WORLD BRONCHIECTASIS DAY

JULY 1ST

IMPACT REPORT 2026

Background

Bronchiectasis is a lung disease that affects hundreds of thousands of people and is growing in prevalence. In 2022, the Bronchiectasis and NTM Association established a global coalition of more than 20 international organizations to bring awareness to this disease.

World Bronchiectasis Day is held annually on the first of July. Each year, organizers from around the world coordinate activities to increase awareness of bronchiectasis in hopes of identifying undiagnosed patients living with bronchiectasis. In 2026, the event highlighted a wide range of topics related to bronchiectasis, including signs and symptoms, nutrition, treatment, research, and patient stories.

Global Planning Committee

The global planning committee is comprised of patient advocates, representatives from collaborating patient advocacy organizations, professional societies, and leading experts.

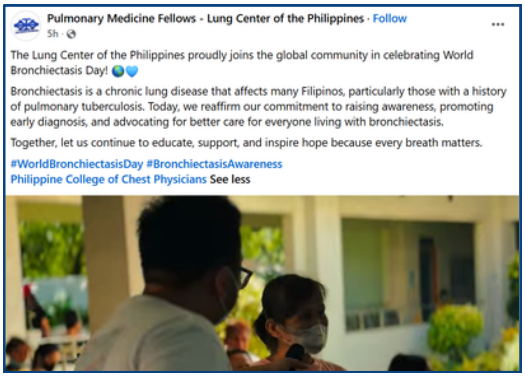
The committee meets regularly throughout the year to discuss ways to educate and engage audiences in raising awareness of bronchiectasis.

Five new global partners joined the planning committee in 2026: Primary Care Respiratory Society, Mexican Society of Pulmonology and Thoracic Surgery, Bronchiectasis eV, Taiwan Society of Pulmonary and Critical Care Medicine, and Mapafu Yetu (Our Lungs Tanzania).

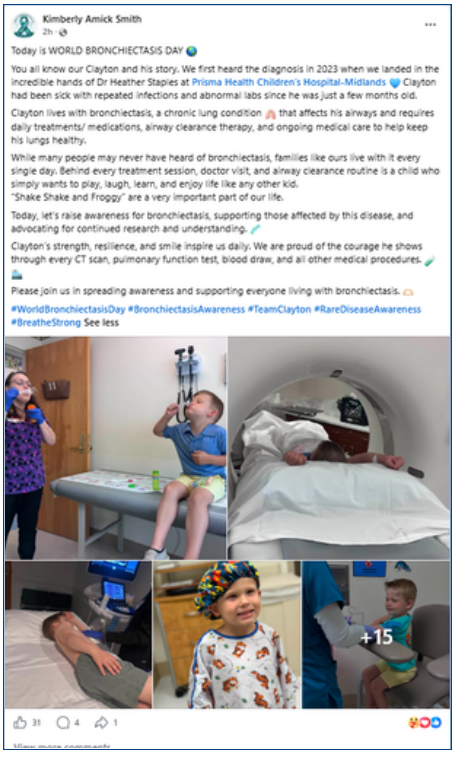
Social Media Engagement

1,029,843
Social Media Impressions*

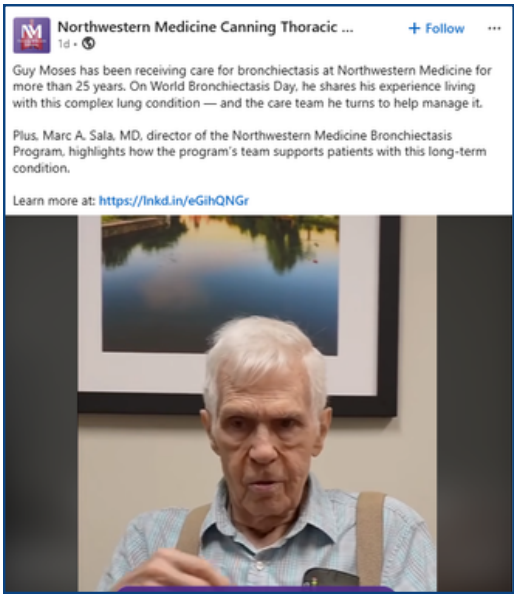












**Reflects data provided by 10 of 31 partners. Actual reach is likely higher, as these figures represent only a portion of the campaign's collective social media impact. The planning team is exploring opportunities to support more comprehensive reporting across partners.*

Social Media Engagement

World Bronchiectasis Day sparked meaningful engagement across social media with people sharing their experiences, appreciation, and support.

The comments below offer a glimpse into the personal impact of the campaign and the sense of connection it helped create within the global bronchiectasis community.



Learned a lot today. Good to know not alone.

Learning more about BE is always on the agenda. Thank you.

I've really loved all the short videos that have been provided in the campaign leading up to World Bronchiectasis Day. Great way to stay updated and informed!

Having struggled with my lungs for over 50 years and suffering MAC in my early 30s and now pseudomas I am seriously grateful for the support on line because I had very little support for a very long time.

I'm showing this to everyone who tells me I shouldn't be running 5km three times a week and doing strength training twice a week "because you have got bad lungs."

Thanks for sharing. Every voice matters.

BE The Light Campaign

In honor of World Bronchiectasis Day, 67 landmarks across the United States, England, Northern Ireland, Scotland, Australia, and New Zealand illuminated blue to raise awareness of bronchiectasis in the first “BE the Light” campaign.

67 sites

Major landmarks included Niagara Falls, EverBank Stadium, U.S. Bank Stadium, Skydance Bridge, Camden Yards, and Tower 42.











Events, Webinars & Videos

Events included:

- **Highlights from the American Thoracic Society's Conference** hosted by NTM Info & Research and Running on Air
- **Nutrition and Bronchiectasis** hosted by the Bronchiectasis and NTM Association
- **World Bronchiectasis Day Question Time** hosted by European Lung Foundation & EMBARC
- **Bronchiectasis Management: From Guidelines to Patient Care** hosted by the Bronchiectasis and NTM Association
- **World Bronchiectasis Day "Marathon"** hosted by Global Allergy & Airways Patient Platform
- **From Flare-Ups to Daily Life: Bronchiectasis Symptom Management** hosted by the University of Alabama Birmingham and the Bronchiectasis and NTM Association
- **Highlights from the 2026 World Bronchiectasis Conference** hosted by NTM Info & Research and Running on Air
- **Diversity of Bronchiectasis: What are the Differences Based on the Cause?** hosted by NTM Info & Research and Running on Air

5,235 views





- **Patient Education Series** hosted by NTM-JRC
- Bronchiectasis: Suspect, Confirm, and Treat hosted by the Mexican Society of Pulmonology and Thoracic Surgery

Events, Webinars & Videos

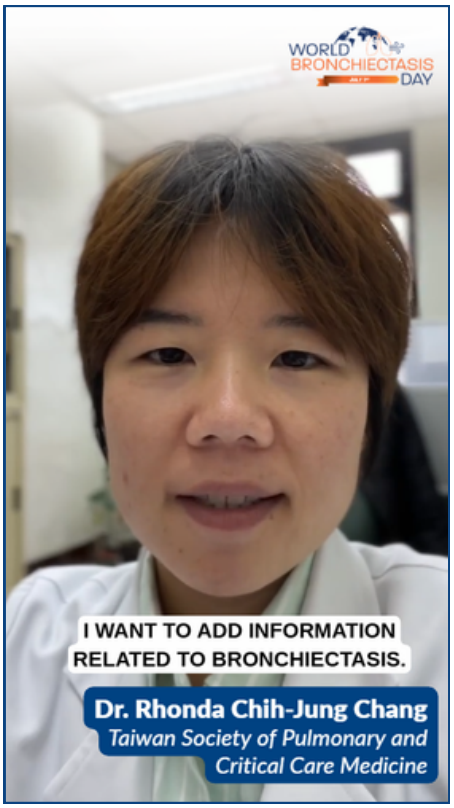
Community Stories & Short-Form Videos

New this year, the Global Planning Committee and the Bronchiectasis and NTM Care Center Network collaborated to create 21 short-form, microlearning videos for sharing on social media and YouTube.

2,490+ views

Additionally, 11 people living with bronchiectasis shared their "Stories from the Bronchiectasis and NTM Community." Clips of these stories were used on social media, linking to a full playlist on YouTube.





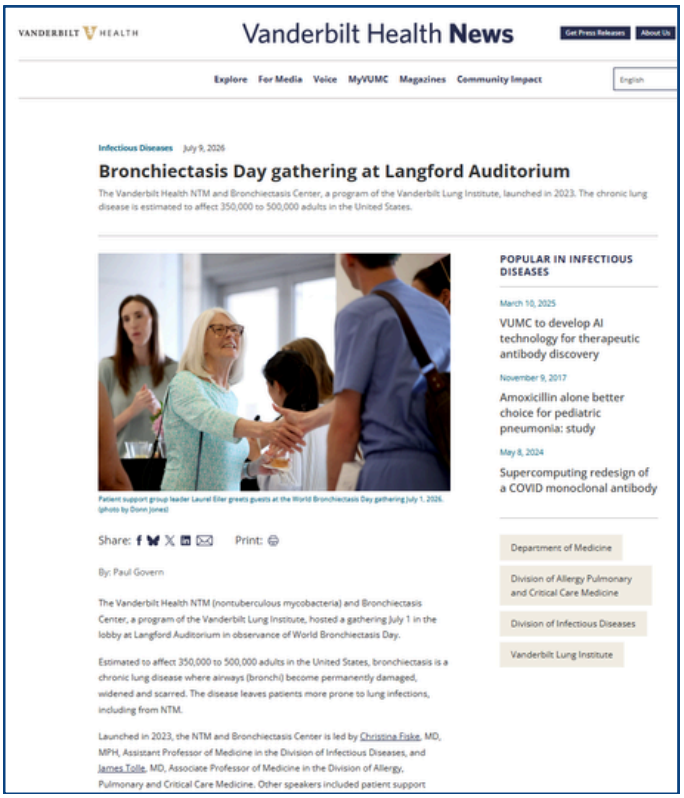


Press/Media

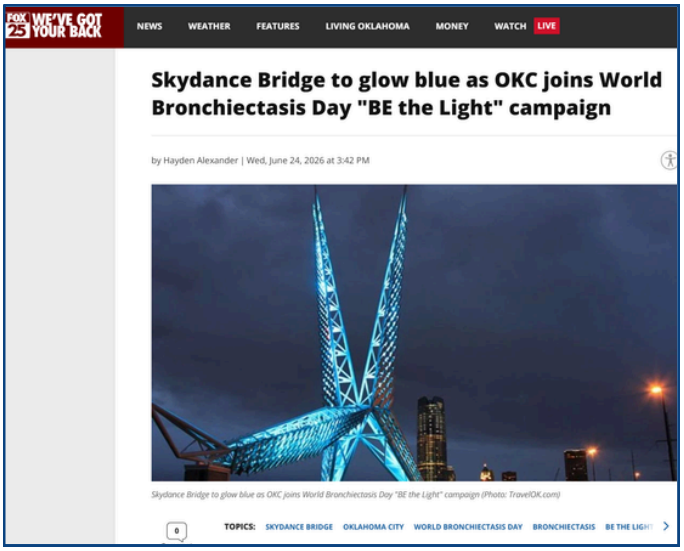
100.22

Million Media Reach









WorldBronchiectasisDay.org Website

WorldBronchiectasisDay.org offers comprehensive information about the campaign, including educational resources, World Bronchiectasis Day-branded merchandise, an online community, media resources, information about how to get involved, and a dedicated section to showcase our partners and sponsors.

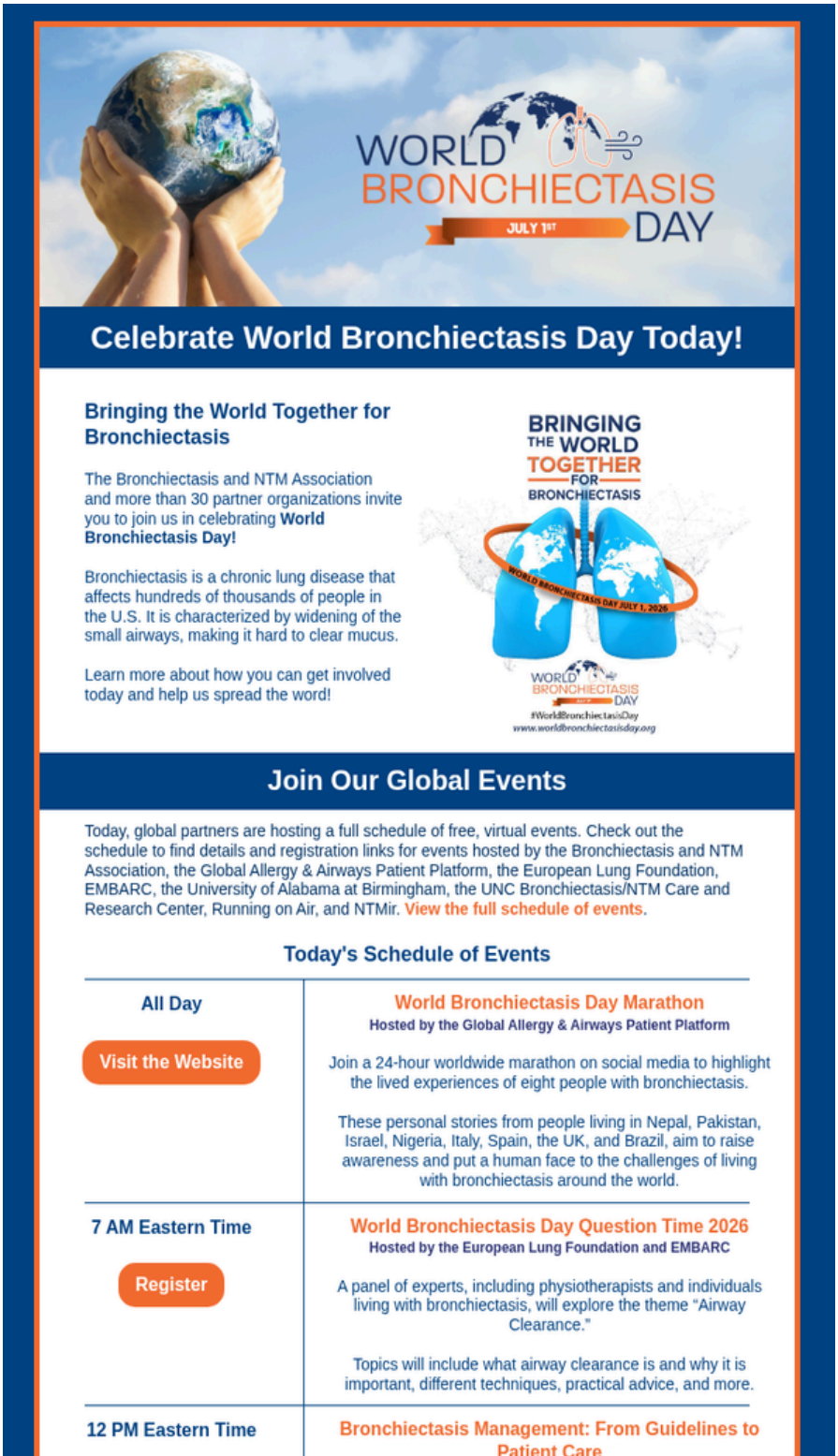
3,900+

website views

May 18 - July 15, 2026



World Bronchiectasis Day Email



WORLD BRONCHIECTASIS DAY
JULY 1ST

Celebrate World Bronchiectasis Day Today!

Bringing the World Together for Bronchiectasis

The Bronchiectasis and NTM Association and more than 30 partner organizations invite you to join us in celebrating **World Bronchiectasis Day!**

Bronchiectasis is a chronic lung disease that affects hundreds of thousands of people in the U.S. It is characterized by widening of the small airways, making it hard to clear mucus.

Learn more about how you can get involved today and help us spread the word!

BRINGING THE WORLD TOGETHER FOR BRONCHIECTASIS
WORLD BRONCHIECTASIS DAY JULY 1, 2026
WORLD BRONCHIECTASIS DAY
#WorldBronchiectasisDay
www.worldbronchiectasisday.org

Join Our Global Events

Today, global partners are hosting a full schedule of free, virtual events. Check out the schedule to find details and registration links for events hosted by the Bronchiectasis and NTM Association, the Global Allergy & Airways Patient Platform, the European Lung Foundation, EMBARC, the University of Alabama at Birmingham, the UNC Bronchiectasis/NTM Care and Research Center, Running on Air, and NTMir. View the full schedule of events.

Today's Schedule of Events

All Day Visit the Website	World Bronchiectasis Day Marathon Hosted by the Global Allergy & Airways Patient Platform Join a 24-hour worldwide marathon on social media to highlight the lived experiences of eight people with bronchiectasis. These personal stories from people living in Nepal, Pakistan, Israel, Nigeria, Italy, Spain, the UK, and Brazil, aim to raise awareness and put a human face to the challenges of living with bronchiectasis around the world.
7 AM Eastern Time Register	World Bronchiectasis Day Question Time 2026 Hosted by the European Lung Foundation and EMBARC A panel of experts, including physiotherapists and individuals living with bronchiectasis, will explore the theme "Airway Clearance." Topics will include what airway clearance is and why it is important, different techniques, practical advice, and more.
12 PM Eastern Time	Bronchiectasis Management: From Guidelines to Patient Care

A day-of email blast was sent to our community on World Bronchiectasis Day. **Reaching 55,040 people,** this email served as an event reminder, highlighting key campaign features and recognizing our partners and sponsors.

Global partners also included the campaign in newsletters promoting events and resources, **reaching 244,210 people.**

299,250
email
recipients

Awareness Toolkit & Educational Materials

Awareness Toolkit

A public-facing Awareness Toolkit was once again distributed to people who expressed interest in raising awareness of World Bronchiectasis Day. The toolkit included easily sharable social media content and images, information on upcoming events, and links to educational materials.



Educational Materials

In addition, we expanded the languages offered for educational materials. Simplified Chinese translations of the All About Bronchiectasis booklet, the Bronchiectasis Action Plan, and the Medication and Immunizations Wallet Card were added.

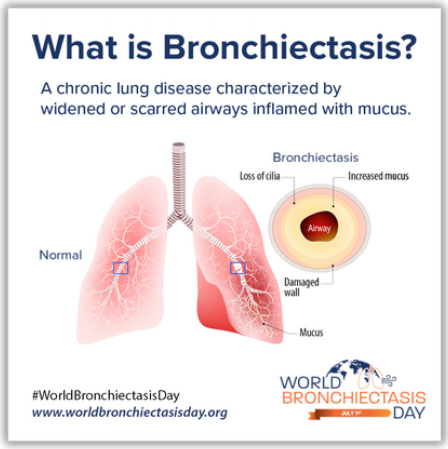


Mapafu Yetu (Our Lungs Tanzania) translated, printed and distributed educational posters to 10 health facilities across the Arusha, Kilimanjaro, and Manyara regions in Northern Tanzania.

Partner Toolkit

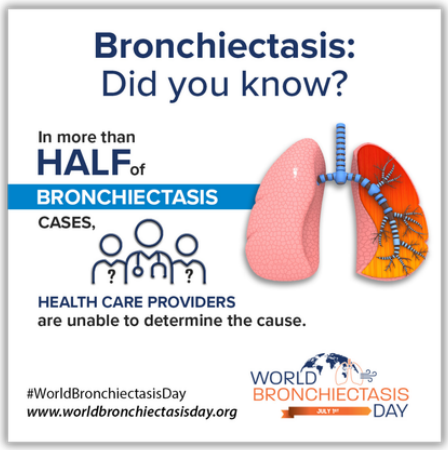
Partners were provided with a full marketing toolkit, including static social media posts and graphics, short-form video content and reels, and resources to share throughout the campaign. The toolkit was provided in English, Spanish, and French.

















Global Partners

Since 2022, World Bronchiectasis Day has continually expanded its reach. In 2026, a record 31 partners participated in the campaign.

With more global partners participating in raising awareness and planning activities, the campaign is raising global awareness, sharing knowledge, and discussing ways to reduce the burden of bronchiectasis for patients and their families worldwide.

Geographic Locations of 2026's Global Partners



WORLD BRONCHIECTASIS DAY
JULY 1ST

Global Partners

Bronchiectasis & NTM Association
ATS American Thoracic Society
EMBARC
NTMir Info & Research
COPD Foundation
Alpha-1 Foundation
American Lung Association.
Lovexair Foundation
The Japanese Respiratory Society 1961
GTS Chinese Thoracic Society
Global Allergy & Airways Patient Platform
Indian Chest Society
CHEST American College of Chest Physicians
American Association for Respiratory Care
South African Thoracic Society
The Union
RunningOnAir We run hard so others can breathe easy
Cystic Fibrosis Foundation
PCD Foundation
Pakistan Chest Society
NTM-JRC
Société Canadienne de Thoracologie
Canadian Thoracic Society
Nanyang Technological University Singapore
Lee Kong Chian School of Medicine
TARRPH Centre for Respiratory Research Excellence
Lung Foundation Australia
ELF European Lung Foundation
PCRS
Sociedad Mexicana de Neumología y Cirugía de Tórax
Bronchiektasen e.V. Gemeinsam besser verstehen
TSPCCM
Mapafu Yetu Our Lungs Tanzania

Supporters

We are grateful to the following supporters of World Bronchiectasis Day.

Platinum

insmed®

Boehringer Ingelheim

Bronze

Baxter

smartvest AIRWAY CLEARANCE SYSTEM

monaghan

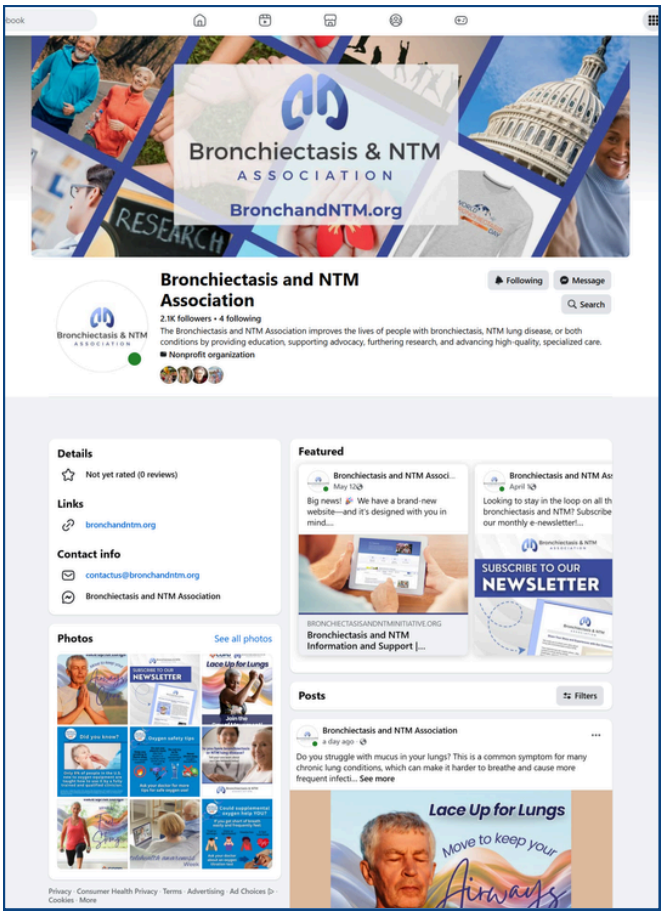
abm RESPIRATORY CARE

AFFLOVEST®

Association Audience Growth

World Bronchiectasis Day has been a significant driver of growth for the Association's social media presence, helping expand its following while increasing content views and interactions.

This growth strengthens the Association's ability to reach new audiences, build awareness of bronchiectasis and NTM, connect people with trusted resources, and grow an engaged community year-round.



Facebook Metrics

May 15-July 15, 2026

Views — 461,162
(+664.4%)*

Link Clicks — 8,600
(+856.1%)*

Unique Viewers — 229,100
(+725.5%)*

Page Visits — 13,200
(+838.1%)*

Interactions — 6,900
(+1,300%)*

**Percent increase over previous 60 days*

Care Center Network Activities

As part of the World Bronchiectasis Day 2026 campaign, the Association engaged with Bronchiectasis and NTM Care Center Network sites to encourage participation through events, support group dedications, and other educational initiatives to help raise awareness. Eight centers held activities in honor of World Bronchiectasis Day, and 8 physicians recorded microlearning reels.









Previous Campaigns

Since 2022, World Bronchiectasis Day has continually expanded its reach with more global partners participating in raising awareness and planning activities.

2022

- 17 partners
- 150 mentions
- Reached nearly 800,000 people
- 2,000+ video views
- 1,000+ hashtag uses

2023

- 19 partners
- 693 mentions
- Reached 2.2 million people
- 3,200+ video views
- 500+ hashtag uses*

2024

- 21 partners
- 754 mentions
- Reached 10.7 million people
- 5,500+ video views
- 750+ hashtag uses*

2025**

- 26 partners
- Reached 224.14 million people
- 3,600+ video views

2026**

- 31 partners
- Reached 101.25 million people
- 7,725 event and video views

**Facebook hashtag data not available due to privacy restrictions.*
***Hashtag tracking and mentions no longer monitored due to incomplete data.*



Acknowledgements

International planning committee
co-chaired by Tim Aksamit, M.D., Medical Director of the Bronchiectasis and NTM Association, and Professor James Chalmers, MBChB, Ph.D., EMBARC Chair and Rhodes Chair of Experimental Therapeutics and Clinical Pharmacology at the University of Oxford.

Bronchiectasis and NTM Association
866-731-2673
bronchandntm.org