



GLOBAL ALLERGY & AIRWAYS
P A T I E N T P L A T F O R M

COPD Clinical Trials Education

Social Media Toolkit

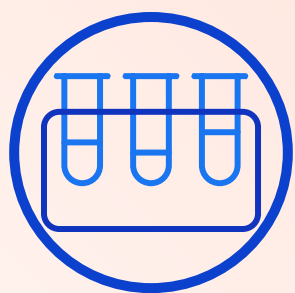


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About GAAPP

Global Allergy & Airways Patient Platform is an umbrella organization founded in 2009 to bring a collective patient voice to the global conversation in allergy, atopic, and airways conditions.

Today, the organization comprises more than 120 patient organizations that work to raise awareness and advocate for global policy to ensure access to care for the more than 800 million patients living with these conditions.



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About the Campaign

Clinical trials are an important part of improving the lives of people with chronic diseases and developing innovative medications and supports. This new resource, “What do clinical trials mean for me?” can help patients, families, and other community members understand the role of clinical trials in COPD. Learn more about the clinical study process, advantages and disadvantages of participation, what to expect when you are a part of research, and more. If you are interested in talking about clinical trials with your doctor or healthcare team, this resource also suggests common questions about research projects and whether they are a good fit for you.

If you are a GAAPP member organization or healthcare provider, we have also included social media assets you can use to promote and disseminate this useful material to your community with the texts that you can easily use by downloading the images and copy-pasting the text into your own social media channels.

These resources are available in English, Spanish, Chinese, French, German, and Portuguese.

More information:

<https://gaapp.org/copd-clinical-trials-education/>



Social Media Toolkit Components

Campaign Hashtag: #COPDClinicalTrials.

To unify the conversation and track engagement.

Visual Assets: A package of 4 ready-to-use images in square and horizontal format, so you can choose whichever works best for your social media channel.

A video Reel for Instagram, TikTok, YouTube Shorts, etc.

Caption Templates: Suggested captions that incorporate key messages, calls to action, and tagging @gaapporg can be found in this document.








Social Media Asset 1

Post	Title	Assets
#1	<p>Why is research important in COPD?</p> <p>Currently, there is no cure for COPD. Without research, there is no progress, and without progress, there is no chance of better treatment and care solutions, and ultimately a potential cure.</p> <p>Treating COPD and making lifestyle changes, can help people to breathe better and live an improved quality of life. Everyone is unique and each person will experience treatment differently. More research, focusing on the needs of people living with COPD and their loved ones, is necessary to find personalized solutions to – slow, stop or even prevent the progression of COPD.</p> <p>Clinical studies can improve people's lives by helping us understand COPD and how to treat it. For many, the chance that research may lead to new COPD treatments that can benefit the COPD community is very important.</p> <p>More info at: https://gaapp.org/copd-clinical-trials-education/ @gaapporg #COPDClinicalTrials</p>	





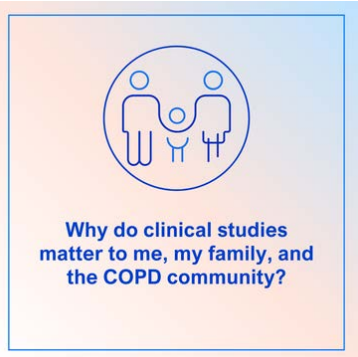


Social Media Asset 2

Post	Title	Assets
#2	<p>What is a clinical study?</p> <p>New medications and therapies are tested through clinical studies (also known as clinical trials or research). These often involve volunteers (i.e. people with and without COPD) who take the new medication, usually compared to either an available treatment, or a treatment that appears real but has no effect, called a placebo or control.</p> <p>Clinical studies are well regulated and monitored to ensure participants' safety and understanding of the goals and design of the study. You have the right to leave the study at any time you wish. Data, or information, are collected from all participants to determine the effectiveness and safety of the medication.</p> <p>More info at: https://gaapp.org/copd-clinical-trials-education/ @gaapporg #COPDClinicalTrials</p>	  





Social Media Asset 3

Post	Title	Assets
#3	<p>Why do clinical studies matter to me, my family, and the COPD community?</p> <p>Clinical studies help researchers and companies create important medicines you might use every day. These studies empower you work to with your healthcare team to make decisions about your COPD and get check-ups and care.</p> <p>More info at: https://gaapp.org/copd-clinical-trials-education/ @gaapporg #COPDClinicalTrials</p>	  





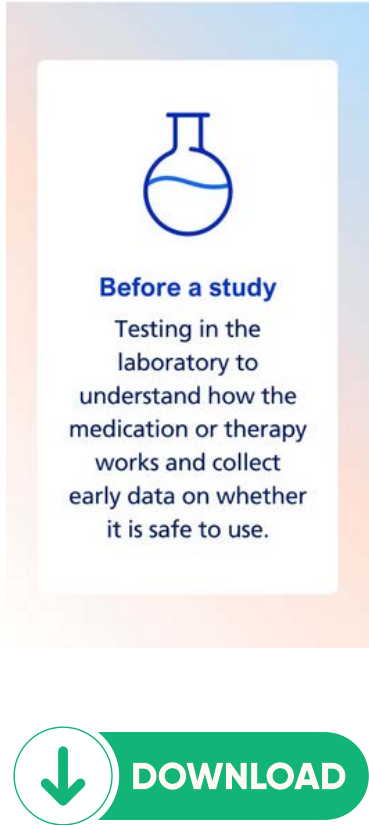
Social Media Asset 4

Post	Title	Assets
#4	<p>What questions should I ask my doctor if I want to participate in a clinical study?</p> <ul style="list-style-type: none">• Are there any clinical studies that I can join?• Where can I find out about clinical studies that are happening now?• What is in it for me and my family?• Will my family and I be reimbursed for study participation-related costs e.g. travel?• How can I learn more about different clinical study participation opportunities?• Who do I reach out to if I have any questions or need advice? <p>More info at: https://gaapp.org/copd-clinical-trials-education/ @gaapporg #COPDClinicalTrials</p>	





Social Media Asset 5 (Reel)

Post	Title	Assets
#5	<p>What questions should I ask my doctor if I want to participate in a clinical study?</p> <ul style="list-style-type: none">• Are there any clinical studies that I can join?• Where can I find out about clinical studies that are happening now?• What is in it for me and my family?• Will my family and I be reimbursed for study participation-related costs e.g. travel?• How can I learn more about different clinical study participation opportunities?• Who do I reach out to if I have any questions or need advice? <p>More info at: https://gaapp.org/copd-clinical-trials-education/ @gaapporg #COPDClinicalTrials</p>	



Related Links

[Campaign page.](#)

[Link to social media assets.](#)

[Learn more about Clinical Trials](#)

More Information

For more information and guidance, contact us
at info@gaapp.org