Feedback Report to ELF on Health Lungs and Environmental Impact Event by Breathe Easy Westminster

On hearing that Healthy Lungs for Life were campaigning for an activity to raise awareness of lung health with a chance of a 1000-euro grant, our British Lung Foundation Support Group in Westminster gained the interest in 6 speakers, who we invited to attend an event on the 23rd May 2019 at top floor, Ada Court, Maida Vale, W9 1TD:

Dr Ian Mudway  
King’s College London  
MRC Centre for Environment and Health  
NIHR Health Protection Unit in Health Impact of Environmental Hazards, Asthma UK Centre in Allergic Mechanisms of Asthma, Faculty of Life Sciences & Medicine  
School of Population Health & Environmental Sciences, Analytical, Environmental & Forensic Sciences  
Division, ian.mudway@kcl.ac.uk  
(PowerPoint available)

Harriet Edwards  
Senior Policy and Projects Manager – Air Quality  
British Lung Foundation  
73-75 Goswell Road  
London EC1V 7ER  
020 7688 5827  
(PowerPoint available)

Komal Patel  
Senior respiratory physiologist, Imperial College Healthcare NHS Trust  
Email: k.patel20@nhs.net, Phone: 020 331 25795  
(PowerPoint available)

Maudie Spurrier  
Public Affairs and Campaigns Officer  
ClientEarth  
020 3030 5956, ClientEarth, Fieldworks, 274 Richmond Road, London, E8 3QW

Adam Webber  
Principal Policy Officer (Air Quality)  
Policy, Performance and Communications  
0207 641 4546  
(PowerPoint available)
The event was advertised widely and when we had heard we were successful with the grant; this expanded to include the Evening Standard and local papers. (see refs)

We also had found a volunteer cameraman but regretfully he was unable to attend, though some digital photos were taken (see refs)

We also decided to have a stall that dealt with indoor pollution which was very successful

A Feedback form was also given out – and an invitation to the opportunity of spirometry testing was included (see ref)

A total of 42 registered to attend, plus 6 speakers and 7 Breathe Easy helpers. (55) Some apologies were given. The actual attendance totalled 46. During the meeting 3 registered as new Breathe Easy members and 4 others showed interest and given the application form

Feedback form results

Out of the 40 public attendees 25 handed in their feedback form.

How did you hear of the event?

Various. Publicity in libraries, Ada Court, 3 newspapers, Breathe Easy circular, Penfold hub, and word of mouth

Did you find the venue easily?

100% said yes

Were the Breathe Easy volunteers helpful?

100% said yes. Very helpful, caring, very much

Did you find the event interesting?

100% said yes.

What was your favourite speaker subject?

Dr Ian Mudway who gave a passionate talk on air pollution seemed the favourite, BLF speaker, Stop Smoking, some said “everything” or “liked it all”.

What would you like to hear more about?

Checking lungs, everything, how to complain to government, research findings/results, pollution studies, ”what progress in solutions?”, “research in helping lung health”

Would you like a follow up spirometry test

8 interested in follow up, a room has been booked for 8th July. Extra publicity will be circulated. (see flyer attached)
The below are details of those that showed interest in a future spirometry. As soon as Imperial can confirm a date in June or July, further advertising will take place:-

Stephen Manifold  020 7244 9734
Ken Dale  kendale1936@yahoo.co.uk
Sabri Mazloum  020 7266 3320
Anna Cevirgen  020 7286 9180
Joan O’Connell  07561073233
Lisa Hilton  020 72891493  lisa_hilton@hotmail.com
Marlaine Marday  07883255273
Pat Isaac  07427112006  psychepaty@gmail.com

We will report results to

The below is a sample list of some of the publicity circulation.
Considering the expected grant, we advertised in the Evening Standard, but to be honest this was not worth the £250 cost, with only 2 take ups.

Abbey Community Centre digital newsletter and hard copy flyers
“Whats On” in Westminster digital newsletter
Westminster Council digital circulation
One Westminster community support organisation newsletter
Camden press
Pimlico Eye
Westminster Libraries: hard copy flyers
PRSA seminar
Ada Court residents hard copy flyers
140 Breathe Easy Westminster group members by email
Evening standard
Snowballed to local community support organisations

And with many thanks for the great flyers from ERS/ELF on “exercise and air quality”, “air quality and lung health”, “your lungs and exercise”and “quitting smoking”. Which were all printed in large poster size and placed on the walls of the entry hall