Bronchiectasis & NTM
ASSOCIATION

WORLD BRONCHIECTASIS DAY (WBD) PROPOSAL

2027



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Introduction

Bronchiectasis is a chronic lung condition characterized by persistent wet/productive cough, frequent lung infections and inflammation, and abnormal bronchial dilation. Often underdiagnosed despite increasing global prevalence, bronchiectasis impacts countless lives worldwide.[1,2]



Driven by a shared mission to improve the lives of those affected by bronchiectasis, the Bronchiectasis and NTM Association proudly partners with 25 global patient advocacy organizations, professional societies, and key opinion leaders from around the world for World Bronchiectasis Day.

Observed annually on July 1, World Bronchiectasis Day is a global movement, uniting individuals worldwide to raise awareness and understanding of bronchiectasis. Since its inception in 2022, this event has experienced exponential growth year after year, further demonstrating the need to support those affected by this often-overlooked chronic lung disease.

Building on a Growing Global Movement

Since the inaugural World Bronchiectasis Day in 2022, the campaign has experienced significant growth in reach, participation, educational initiatives, global events, partnerships, and resources.

The inaugural campaign reached nearly 800,000 individuals through a comprehensive digital, social, and marketing strategy. The campaign engaged 790,000 people through multi-channel communications, generated more than 1,000 uses of the #WorldBronchiectasisDay hashtag, received 150 media mentions, and featured individuals living with bronchiectasis through videos and live events. A six-week educational campaign, the #LaceUpforLungs social media challenge, and World Bronchiectasis Day t-shirts further increased visibility across social platforms.

2023 the campaign expanded to include additional educational initiatives and resources, an increased social media presence, a larger Global Planning Committee, additional global partners and experts, five global events, an extensive promotional campaign, and additional translated educational materials. The campaign accumulated 2.26 million media mentions.

2024 the campaign focused on research and inspiring widespread participation. Seven global events brought together leading physicians and individuals living with the condition, while additional educational materials and translations were created to inform the patient community about research. The combined traditional and social media reach was 10.7 million.

2025 the campaign emphasized empowerment by providing information and resources on self-management, physical activity, nutrition, mental health, and research. Five new partners joined the campaign, which supported seven educational events and reached 223.83 million people through media coverage. The campaign also generated 8,900 WorldBronchiectasisDay.org website views and reached 602,270 people through events, social media, and email communications.

Education, Resources, and Global Engagement

In 2026, the campaign continued its rapid growth, welcoming five new global partners to reach a record total of 31 participating organizations and expanding the campaign's reach into South America and Mexico. The campaign featured 18 activities, including 10 global educational webinars and eight Care Center Network community outreach initiatives.

New for 2026 was the "Be the Light" illumination campaign. Sixty-seven high-profile landmarks, government buildings, and stadiums in the U.S., Australia, New Zealand, England, Scotland, and Northern Ireland illuminated blue in honor of World Bronchiectasis Day.

Activities included local vendor market booths, community celebrations, podcast outreach, public patient education programs, webinars, and question-and-answer sessions. To further improve access to reliable information, the All About Bronchiectasis book, the Bronchiectasis Action Plan, and the Bronchiectasis and NTM Wallet Card, were translated into Simplified Chinese.

Overall, the campaign reached 102.29 million people through earned media coverage and 1,338,056 people through website visits, social media, events, and e-newsletters.

Support Levels and Benefits

The COPD Foundation is seeking funding from multiple supporters for this essential project. The COPD Foundation is grateful for all levels of support.

Benefits	Platinum	Gold	Silver	Bronze
	$50,000	$35,000	$20,000	$10,000
Most Prominent Recognition and company logo on the World Bronchiectasis Day webpage, with backlink to supporter homepage	✓	-	-	-
Prominent Recognition and company logo on the World Bronchiectasis Day webpage, with backlink to supporter homepage	-	✓	-	-
Recognition and company logo on the World Bronchiectasis Day webpage, with backlink to supporter homepage	-	-	✓	✓
Permission to announce support of World Bronchiectasis Day and incorporate the World Bronchiectasis Day logo into company awareness campaign materials, website, and social media	✓	✓	✓	✓
Listing of supporter's World Bronchiectasis Day plans/events (unbranded) on the World Bronchiectasis Day webpage	✓	✓	✓	✓
Company logo included in dedicated World Bronchiectasis Day email to the Bronchiectasis & NTM Association community	✓	✓	✓	-
Recognition as supporter of a virtual educational event, such as a webinar, on World Bronchiectasis Day	✓	-	-	-
Recognition as supporter of a bronchiectasis blog series highlighting patient stories and providing education for better living	-	✓	-	-

Contact Details

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References

1. *Weycker D, Hansen GL, Seifer FD. Prevalence and incidence of noncystic fibrosis bronchiectasis among US adults in 2013. Chronic Respiratory Disease. November 2017:377-384. doi:10.1177/1479972317709649.*
2. *McShane, PJ and Tino, G. Bronchiectasis. Chest. 2019 Apr;155(4):825-833. doi:10.1016/j.chest.2018.10.027.*