



**COPD Foundation Opportunity for Partnership
World Oxygen Day**



INTRODUCTION AND BACKGROUND

Supplemental oxygen therapy has been a mainstay therapy for hypoxemia induced by chronic respiratory conditions including chronic obstructive pulmonary disease (COPD), cystic fibrosis, and interstitial lung diseases for over four decades.¹ During that time, millions of people have experienced improved longevity and enhanced quality of life thanks to the use of supplemental oxygen. However, gaps and shortfalls throughout the continuum of care have grown increasingly critical.

Despite major advances throughout the healthcare sector in the last 40 years, supplemental oxygen therapy continues to rely upon aging foundations of technology and delivery. A recent peer-reviewed study found that users of supplemental oxygen endure “frequent and varied problems” with their equipment, with a significant percentage of new oxygen users feeling they are not trained sufficiently in the use of their complex, life-sustaining equipment (and some receiving no training whatsoever).² Compounding the problems related to this stagnation, many clinicians report experiencing significant barriers to providing quality oxygen therapy, from a lack of clear prescription writing guidance to difficulties with care coordination to insufficient outcomes measurements.³

The COVID-19 pandemic has increased the strain on oxygen supply chains across the globe. In the United States, shortages of portable oxygen concentrators and oxygen tanks have delayed hospital discharges and limited patient mobility.⁴ In other countries, oxygen shortages have impacted patient care for those needing mechanical ventilation, including premature infants.⁵ In some cases, people have died when hospitals simply ran out of bulk oxygen, an almost incomprehensible notion only a few short years ago.⁶

REQUEST FOR SUPPORT

The COPD Foundation launched the Oxygen360 program to provide a framework for stakeholders across the oxygen community to join together and foster technological innovation, education and training initiatives, and policy reforms. Oxygen360 efforts have included the launch of a monthly virtual peer-to-peer training and counseling session, several initiatives geared toward removing non-FDA-approved oxygen devices from online retailers, and a collaboration with the American Thoracic Society (ATS) on the interactive YouAndOxygenTherapy.com website, which has helped over 10,000 unique visitors learn how to safely and effectively use oxygen therapy equipment. We propose to expand upon these efforts with a global awareness initiative declaring October 2 (“O-2”) to be World Oxygen Day, modeled after our highly successful World Bronchiectasis Day effort in 2022.



We invite you to join the cause and help support this initiative, which will lay the groundwork for additional awareness, policy improvement, and educational activities in the years to come. Each year, organizers from around the world will coordinate activities to help identify additional gaps in knowledge and access, as well as to promote public understanding of oxygen therapy to help identify the many undiagnosed people living with hypoxemia due to a chronic respiratory condition.

LEVELS OF SUPPORT

Platinum (\$50,000)

- Recognition including logo with back link to partner home page on World Oxygen Day webpage (logos for higher tiers will be more prominent).
- Ability to announce support of World Oxygen Day and use the World Oxygen Day logo and World Oxygen Day Platinum-level supporter seal on website and through social media channels.
- Listing of supporter's World Oxygen Day plans/events (unbranded) on World Oxygen Day webpage.
- Organization Logo (with backlink) included on dedicated email about World Oxygen Day to COPD Foundation community.
- Recognition as the supporter of a virtual educational event on World Oxygen Day.
- Printing of the COPDF Oxygen Therapy Basics guide to be made available for bulk purchase (including recognition of your level of support).

Gold (\$35,000)

- Recognition including logo with back link to partner home page on World Oxygen Day webpage (logos for higher tiers will be more prominent).
- Ability to announce support of World Oxygen Day and use the World Oxygen Day logo and World Oxygen Day Gold-level supporter seal (pictured on left) on website and through social media channels.
- Listing of supporter's World Oxygen Day plans/events (unbranded) on World Oxygen Day webpage.
- Organization Logo (with backlink) included on dedicated email about World Oxygen Day to the COPD Foundation community.
- Recognition as supporter of an oxygen blog/social media post series highlighting patient stories and providing education for better living.
- Co-development of oxygen-related infographic or blog post covering an educational topic of your organization's choice (including recognition of your level of support).
- Printing of the COPDF Oxygen Therapy Basics guide to be made available for bulk purchase (including recognition of your level of support).

Silver (\$20,000)

- Recognition including logo with back link to partner home page on World Oxygen Day webpage (logos for higher tiers will be more prominent).
- Ability to announce support of World Oxygen Day and use the World Oxygen Day logo and World Oxygen Day Silver-level supporter seal (pictured on left) on website and through social media channels.
- Listing of supporter's World Oxygen Day plans/events (unbranded) on World Oxygen Day webpage.
- Organization Logo (with backlink) included on dedicated email about World Oxygen Day to the COPD Foundation community.
- Sponsorship of a proposed series of celebrity endorsement videos via the Cameo platform, spreading World Oxygen day messaging (including recognition of your support).



Bronze (\$10,000)

- Recognition including logo with back link to partner home page on World Oxygen Day webpage (logos for higher tiers will be more prominent).
- Ability to announce support of World Oxygen Day and use the World Oxygen Day logo and World Oxygen Day Bronze-level supporter seal (pictured on left) on website and through social media channels.
- Listing of supporter's World Oxygen Day plans/events (unbranded) on World Oxygen Day webpage.
- Printing of the COPDF Oxygen Therapy Basics guide to be made available for bulk purchase (including recognition of your level of support).

Other solutions, including direct sponsorship of individual events or bespoke solutions, may also be available. Please contact mhess@copdfoundation.org with any questions or requests.