon
26 April

We've filled our charity places for 2015 but if you have your own place we'd love you to join the team. Or sign up now for 2016!



Great Manchester Run
10 May

This popular 10km run is a firm favourite in the North West running calendar so join the team today.



Skydive
16 May and all year round

We have places reserved at airfields across the UK, so join in and take the plunge for the BLF.

Edinburgh Marathon Festival
30-31 May

With places available in the 5km, 10km, half marathon and full marathon, pick your distance and get your place with us today.



London to Paris Bike Ride
10-14 June

One of Europe's greatest cycle experiences between two iconic capital cities. Register for your place on Team Breathe today.



Take Steps
June

Across the UK people will be taking steps to fight lung disease this month. Join in with your own sponsored walk and we'll support you every step of the way.

Climb Ben Nevis
26-28 June

A new event on our calendar this year – join other BLF supporters to take on the UK's highest mountain together.



RideLondon-Surrey 100
2 August

Grab your place in this exciting 100 mile bike ride and follow this historic Olympic road race route.

Great North Run
13 September

We have places available in this famous half marathon and would love to have you on our team, so sign up to Team Breathe today.

Treks and Challenges

Whether you want to trek the Great Wall of China, climb Mount Kilimanjaro or cycle in Cuba, we can help find the challenge of a lifetime for you in 2015.



Royal Parks Half Marathon
11 October

A favourite race for many runners, take in the iconic sights and the beautiful parks of London with this popular half marathon.

Big Breakfast
November

Host a Big Breakfast in November to support the BLF. A fun and delicious way to fundraise! Register for your breakfast fundraising pack today.



Contact the events and community fundraising team on **020 7078 7912** or at **events@blf.org.uk**

Individual contributions

We are very grateful for all your support. This year:

- We received over **£1.6 million** from supporters who remembered us in their will. Reasons for leaving a gift are very personal but no matter how small, it can make a huge difference to our work.

“My late husband suffered so much. I would like to help prevent this for others in any way that I can.”

Pauline, who has chosen to leave a legacy to us



- **117 people set up Breath of Life tribute funds.** 27 trees were planted in memory of loved ones whose funds reached £2,000, and 10 stars were named after loved ones whose funds reached more than £5,000.

- Over **£715,000** was donated by people to remember a loved one who has passed away.
- Over 11,000 people responded to our appeals to support our helpline and our world-class research.

Fundraising Wales

The eighth annual Breathe Easy Neath Valley abseil, organised by Margaret and Doug Barnard of Breathe Easy Neath group, brought the overall total now raised to £40,000.

Support from business

Hyder

Hyder Consulting, a multinational design and engineering consultancy, has worked on some of the world’s most iconic buildings, including Sydney Harbour Bridge and London’s Tower Bridge. Hyder has chosen the BLF as one of its two charities for 2014-15, and has set itself a fundraising target of £5,000.



Virgin Balloon Flights

In 2014, Virgin Balloon Flights and the BLF joined forces to raise awareness of lung disease. The partnership incorporates a social media campaign and competition, as well as a cause-related marketing deal, where Virgin Balloon Flights will donate 10% of each flight booking to the BLF.



“We were touched and impressed by the breathtaking moments tweeted at us by BLF supporters in the summer and are proud to continue to support the BLF to help fight lung disease.”

Virgin Balloon Flights



This year, a total of 2,601 volunteers helped us:

fundraising	1,679
Breathe Easy committee members	690
volunteers at events	62
non-trustee committee members	39
health information reviewers	90
trustees	16
honorary medical advisers	9
office volunteers	7
speaker volunteers	5
patient representatives	3
president	1

Volunteers – the heart of what we do

Volunteers provide vital support in our offices and at fundraising and awareness events. In return, we aim to give them a rewarding experience and useful life skills. This year, a total of 2,601 volunteers helped us do our vital work.

Aaron Walsh

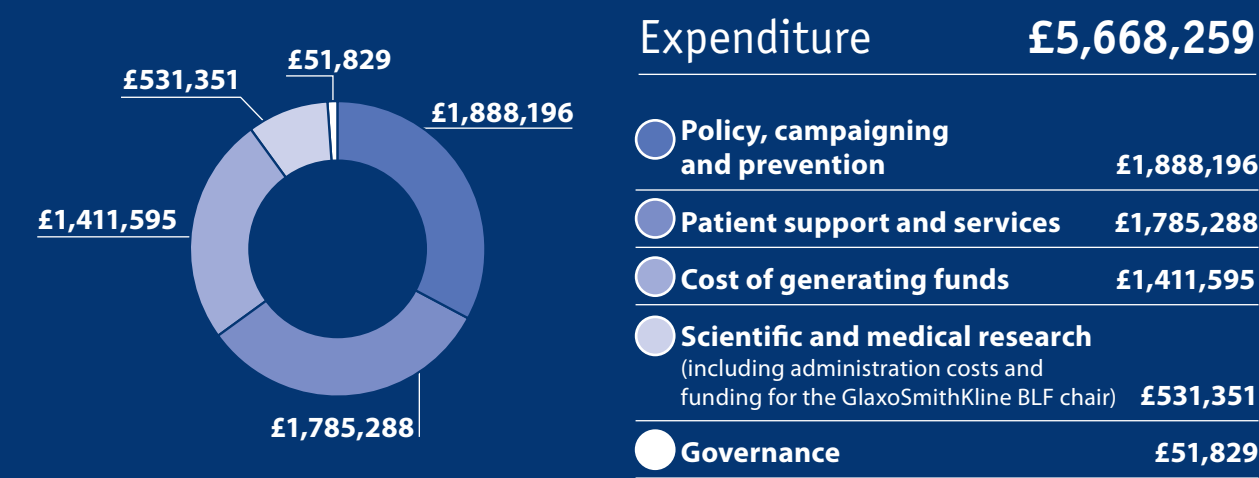
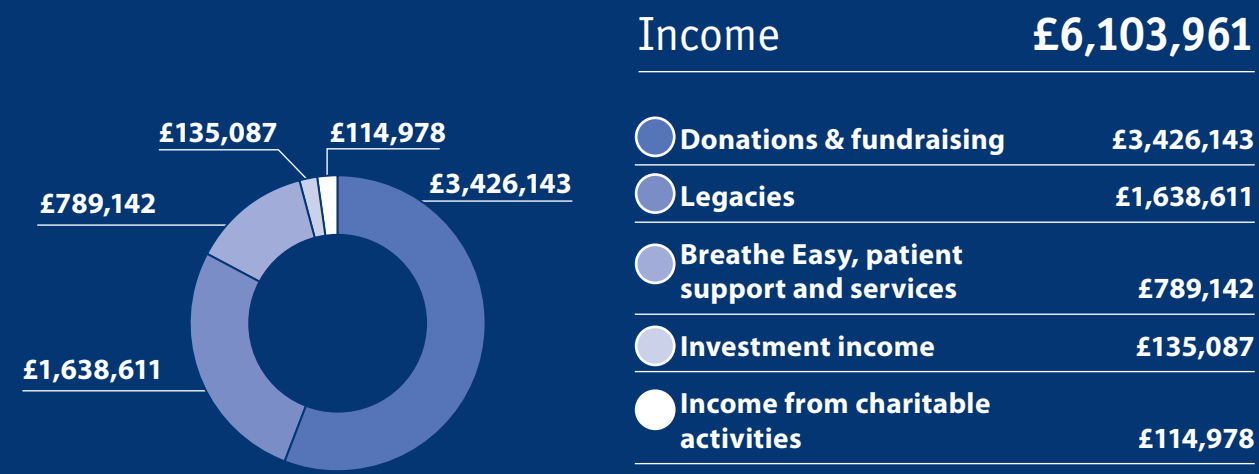
Volunteering at the BLF has been a genuinely life-changing experience. Before, I lacked confidence and felt a bit lost after graduating from university. The few months I’ve spent at BLF Direct have given me new-found confidence and real direction to my life. The future looks much brighter. Everybody gave me a warm welcome, and I felt part of the team straight away. I’m

learning something new every day and acquiring skills and understanding I can draw on for the rest of my life. It’s an incredibly rewarding experience being able to help people affected by lung disease. I didn’t really know what I wanted to do before, but now I’ve found something I love and can’t imagine doing anything different.

“I’m learning something new every day and acquiring skills and understanding I can draw on for the rest of my life.”

Aaron Walsh, helpline volunteer

Finances



For every £1 we spend

74p goes on charitable activity



26p goes towards running the charity

This financial summary is taken from our audited statutory financial accounts for the year ended 30 June 2014. You can obtain copies of our financial accounts from our London office or by visiting www.blf.org.uk

Thank you

We could not continue our investment into world-class research, our work to prevent lung disease and our support for the millions of people affected by it without your support. Thank you to the patients, carers, friends and families, volunteers, fundraisers, health care professionals, experts, donors, politicians and celebrities who have supported us in 2013-14.

Corporate partners

- Actegy Health
- Almirall
- Association of British Insurers
- AstraZeneca
- Boehringer Ingelheim
- Chiesi
- Dolby Vivisol
- Exclusive Contract Services
- Fisher & Paykel
- Gallagher Heath
- GlaxoSmithKline
- Hyder Consulting
- IATP
- Intermune
- Legal & General
- McKinsey & Company
- Napp
- Novartis
- Pfizer
- Philips Respironics
- ResMed
- Remote A
- Skip Safe
- Teva
- Virgin Balloons

Trusts, foundations and statutory supporters

- AM Pilkington Charitable Trust
- Adint Charitable Trust
- Annandale Charitable Trust
- BACTA
- Benham Charitable Settlement
- Big Lottery Fund
- Brian MacGuire Charitable Trust
- Buckland Charitable Trust
- Cadogan Charity
- Charles and Elsie Sykes Trust
- Charles Littlewood Hill Trust
- Claremont High School
- Coutts Charitable Trust
- Curtis Family Charitable Trust
- David Hammond Charitable Foundation
- David Stern Trust
- DH Volunteering Fund
- Dorothy Howard Charitable Trust
- Douglas Heath Eves Charitable Trust
- Dunhill Medical Trust
- Earmark Trust

- Edward and Dorothy Cadbury Trust
- Florabella Trust
- Flow Foundation
- Freemasons (SW4 OJG)
- Freemasons' Grand Charity Lodge of St Andrews
- Freemasons' Grand Charity Perfect Harmony Lodge
- GM Morrison Charitable Trust
- Garfield Weston Foundation
- Greendale Foundation
- Health Foundation
- Henry Lumley Trust
- Hope Street Trust
- Hospital Saturday Fund
- Inman Charity
- JR Corah Foundation Fund
- James Ellis Charitable Trust
- Joseph Strong Frazer Trust
- Lynn Foundation
- Michael and Ruth Jacobs Charitable Trust
- Nesta
- Miss W E Lawrence 1973 Charitable Settlement

“The Hospital Saturday Fund have been very impressed with the breadth of research that the BLF cover and the difference it is making to those living with lung disease. We share the BLF’s long term aim to fund more research into understanding, alleviating, treating, curing and preventing lung disease and, through the funds generated by our HSF health plan, we hope to continue to support the BLF’s ground-breaking, world-class research programme and its contribution to big improvements to lung health.”

The Hospital Saturday Fund

Mrs M A Blacks Charitable Trust
 NM Rothschild & Sons Ltd
 Peacock Charitable Trust
 PF Charitable Trust
 PHA Northern Ireland (Statutory)
 Philip and Elizabeth Rackham Charitable Trust
 RS Brownless Charitable Trust
 Raymond and Blanche Lawson Charitable Trust
 RJ Larg Family Trust
 Ronald Miller Foundation
 Ronaldshay Masonic Lodge (3376)
 Rosalyn & Nicholas Springer Trust
 Scottish Government
 Scottish Thoracic Society
 ShareGift
 Sheila Whitley Trust
 Sir Samuel Scott of Yews Trust
 Swire Charitable Trust
 Sylvia Waddilove Foundation UK
 Tay Charitable Trust
 Tyneside Charitable Trust
 William Leech Charity

Individuals

George Garratt
 Sarah Duffy
 Amanda Evans
 Louise and Austin Healey
 June Picken
 Micky Owen

Thanks also to other donors and legators too numerous to mention individually.

And thank you to the Big Lottery Fund



President

Professor Sir Michael Marmot

Chair

Peter Dolphin

Vice presidents

Greta Barnes MBE
 Prof Peter Barnes
 Sir Christian Bonington CBE
 Lord Borwick of Hawkshead
 Prof Mark Britton
 Dame Judi Dench CH DBE
 Sir Terence English KBE
 Prof Duncan Geddes
 Baroness Fritchie of Gloucester DBE
 Prof Sir Malcolm Green KBE
 David Hanger
 Prof Sue Hill OBE
 Dame Deirdre Hine DBE
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 Dr John Moore-Gillon
 Prof Michael Morgan
 Dr Keith Prowse
 Richard Reid
 Sir Richard Sykes
 Lord Tugendhat of Widdington

Prof Lord Turnberg

Prof Dame Margaret Turner-Warwick DBE

Dr Robert Winter

Board of trustees

Prof Stephen Spiro (vice-chair)
 Sabah Zubaida (treasurer retired March 2014)
 Graham Colbert (treasurer from March 2014)
 Ralph Bernard CBE
 Lord Borwick of Hawkshead
 Richard Chappell
 Prof Duncan Empey (retired June 2014)
 Dr Patrick Flood Page (retired December 2013)
 David Gill
 Prof Stephen Holgate CBE
 Prof Warren Lenney (from March 2014)
 Richard Pettit
 Richard Pinckard
 Samantha Prigmore (retired November 2013)
 Dr Gary Ruiz (retired November 2013)



“The British Lung Foundation works tirelessly to ensure people with lung disease get the services and support that will make a real difference to their lives. Our dedication to preventing lung disease, especially in relation to the effects of smoking, is unwavering. I am so proud to be president of a charity that does so much to address health inequalities.”

Professor Sir Michael Marmot
 President

Fresh ambition for our anniversary

Next year is the 30th anniversary of the founding of the BLF. We will reinvigorate our determination to make a difference to people living with a lung condition and campaign for positive change in the nation's lung health.

Our focus will remain on COPD, lung cancer, mesothelioma and IPF. In 2015, we will campaign to increase people's awareness that feeling out of breath is something they need to take seriously and get checked out.

Stopping people getting lung disease remains a priority. We will push to ensure that laws on standardised tobacco packaging and the ban on smoking in cars carrying children are introduced, and that more is done to tackle smoking rates throughout the UK.

We will also continue to press the insurance industry and politicians for sustainable funding for mesothelioma research. It is unacceptable that the UK has the highest rate of mesothelioma in the world and there remains no cure.

Our IPF project will build on a successful first year. We will increase the number of BLF support groups, improve the reach of our health information, and campaign to raise awareness.

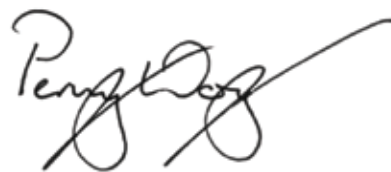
Children's lung health will be a new priority. We'll start by consulting parents and health care professionals, and then plan how to raise awareness, provide information, and support families with babies and children with breathing problems.

A major study will start to evaluate the nation's respiratory health. This will draw together, for the first time, comprehensive information about respiratory disease across the UK. We will share findings and use them to campaign for improvements.

Over the past three decades, we have spent more than £24 million on scientific research into a wide range of lung conditions. In the next 12 months, we will start to implement our new research strategy and aim to invest more in research in the future.

New trustees will join our board to represent people living with a lung condition and the wider health care community. They will share in our ambitious plans, bringing their perspective and experience to our work in the years ahead.

We will strive to improve our support for everyone affected by a lung condition and raise funds to support this important work. We need you to get involved. We could not do all that we do without you.



Dr Penny Woods
Chief Executive



**“I’m terrified about doing a skydive.
But it is a lot easier than coping with the
fight for breath that many of the people we
work for face every day.”**

Dr Penny Woods, Chief Executive

