

**British Lung  
Foundation**

Annual Review 2010/11

# Helping to beat lung disease across the UK

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One person in seven  
 in the UK is affected  
 by lung disease.  
 We are here for  
 every one of them.

**FOREWORD**

This year we celebrated our 25th birthday. For a person 25 isn't a great age, but it's a milestone for any organisation. We have used this moment to reflect not only on this year's activity but also on the difference we have made over the past quarter of a century.

We have grown from a very small organisation concentrating mainly on raising money for respiratory research into one that focuses on supporting and making change happen for patients, alongside funding research. Patients' voices have been very effective this year, in particular in galvanising support from the Government for the long-awaited chronic obstructive pulmonary disease (COPD) strategy. In July 2011, just after our reporting year of July 2010 to June 2011, the Department of Health published the *Outcomes Strategy for COPD and Asthma in England*. After seven years of campaigning, this was a great day for the patients and the British Lung Foundation (BLF). Now the hard work starts to implement the strategy.

Our main headline this year is progress on all fronts. We have increased our funding for research. We have made great strides in campaigning for people with lung disease. Our call to stop smoking in cars with children present has attracted huge support. There are more BLF nurses working all over the UK. And we are providing more support for people affected by lung disease through our Breathe Easy groups and our extensive information and support services. We are helping across the UK.

Times are hard. We continue to strive to improve our efficiency and look for new ways to use our limited resources to improve life for people affected by lung disease. We are starting new work on obstructive sleep apnoea and asthma and hope to continue to grow, delivering support and funding research that will lead to a better future for people with lung disease.



**Ralph Bernard CBE**  
 Chair, (to September 2011)



**Dame Helena Shovelton**  
 Chief Executive

*Ralph Bernard*      *Helena Shovelton*

Our vision is to improve the lives of people affected by lung disease by providing support and working for positive change.

We aim to achieve this vision by working towards four key goals:

**Goal One:** Increasing support

We provide practical help to people with a lung condition, their families, friends and carers. This comes in many forms, including through our local Breathe Easy support groups, our helpline, the BLF nurses and our first-class health information.

**Goal Two:** Raising awareness

We aim to foster a better understanding of lung disease to encourage prevention and enable people to recognise symptoms and seek help early.

**Goal Three:** Campaigning for change

Our innovative campaigns aim to make life better for people affected by lung disease, influencing key decision makers in the Government and the NHS.

**Goal Four:** Investing in research

We conduct ground-breaking and world-class studies into understanding, treating and preventing lung disease.

**£7.19m**

the amount spent on charitable activity in 2010/11 to help beat lung disease



**About our money**

With ever more people affected by lung disease the need for our work is constantly growing. All our work is funded by our supporters so we are careful to manage our money wisely.

**Where our money comes from**

A large proportion of our money comes from legacies – gifts that people leave us in their wills. That along with donations and sponsorship – from individuals and our corporate partners – accounts for 80 per cent of our total income. Our Breathe Easy support groups also fundraise tirelessly across the UK, raising 7 per cent of our total income.

**“Our relationship with the British Lung Foundation has surpassed all our expectations and it has delivered against all key deliverables. Its staff are very strategic in their thinking and professional and we are delighted with the partnership.”**

LIZ WARDELL  
UK MARKETING MANAGER  
PHILIPS HEALTHCARE

**Income**

This year our income was

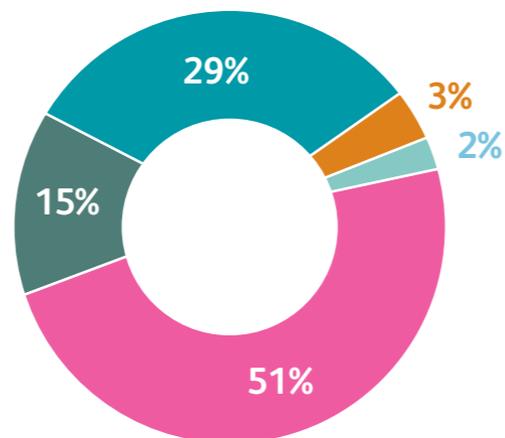
**£7.16m**

(2010, £8.29 million)

For every £1 we receive we spend:

**16p** on administration and running the charity

**84p** on charitable activity to help beat lung disease



- Legacies **£2.07m**
- Donations and fundraising **£3.63m**
- Breathe Easy network, regions & nations **£1.08m**
- Service delivery and trading **£153k**
- Investment income and other **£230k**

**How we spend our money**

Fighting lung disease is a long-term investment. The generosity of our supporters determines how much we can spend each year.

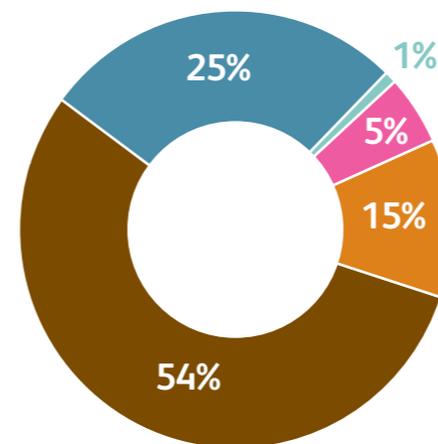
This year we spent

**£7.19m**

(2010, £5.9 million)

on providing vital, badly needed research, care and support for millions of people across the UK.

**Expenditure**



- Scientific and medical research **£1.78m**
- Campaigning, lobbying & raising awareness **£346k**
- Information and support **£3.91m**
- Governance costs **£65k**
- Fundraising costs **£1.09m**

**84p**

the amount we spent on charitable activity for every £1 we received in 2010/11

We recognise that the poor economy is impacting on all our lives. Despite these challenging times, thousands of people have given time, energy, commitment and money to ensure that we can continue to be there for the people who need us. Thank you.

**“We enjoyed every minute of the London marathon and raising money for the BLF. The support before, during and after the race made the experience even more memorable.”**

RICHARD AND TRACIE DRAEGER  
2011 MARATHON RUNNERS



149 people ran the Virgin London Marathon for the BLF in April 2011, raising more than £185,000

This financial summary is taken from our audited statutory financial accounts for the year ended 30 June 2011. You can obtain copies of our financial accounts from our London office or by visiting [www.lunguk.org](http://www.lunguk.org)

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**After her father died of pulmonary fibrosis in 2008, Amanda Evans decided she wanted to do something to help others with this devastating condition. Along with a very special team of fellow fundraisers, she has raised £50,000 so far. She explains how her dad inspired her to help others.**

“Dad was very much into sport and that was one of the passions that he passed on to me and my two brothers. I think all the fundraising that I have done comes from the fact that dad was very into sport and liked a team environment. I’m lucky enough to have some very good friends who got together to try and raise money for the BLF.

“In my lifetime I want to raise as much money as possible to try to help others. Dad was so active and he suddenly got this terrible disease that left him in a wheelchair; it totally took away his whole life really.

“Lung fibrosis is the main disease I’m interested in, because that’s what he died from. But I have come to appreciate that there are many other lung diseases and difficulties for people. My goal is to raise awareness of the BLF, because I don’t think people realise that without your lungs you’ve got nothing.

“The thing that you have to be wary of is asking the same people to donate all the time. That’s why instead of it just being me, I’ve got a team of about 30 people. That obviously raises much more money than I could do on my own.

“The BLF is a fun organisation. There’s a real personal touch. With our events last year, every single person got a good luck card and a phone call. I think that makes a difference and you really feel part of a team.”

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**13,534**

people tested for signs  
of lung disease

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**I'm helping  
in memory  
of my dad**

# Goal One: Increasing support

Confusion. Fear. Bewilderment. People diagnosed and living with lung disease often find themselves on a rollercoaster of emotions, facing many challenges.

We are here to help them every step of the way. From our local Breathe Easy support groups to our national helpline, from putting information on lung disease at people's fingertips to connecting people affected by lung disease across the country, we offer a massive range of support.

Our support makes people with lung disease feel like they're not alone and gives them vital information. It can change their lives, making them feel more positive and in control of their condition.

This year we've supported more people than ever before all across the UK. Here's how we've done it...

## Nationwide support through our Breathe Easy groups

People with lung conditions and those who care for them can often feel alone and adrift. Support from others living with lung disease is a vital lifeline. Just talking to someone who knows what they're going through can help.

That's where our Breathe Easy support network comes in. We have 236 Breathe Easy groups in towns and cities all over the UK, bringing more than 16,500 people affected by lung disease together and giving them crucial information about lung disease.



**16,500**  
people affected by lung disease are brought together through our Breathe Easy groups in the UK



This year, our Breathe Easy network has grown and become stronger, giving a lifeline to more people.

- We have launched 15 new Breathe Easy groups across the UK. That means we're supporting hundreds more people affected by lung disease.
- Existing Breathe Easy groups have also increased their membership and impact with innovative initiatives. For example, funded by a Big Lottery grant, the BLF's Midlands office has partnered with NHS Stoke City to run a 'lung improvement project' alongside Breathe Easy North Staffs. As a result, attendance at the group has grown significantly thanks to referrals from the NHS's Community Respiratory Team and a greater awareness and inclusion of the group into the care pathway.
- There are still some corners of the UK without a Breathe Easy group. It's a priority for us to change this. BLF North West held two events on the Isle of Man for people affected by lung disease to scope out whether they would welcome a Breathe Easy group on the island. Their response was enthusiastic, and plans for a new group are afoot.
- Alongside regular meetings, Breathe Easy groups have put on some special treats for their members this year. BLF Wales organised a concert for Breathe Easy members with the Welsh National Opera. In May, Breathe Easy Kirkcaldy hosted a choir from Northern Ireland and members from Breathe Easy Causeway joined the cavalcade across the Irish Sea to meet their Scottish counterparts.

7

the number of years we've fought for a new national strategy for better treatment and care for people with COPD and asthma, finally launched in July 2011

**I'm helping**  
in my local  
community

**Linda McLeod was diagnosed with COPD in 2004. A founding member of Breathe Easy Clackmannanshire, Linda now chairs the group, which is in its first year. She explains how the continuing support of the BLF and the Breathe Easy network enriches her life.**

"I used to enjoy golf and went dancing quite a lot at the local golf club, but I've had to give up social activities as my condition has got worse. The Breathe Easy group has given me something to do and to focus on.

"We meet every month at the Councils for Voluntary Service building in Alloa. We generally have speakers on different topics and we've had a physiotherapist, a travel speaker and a counsellor.

"We have about 12 members at the moment and we're trying to get more. We offer each other terrific support and we often text each other to see how we're feeling. It's enabled us to form friendships and it's always nice to speak to someone who's going through the same thing.

"Recently, we had a 'meet the patients' session at the Scottish Parliament, and the BLF invited a couple of us along. We met our local MSP and we were able to put some questions to him regarding health care. We wouldn't have been able to do that on our own and without the support of the BLF.

"We all love our group. It gives me a focus and keeps me going. If the group wasn't there, I would be back to square one doing absolutely nothing. It has put something back into my life that was missing and I'm so thankful to the BLF."

Our helpline is always there for people affected by lung disease

08458  
50 50  
20

[enquiries@blf-uk.org](mailto:enquiries@blf-uk.org)



### Our helpline

People affected by lung disease usually have one thing in common: questions. Whether someone has just been diagnosed with a lung condition or is caring for a loved one, whether they have just been put on new medication or don't know what benefits they're entitled to, living with lung disease can be bewildering.

Our helpline is there for everyone living with lung disease. A team of respiratory nurses, welfare benefits advisers and counsellors offer free, confidential and impartial advice on diagnosis, treatment, financial help and emotional and practical issues.

The need for the helpline couldn't be clearer. More than half the people who called us this year didn't feel they knew enough about the condition affecting them, while a third felt anxious and panicky.

The helpline's work this year has been impressive:

- The helpline supported 8,500 people in 2010/11, answering 16,500 calls and 1,375 emails. Almost everyone (93 per cent) was happy with how quickly their call was answered.
- Carers and families of people with lung disease can need just as much support as patients – and we're providing it. Partners and other family members of someone with a lung condition now make up more than a quarter (26 per cent) of people who phone the helpline, up from 20 per cent last year.
- We don't want cost to put anyone off calling us, so this year we introduced our new text service. People can now text us their phone number and a helpline team member will call them back.

**"I'm not good at asking for help or talking about private matters, but when I rang the helpline they spoke to me in such a way that it all came tumbling out. The call completely changed my outlook and my future too."**

HELPLINE CALLER

### BLF nurses: providing community support

BLF nurses play a big part in improving life for people with lung disease. They provide specialist care in patients' homes and community clinics. This means patients have the choice to stay at home during treatment rather than going into hospital. They can also be discharged earlier. Not only does this mean patients can stay where they're comfortable, with their families, but it also reduces the strain on the NHS.

BLF nurses are already respiratory specialists. Becoming a BLF nurse means we give them extra support so they can provide the best possible care. This includes study days organised by the BLF and free membership of the Primary Care Respiratory Society, so they get information and training.

- We have invested in 17 new BLF nurses this year, increasing our total number to 61 nurses in 20 locations. We also have four BLF nurses working on our helpline. We aim to have 85 nurses by next year.
- In 2010/11 our nurses supported 400 palliative patients, making them comfortable and supporting their families in their final days and weeks.
- BLF nurses network with others working in respiratory care to share best practice. Nurses are lending their expertise to an innovative St George's Healthcare NHS Trust project about how best to discuss end of life care.



The helpline team



BLF nurses support patients in their homes

**61**

BLF nurses are working in 20 locations in England, Wales and Scotland



400 TITLE

palliative patients were supported by BLF nurses in 2010/11

I'm helping patients to manage their health

More than 60 specialist respiratory nurses provide vital support to people with lung disease across England and Scotland. In 2010, the BLF joined forces with County Durham and Darlington NHS Foundation Trust to badge its six respiratory specialist nurses, enhancing the community-based services they offer. Pulling on the BLF nurse uniform has advantages for nurses and patients alike, as Caroline Dinsdale explains.

“It means the world for me to be a nurse first and foremost – and to be involved with the BLF brings my patients great benefits, such as more support and advice to treat symptoms early. I support patients in the community – both in clinics and in patients’ homes – performing specialist respiratory assessments, equipping patients with a greater understanding of their conditions and promoting self-care. My main focus is supporting patients, carers and families affected by respiratory disease and, when needed, providing end of life care.

“I’m involved with the local Breathe Easy group; I find it’s of great benefit to my patients and me too. It’s great for people to be able to share experiences of living with a lung condition, and I can help answer any questions. Listening to their experiences helps me better understand their needs and the support I can offer.

“As a BLF badged nurse, I have a great opportunity to share ideas with other BLF nurses, attend study days and conferences and keep up to date with the latest developments in respiratory health, all of which ultimately improves the care my patients receive. Wearing the BLF uniform promotes the charity’s message and truly makes a difference to my patients.”

### Bringing people affected by lung disease together

A problem shared is a problem halved. Allowing people affected by lung disease to come together to discuss their situation and share experiences and advice can be a great support. It makes people realise that they aren't alone, and that there are ways to cope with the everyday challenges of living with lung disease.

We provide this opportunity through our web community, an online forum where people can share experiences and seek advice. Our PenPals scheme, where we put people in similar situations in touch, is another way we connect those affected by lung disease. We organise conferences all over the country too.

**"I have become such good friends with my penpals that we email at least once a day. We all have the same condition so we can help and support each other in good and bad times. We can also share things we don't want to talk about with our families or other friends, knowing they don't fully understand."**

BLF PENPAL

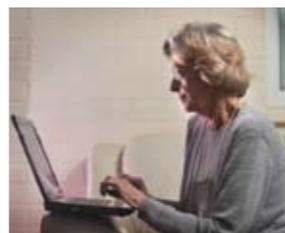
**"The web community has taught me about all sorts of coping mechanisms. It's really helpful when I've had a bad day. I can see that others go through the same."**

WEB COMMUNITY USER

We've had huge success this year in connecting people:

- Membership of our forums has soared by 75 per cent, and forum web hits have risen by half to an average of 58,500 per month.
- We've now matched 931 PenPals, up from 652 last year – an increase of a third. We were particularly pleased to connect people with rare conditions including lymphangioleiomyomatosis and allergic bronchopulmonary aspergillosis.
- We held 10 one-day conferences throughout the UK in 2010/11 for anyone with an interest in lung disease. The conferences also celebrated our 25th anniversary. More than 1,000 people attended the conferences, which were hosted by our regional and national offices.
- We also hosted a 25th anniversary dinner and evening of lectures, attended by 150 of the BLF's greatest supporters, who were pivotal in setting up the BLF and in our continued success. The insightful and inspiring talks included Professor Sir Malcolm Green, founder of the BLF, on the charity's early days and subsequent progress.

**931** people were matched through our PenPals scheme, including those with rare lung conditions



### Providing first-class information on lung disease

When someone has a lung condition, well researched, up-to-date information on diagnosis, treatment and support is vital to make them feel in control and able to make informed decisions.

We provide a huge range of accurate, relevant, easy-to-understand information on all types of lung disease. We publish more than 70 free leaflets, booklets and pieces of online information about lung disease, all of which are reviewed regularly and come in different languages and formats.



Our information helps patients to understand their condition

BLF members have access to even more information and support, including our quarterly magazine, *Breathing Space*, access to the members' area on our website and information and updates on the areas of our work that interest them.

This year, we've added to our information – and increased the number of people it reaches.

- We sent out 876,430 leaflets, booklets and information sheets to the public during 2010/11, while the You and your lungs information section of our website got 1,134,411 hits, a 6 per cent increase on last year.
- We published a new pack of information to help patients manage their COPD, in close consultation with their respiratory health care team. We also produced new leaflets on pleural plaques and oxygen treatment and updated our information on several other conditions and treatments.
- We are always looking for innovative new ways to give information. This year we launched online surgeries, exclusively for members. Respiratory experts present once a month on a different topic – from children's conditions to going on holiday with a lung disease – and members can watch from the comfort of their own computer and ask questions directly.

**"The online surgery about obstructive sleep apnoea was excellent – so relevant, informative and enlightening."**

BLF MEMBER

## HOW WE'RE HELPING: INCREASING SUPPORT

### Helping people with lung disease to exercise

Exercise can be very important for people with lung conditions – it builds strength and helps them to stay healthy. But standard exercise classes are often too strenuous. We have tackled this head on with our BLF Active project, which provides bursaries for fitness instructors to take a chronic respiratory disease exercise instructors course, so they can run special classes for people with lung conditions.

This year is the final year of the four-year project, and we have provided 30 bursaries. That means we've given out bursaries to 143 instructors in total – who have gone on to set up more than 100 exercise classes. An amazing 1,400 people are now improving their health by attending BLF Active classes.

**“I have part of one lung and the other lung removed. Since the classes I can walk further and do more. Any little improvement is a bonus.”**

BLF ACTIVE CLASS ATTENDEE

**1,400**

boost their lung health by attending BLF Active classes up and down the UK



# Goal Two: Raising awareness

Lung disease is the second biggest killer in the UK after cancer, causing more than 120,000 deaths a year. Yet too many people don't know the symptoms of common lung conditions, what puts them at risk and the steps they can take to prevent disease.

For example, COPD affects 3.7 million people in the UK. But an astonishing 2.8 million of them don't realise they have the progressive condition, which could delay crucial treatment.

We spread the word about lung disease, so people can take action to help themselves. Our messages reached more people than ever before in 2010/11.

## Testing thousands for lung disease

The BLF's subsidiary company, BLF Services Ltd, holds lung testing events all over the country. This year we tested 13,534 people's lung function, referring 2,391 people showing signs of disease to their GP for further examination and possible diagnosis.

One of our biggest successes in this area during 2010/11 was the five testing and awareness-raising events we held at Sandwell Metropolitan Borough Council and housing association Sandwell Homes Ltd in the West Midlands.

We tested 389 staff at these events, and gave advice and information on lung disease and how to stop smoking. Four out of five staff left the events feeling they knew more about what COPD is and what causes it.

**"Everyone should go for a lung function test. I've been promoting it to my friends."**

SANDWELL COUNCIL EMPLOYEE

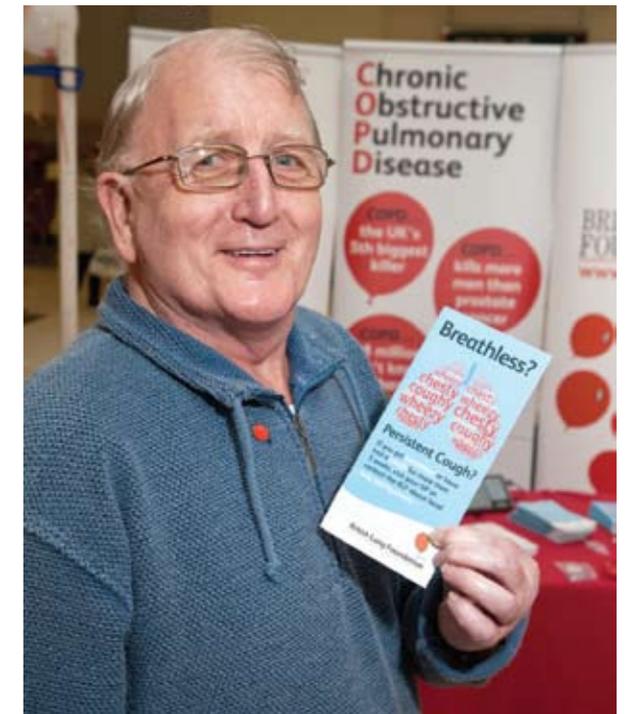
In Wales, 12 lung testing events were held in venues such as shopping centres, testing almost 500 people, and providing information to many more.

## Spreading the word about COPD

Early diagnosis of COPD is vital. It allows patients to take steps to slow down the progression of the disease, live healthy lives for longer and avoid expensive emergency care.

We make sure people know the signs and symptoms of COPD so they can seek treatment. World COPD day is in November each year. In 2010, we campaigned around that time for people to take our online breath test to see if they were at risk. More than 11,000 people have now taken the test. One third showed a 'high risk' of COPD and were advised to visit their GP.

[www.lunguk.org/breathtest](http://www.lunguk.org/breathtest)



Our lung testing events raise awareness of COPD

### Taking action on mesothelioma

Mesothelioma is an incurable chest cancer caused by exposure to asbestos. It kills one person every five hours in the UK. Since 2006, we've been campaigning to raise awareness of the condition, and improve research, treatment and care for those affected.

Our campaigning culminates each year on Action Mesothelioma Day in July. This year, we warned DIYers about the dangers of handling asbestos in their home with a 'Be Asbestos Aware' campaign. Nearly 14 million homes were built when asbestos materials were being used in construction. These materials can cause mesothelioma if they're disturbed.

We encouraged people to visit our website to find out about how to do DIY safely. Dame Judi Dench, Grand Designs presenter Kevin McCloud and TV builder Tommy Walsh lent their support to the campaign, speaking out on behalf of the BLF to warn people about the risks.



Dame Judi Dench supports our awareness-raising efforts

### Putting obstructive sleep apnoea in the spotlight

In the UK, it is estimated that at least 4 per cent of men and 2 per cent of women have obstructive sleep apnoea (OSA), a condition that causes blocked airways and heavy snoring at night and extreme tiredness during the day. If undiagnosed it can lead to other serious health conditions, traffic accidents and poor quality of life.

Too few people are diagnosed with OSA but the condition is easily treatable. That's why we are campaigning to raise awareness of the condition.

Every year we ask our Breathe Easy groups nationwide to promote a particular issue during Breathe Easy Week, and this year we chose OSA. From 13–19 June, Breathe Easy groups did everything from setting up information stalls at local hospitals and offering lung function testing in shopping centres, to organising quiz nights and cream teas – all to spread the word about OSA.

The week marked the beginning of a long-term project to learn more about the problems faced by patients with OSA, so we can campaign for improvements. During the week we launched a national sleep survey to gather information, asking Breathe Easy groups to encourage people to take part. We also launched an online 'Epworth test', which people can take to see if there's a chance they could have OSA. More than 18,000 people have now taken the test online.

[www.lunguk.org/sleep](http://www.lunguk.org/sleep)

Big Brother star Craig Phillips has helped the BLF to raise awareness of mesothelioma

### Spreading the word on lung disease

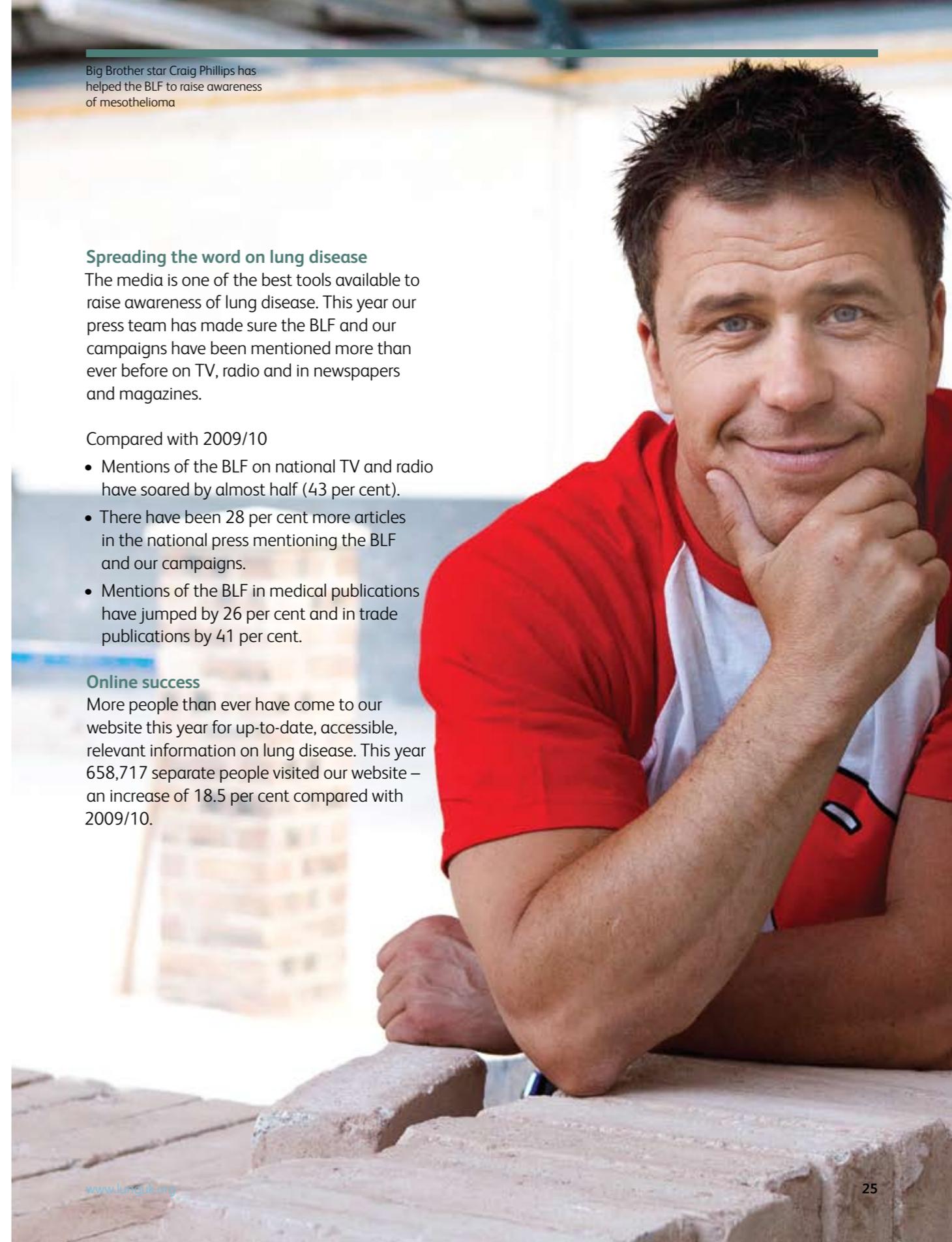
The media is one of the best tools available to raise awareness of lung disease. This year our press team has made sure the BLF and our campaigns have been mentioned more than ever before on TV, radio and in newspapers and magazines.

Compared with 2009/10

- Mentions of the BLF on national TV and radio have soared by almost half (43 per cent).
- There have been 28 per cent more articles in the national press mentioning the BLF and our campaigns.
- Mentions of the BLF in medical publications have jumped by 26 per cent and in trade publications by 41 per cent.

### Online success

More people than ever have come to our website this year for up-to-date, accessible, relevant information on lung disease. This year 658,717 separate people visited our website – an increase of 18.5 per cent compared with 2009/10.



18,800

people have taken our online sleepiness test as part of our obstructive sleep apnoea campaign

I'm helping to make people aware

Lorry driver Colin Wrighton's life changed forever when, one August day in 2006, he fell asleep at the wheel, resulting in an accident that fatally injured a young man. Colin was later acquitted of death by dangerous driving after tests revealed he was suffering from obstructive sleep apnoea (OSA). He has since teamed up with the BLF to help raise awareness of the condition.

"I wanted to help with the BLF's campaign so I could make more people aware of OSA. There are a lot of people out there who've got sleep apnoea and don't know it. They need to see their doctors and, ultimately, visit a sleep clinic to be tested.

"The BLF's communications team got me an interview on Radio 2 with Jeremy Vine and then on the 5 live Drive programme. The BLF does a great job; it's helped get my story out there and tell people what OSA is all about.

"I've given out a lot of leaflets at truck stops and spoken to other truck drivers, but it's not the same as having it picked up by the media. The more people who know about OSA, the better. In addition to the radio interviews, I've also done a couple of interviews in magazines.

"I would encourage others to get involved with campaigning, because the more people who do it, the more voices are heard, the more leaflets can be distributed, and the more work can be done. Without the BLF it would be hard to do."

# Goal 3: Campaigning for change

Lung disease affects one person in every seven in the UK, but efforts to treat, care and prevent it can still fall short – leaving people to suffer unnecessarily.

As well as raising awareness of lung conditions and lung health, we campaign to make sure every person with lung disease in the UK gets the treatment and care they deserve. We lobby the Government to put in place policies to prevent lung disease too. Working with key decision makers, we have the power to make a difference.

Our campaigning for change has reaped some major successes this year.

## A major breakthrough for better COPD and asthma treatment and care

Treatment and care for people with COPD and asthma is often woefully inadequate. In the UK, almost double the number of people die prematurely because of COPD than the European average. For asthma, premature deaths are around 50 per cent higher than average.

For seven years we've led the fight for a new national strategy to improve these figures. This year, we finally won the battle. In July, the Department for Health published its *Outcomes Strategy for COPD and Asthma in England*. The strategy acknowledges that COPD and asthma care in England 'falls short', and sets out six objectives to turn this around – making sure patients live as long as possible, with the best quality of life.

Our campaign for a national strategy began way back in 2004. Since then, we have fought tirelessly for the strategy to be published. Local Breathe Easy groups and BLF members have played an integral role, lobbying their MPs to ask them to fight for the strategy's publication and holding awareness events.

Now our campaign has succeeded, we will be there every step of the way to make sure the strategy's objectives are implemented.

Breakthroughs have been made in other parts of the UK too. In Scotland the BLF has campaigned for National Standards for COPD services, supported the development of respiratory managed clinical networks and led a project to develop pulmonary rehabilitation classes in rural areas. In Wales the BLF has also campaigned hard to improve pulmonary rehabilitation classes, leading to three new services being introduced where previously there were none.

## Protecting children's lungs

Smoking just one cigarette in a car – even with the window open – creates a greater concentration of second-hand smoke than a whole evening's smoking in a pub. No child's young lungs should be exposed to that.

Putting a stop to people smoking in cars where children are present is the centrepiece of our Children's Charter, a 12-point plan launched last year to help protect children with lung disease and keep them out of hospital.

Our campaign has gone from strength to strength in 2010/11. We've collected more than 17,000 signatures in support of stopping smoking in cars with children. BLF CEO Dame Helena Shovelton and Kevin Barron MP delivered the petition to 10 Downing Street alongside 25 pupils and teachers from five schools across England. Kevin Barron then held a reception in the House of Commons to gain support for the campaign. Public Health Minister Anne Milton MP gave a speech and 32 MPs attended.

The campaign has quickly gathered support since then. Prime Minister David Cameron and Anne Milton have both acknowledged the issue's importance.

**17,000**  
plus signatures have  
been collected in support  
of stopping smoking in  
cars with kids





Delivering our petition to stop smoking in cars with kids to Downing Street

In June 2011, Alex Cunningham MP successfully tabled a Ten Minute Rule motion, calling for legislation to end smoking in cars carrying children. This passed to a second reading in November, and we hope the Bill will soon pass into law.

The Welsh Government has made an even bigger commitment. Following lobbying by the BLF, in July the First Minister announced that Wales would be implementing an intensive awareness-raising campaign to change parents' behaviour and that if this didn't cut smoking in cars within three years the Government would consider legislation.

**“Promoting smoke-free cars carrying children will bring home to parents and others the risk their smoking poses to the health of children.”**

DR TONY JEWELL  
CHIEF MEDICAL OFFICER FOR WALES



BLF Chief Executive Dame Helena Shovelton with Health Secretary Andrew Lansley and patients John Price and Colin Hawkey at the launch of the COPD and asthma strategy

### Influencing at the local and national level

We don't just lobby and work with key decision makers in national Governments. All over the UK, our seven regional and national offices work with and influence their local health authorities. For example, BLF North works closely with the local NHS to improve respiratory services. This year respiratory programme boards were set up at each Strategic Health Authority (SHA) in the region and a BLF member of staff has been appointed to local NHS steering groups. BLF North has also helped Northumbria Healthcare NHS Foundation Trust develop a pilot scheme for integrated care for COPD, which is being rolled out to GP practices across Northumberland.

BLF London and South has been working with the South East Coast SHA respiratory team to research the prevalence, cost and patient outcomes of pulmonary rehabilitation in the region. The research will be used to improve services in the area.

In the Midlands, the BLF has worked closely with SHA leads in the region to engage and support Primary Care Trust commissioners ahead of the new national strategy for COPD and asthma, to assist its effective implementation.

Helped by BLF Wales, the Welsh Government has developed a new model for how health authorities should provide sleep services. The BLF Wales team brought sleep experts together to develop the model, and put forward ideas to make sure it meets the needs of patients.

And in Northern Ireland the BLF is represented on the forum that is building and maintaining a respiratory health framework and the working group on COPD and palliative care, ensuring the patient voice is heard here too.

# We're helping to campaign for change



**When the BLF delivered its petition to stop smoking in cars with kids to 10 Downing Street, Sharon Gould and her son Ben, 10, were there every step of the way. They spoke passionately to the media and politicians about why this campaign is so important to them.**

*Sharon says:* "Ben was two and a half when our GP diagnosed him with asthma. He's had some severe attacks since, including one when he was six and we had to take him to accident and emergency. That was terrifying. But Ben manages his condition well now.

"As a mother, you don't want to think you've harmed your child. But in my heart of hearts, I believe my smoking around Ben has played a part in his asthma. I managed to give up when I was pregnant with Ben, but started again after he was born, when my mother had cancer. I quit for good four years ago.

"I sometimes used to smoke in the car with Ben, with the window down. I didn't realise that even with taking this precaution there was a serious danger to Ben's health. I wish I could turn the clock back, but I can't. Instead, I'm trying to make sure other children don't suffer like Ben by supporting the BLF's campaign to stop smoking in cars where children are present.

"It is vital that all parents understand the dangerous effects of passive smoke on developing lungs – and that the Government acts to protect children."

*Ben says:* "I've had asthma for as long as I can remember, and I've had some scary attacks. My mum used to smoke in the car with me, and I didn't like it. I am supporting the BLF's campaign because I think smoking in cars with kids should be stopped."

# Goal Four: Investing in research

New treatments for lung conditions save and prolong lives. Research is the very best way to fight lung disease.

That's why we've invested more than £20 million in understanding, treating and preventing lung disease since we were founded.

This year we've invested £1.78 million in several pioneering research projects with the potential to save millions of lives. This included £500,000 for research into COPD and lung cancer.

## Investing millions to fight asbestos-related disease

It may be decades since asbestos was banned, but the diseases it causes still claim thousands of lives each year. And treatment is all too often ineffective and limited.

That's why in 2010/11 we launched a three-year, £3 million initiative to support research and awareness-raising around asbestos-related diseases. In 2010/11 we awarded the first £850,000 of funding to a host of exciting research projects, and held a workshop to encourage scientists to get involved in research into asbestos-related disease.

Also this year, the Mick Knighton Mesothelioma Research Fund, which helps to fund vital work in association with the BLF, reached a major landmark. In just nine years it has raised a staggering £1 million; all money that goes towards fighting the devastating asbestos-related chest cancer mesothelioma.

## Sharing our research

Scientists thrive on sharing information and knowledge to improve their work. We're sharing the research we fund with the world.

Our Changing Lives report describes the outcomes of the work we fund, and the studies we're funding in the future.

Scientists also came together to hear about inspiring research at our anniversary research lectures and dinner in December 2010.

## Funding junior researchers

Travelling to conferences to learn about cutting edge research can be expensive. Our Travel Fellowship Awards pay for junior respiratory researchers to attend international research conferences and present their work. We awarded 26 fellowship awards this year.

**"My grant has been of huge importance, allowing me to present my data on an international stage."**

DR EMMET MCGRATH  
BLF TRAVEL FELLOWSHIP AWARD WINNER

BLF Vice-Chair Professor  
Stephen Spiro



**Dr Koralia Paschalaki is a chest physician and researcher at Imperial College London's National Heart and Lung Institute. The funding she received from the BLF enabled her to share her work and findings at a leading global respiratory conference, feedback from which could help to improve the potential treatments developed by her research.**

“Getting a better understanding of the causes of lung disease, which could help us develop new treatments, has excited me since the start of my career. So I decided to study the molecular mechanisms involved in the development of lung disease.

“For my research, I investigated possible abnormalities in the endothelial cells – which line blood vessels and are crucial in keeping them healthy – in smokers and people with COPD. Smokers with COPD are more likely to develop cardiovascular disease than smokers with normal lung function, and my findings indicated a molecular link between COPD and cardiovascular disease, a leading cause of death in COPD patients. Such information will help us develop new treatments, and ultimately help people with lung disease.

“My grant from the BLF enabled me to travel to the European Respiratory Society (ERS) congress to present my research findings. It's the leading meeting point for the world's respiratory experts, and going there enabled me to present, discuss and obtain feedback on my study from world-renowned scientists and experts in respiratory medicine.

“Research awards from organisations like the BLF also give us recognition – an additional motivation to continue.”



**I'm helping**  
to pioneer  
new treatments

### Grants awarded

BLF research grants are applied for in open competition, with respiratory researchers submitting bids from all over the UK. Successful applications are selected by our Scientific Committee, which consists of expert respiratory researchers and non-scientific members, who either have a lung condition, or care for someone who does. This allows us to fund work which is both scientifically robust and aims to make a real difference to people who live with a lung disease. Here is a summary of the grants awarded in 2010/11.

### COPD grants

*How does lack of oxygen cause white blood cells to damage lung tissue in COPD?*

Dr Alison Condliffe, University of Cambridge  
Amount: £117,115  
Duration: 36 months

*A study to explore the value of metformin as a potential new treatment for COPD exacerbations*

Professor Emma Baker, University of London  
Amount: £44,287.38  
Duration: 24 months

*Investigating whether proteins usually involved in blood clotting are important in COPD*

Dr John Hurst, University College London  
Amount: £120,000  
Duration: 20 months

### ICAP lung cancer awards

*Investigating a novel drug target in mesothelioma*

Dr Richard Morgan, University of Surrey  
Amount: £30,818  
Duration: 12 months

*Targeting DNA repair deficient lung cancer for effective therapy*

Dr Dean Fennell, University of Belfast  
Amount: £119,953  
Duration: 24 months

*The role of galectin-3 and the local tumour environment in promoting lung cancer cell growth*

Prof Tariq Sethi, King's College London  
Amount: £118,962  
Duration: 24 months

### Jointly funded clinical research training fellowships

*New approaches to tackling mesothelioma*

Joint Medical Research Council/Mick Knighton Mesothelioma Research Fund/BLF Clinical Research Training Fellowship, Dr Melissa Phillips, Barts and the London School of Medicine and Dentistry  
Amount: £235,752 total. This comprised £100,000 contribution from the Mick Knighton Mesothelioma Research Fund/BLF and £135,752 funded directly by the MRC  
Duration: 36 months

*Stem cell therapy for mesothelioma*

Joint Medical Research Council/Mick Knighton Mesothelioma Research Fund/BLF Clinical Research Training Fellowship, Dr Elizabeth Sage, University College London  
Amount: £247,624. This comprised £50,000 from the Mick Knighton Mesothelioma Research Fund/BLF and £197,624 funded directly by the MRC  
Duration: 36 months

### Asbestos-related disease awards

*Is it feasible to use a combined package of different treatments to relieve pain in mesothelioma patients from an early stage of disease?*

Mr John Edwards, University of Sheffield  
Title: Feasibility study of early initiation of multimodal pain management in mesothelioma patients  
Amount: £24,106  
Duration: 18 months

*GADD34: a potential drug target in malignant mesothelioma*

Dr Brian Huntly, University of Cambridge  
Amount: £93,156  
Duration: 36 months

*Current asbestos exposures and resulting mesothelioma risks in the UK population*

Professor Julian Peto, London School of Hygiene & Tropical Medicine  
Amount: £199,743  
Duration: 24 months

*Overcoming resistance to drugs used to treat mesothelioma; development of a novel, effective therapeutic strategy*

Dr David Waugh, Queen's University Belfast  
Amount: £188,020  
Duration: 30 months

*Testing the ability of a new drug to increase the effectiveness of radiotherapy in the treatment of malignant mesothelioma*

Professor Anthony Chalmers, University of Glasgow  
Amount: £199,631.00  
Duration: 36 months

*Understanding the genetic causes of mesothelioma*

Dr Peter Campbell, Wellcome Trust Sanger Institute, Cambridge  
Amount: £145,344  
Duration: 24 months

### Red Balloon Award

*Supported discharge for individuals with COPD: is a comprehensive self management manual (SPACE – Self management Programme of Activity, Coping and Education) effective?*

Professor Sally Singh, Coventry University  
Amount: £74,050  
Duration: 21 months

## THANK YOU

**In 2010/11 we helped improve the lives of people affected by lung disease, through support, awareness-raising, campaigning and research. But we couldn't have done it without the backing of everyone who volunteered, donated, took part in an event or supported us in many other ways during 2010/11. Thank you.**



Breathe Easy – our heartfelt thanks to all chairs, committee members and attendees of our 236 Breathe Easy groups all across the UK. Your tireless enthusiasm and support makes the Breathe Easy network a very special thing indeed

Regional committee chairs and members – thank you for your time and valued expertise, both of which enrich the BLF

Sub-committee members – who give up their time to help guide the BLF in areas ranging from research to communications

Volunteers – a huge debt of gratitude is also owed to the many other people who give up their time to volunteer for the BLF and help raise funds to support our work

User representatives for helping to improve lung health services from the patients' and carers' perspective

BLF nurses

BLF Active instructors

Chris Knighton and the volunteers who achieved a magnificent £1 million fundraising target through the BLF Mick Knighton Mesothelioma Research Fund

The politicians and peers who have supported our campaigns and furthered our cause

The schools and their pupils who worked so hard, across the UK, to raise awareness of the dangers of smoking in cars with kids

All our ambassadors across the UK, and especially Ben Rushgrove, Paralympic medallist, for taking on the BLF Ambassador role and inspiring us with his cheerfulness and energy

The people who have told their story to the media and the public to help raise awareness and support the BLF's work, including Lynda Mitchell, Brian Reynolds, Colin Wighton, Pearl Smith and Sharon and Ben Gould

Lorraine Clifton and Diane Hedges – independent directors for BLF Services

## £1 million

the fundraising target smashed this year by the Mick Knighton Mesothelioma Research Fund

### Expert advisers

Our honorary medical advisers – Christine Fehrenbach, Dr Keith Prowse, Dr John Moore-Gillon, Professor Mark Britton and Professor Warren Lenney

Dr Noemi Eiser for her support and work as Honorary Medical Director, until she retired in March 2011

Other experts who help us review our information, speak to the media on our behalf and advise us on lung health

### Celebrity supporters

Dame Judi Dench CH DBE, Kevin McCloud, Craig Phillips, Tommy Walsh, Duncan Bannatyne, Chris Tarrant, Lemar, Alex Jones, Dr Carol Cooper, Dr Miriam Stoppard, Dr Mark Porter, Clare Balding, Liz Dawn and Gary Rhodes

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