



FIGHTING FOR BREATH

Our strategy at a glance

Our **world-leading research** has changed millions of lives. Our **services** support thousands of people across the country and our campaigners have helped secure lasting change. **But the work is far from done.**

Lung health is everybody's problem yet millions of people with lung conditions still aren't getting the help they need or deserve.

Every
10 SECONDS
someone has an
asthma attack

Every
5 MINUTES
someone dies from
a lung condition

1 IN 5 PEOPLE
people in the UK will
experience a lung
condition

Poor lung health is the
3RD BIGGEST
KILLER
in the UK

Our vision is for a world where everyone has healthy lungs. We'll do this by:

Shining a light on the need for better lung health, and tackling negative attitudes that hold back progress.

Tripling investment in **life-saving research**, through public funding + our pioneering work.

Fighting for clean air for all, wherever you live or are born in the UK.

Ensuring everyone who **needs a diagnosis** gets one, as quickly as possible

Providing vital **treatment + support** whenever people need it most.

Bringing together everyone affected by a lung condition to **make our voices heard.**

We're ready for the challenge, but we need your help.

Together, we'll fight for everyone's right to breathe.