

Public Awareness and Education Logic Model

GOAL: Increase awareness and understanding of COPD in New Hampshire

| Possible Activities | Short Term Outcomes | Intermediate Outcomes | Long Term Outcomes |
|--|---|---|--|
| Initiate a coordinated COPD awareness campaign leveraging existing resources (patient stories, partner engagement, media work) Coordinate a COPD summit | (1-2 years) More and better coverage of COPD in the media and by partners | (3-4 years) More patients/ families accessing COPD resources | (5-6 years) |
| Establish Breathe NH as central hub for COPD resources (office & website) Compile COPD awareness toolkit & promote to partners | Breathe NH is seen as the place to go for COPD information and resources | More patients/ families receiving and using COPD Action Plans | Increased awareness and understanding of COPD In New Hampshire |
| Host events that bring people together and raise awareness of COPD (Team Orange, Cruise) Promote COPD screenings & integrate into existing fairs, etc. | More screenings offered | Increase in the number of people screened and tested | |