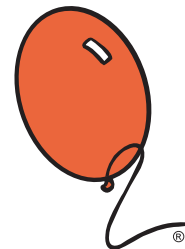


**British Lung
Foundation**

Action Mesothelioma Day 2010 Campaign Guide

Introduction



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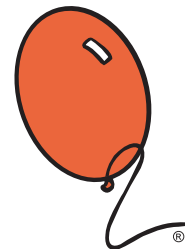
Dear campaigner,

With Action Mesothelioma Day fast approaching I'm sure many of you will be busy planning events to raise awareness of the asbestos-related chest cancer. To help you get your fundraising caps on I have compiled your support pack to help you shout from the roof tops about your campaign messages.

The pack has been designed to support you and I hope you find the following materials easy to use:

- Overview of the campaign
- Handy tips for campaigning
- A fundraising guide for organising your event
- A template press release to publicise your event
- A template letter to invite local politicians to your event

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So, to get started, what is Action Mesothelioma Day 2010 all about?

Be Asbestos Aware

The theme of this year's campaign is 'Be Asbestos Aware'. You're probably familiar with the theme as it has been used in previous Action Mesothelioma campaigns and been extremely successful. Every year for the national campaign we tend to have a focus for the key messages and this year we will be targeting homeowners who do DIY in their own home but may not realise the dangers of asbestos if their property was built pre 1980s.

However, for your localised campaigning work the main objective will be to simply raise awareness of the dangers of asbestos in general – remember keep it short, sharp, simple and to the point!

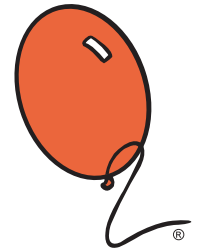
Celebrity support

We are delighted to announce that a famous face will be helping us to spread the word about mesothelioma. Craig Phillips, most famously known for winning Celebrity Big Brother 1 and more recently for his handyman role in the popular home show, 60 Minute Makeover. Sadly, not only does Craig fit the bill with the DIY theme for this year's campaign, he also has a personal connection as his uncle has an asbestos-related lung disease. Craig will act as our celebrity ambassador and will provide top tips on asbestos and how to keep safe.

What type of event should I organise?

This year Action Mesothelioma Day is taking place on July 2nd. In previous years the campaign launched in February, however it was decided to change the date as February can still be extremely cold and it would be easier for people with the lung disease in the summer months. If you are planning a fundraising event please ensure that it is held either on the 2nd July or as near as possible. Please find enclosed a guide to fundraising that will give you helpful advice about how to organise your events.

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Events you might like to organise could include:

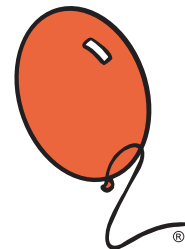
- An awareness stand and/or lung function testing at a local community centre, super-market or shopping mall
- Fundraising events within your group – this could be as big or small or creative as you like from a simple raffle or a sponsored walk
- Inviting your local politician or councilor to a group meeting to discuss the campaign and the issues which are affecting you locally. If you are in England you will need to approach your local politician/councilor directly after the election.

If you are planning an event, particularly if you're offering awareness stands, please let us know as we can provide you with leaflets and also help promote your events on our website and through media interviews.

Campaigning messages for Be Asbestos Aware

- Do not dismiss asbestos as a problem of the past. Even now, people could still be putting themselves at risk of developing a cruel cancer or other lung disease.
- Be Asbestos Aware, even if you think you know about asbestos, make sure you are aware of all the latest advice by going to the British Lung Foundation's website www.lunguk.org or their helpline **08458 50 50 20**

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Top tips for campaigning during Action Mesothelioma Day 2010

To give you a head start, here are a few handy tips for publicising your events and raising awareness of Action Mesothelioma Day in your local area. We're really grateful for the support you provide and want to help you gain as much coverage and acknowledgement for your hard work as possible.

Spread the word!

Make sure you send out a press release about your event to let everyone know what you're doing in your area and raise the profile of Action Mesothelioma Day. Enclosed you will find a template press release for you to send out before Action Mesothelioma Day to publicise your event. If you would like to receive a media contact list for your area, then please contact the Communications team at Head Office and we will be happy to help.

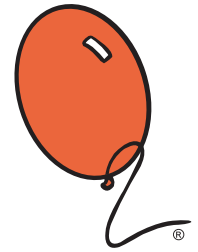
Advertise your event on our website

In addition to sending out the press release, please tell the BLF Communications team what you are planning and a member of the team will be more than happy to post it on the website.

Email or write to your MP/MSP/Councillor

Using the enclosed template letter, invite your local politician to your Action Mesothelioma Day event. This template letter will also include the key messages for Action Mesothelioma Day, which you should use to inform your local politician of the aims and importance of the campaign. If you are not sure who your local politician is please contact the Public Affairs team by calling **020 7688 5563** or emailing campaigning@blf-uk.org

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Email or write to your local politician to ask them to attend your Action Mesothelioma Day event. However with the election taking place on 6th May this year do keep in mind that your current politician may not be re-elected so you may need to approach your new MP once they are elected. To do this you can use the enclosed template letter as a guide and don't hesitate to phone the Communications Team if you have problems finding their names and addresses.

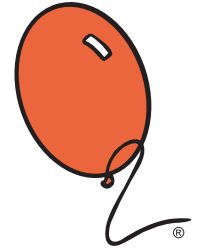
In terms of a Parliamentary event, it's going to be difficult this year due to the elections, however nationally we are going to organise Early Day Motions and Parliamentary Questions focused on AMD 2010 issues, timed to coincide with the AMD 2010 campaign in all UK Parliaments.

If you are especially keen to get your local politician along to your event then it is best to organise it for the actual Action Mesothelioma Day on Friday 2nd July, as this is often the most suitable day for politicians as they tend to be in Parliament from Monday to Thursday.

Other ways to get involved

Here at the BLF we are always grateful for your help and another way you can help spread the word is by becoming a BLF case study. It's always good to get a real angle of a story and someone's personal experience sends out a much stronger message. If you would be interested in becoming a case study and speaking to journalists about how you have been affected by mesothelioma, please contact the Communications team.

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Further information

If you have any questions regarding Action Mesothelioma Day then please do not hesitate to contact your local Development Officer or the Communications Team in Head Office on **0207688 5565** or email hayley.richardson@blf-uk.org - we are more than happy to help. I would like to take this opportunity to wish you a successful Action Mesothelioma Day.

With best wishes,

Hayley Richardson, Press and Campaigns Officer

Action Mesothelioma Day 2010 is supported by

Fentons Solicitors LLP

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Press Release Template



[location] Breathe Easy Group airs asbestos concerns

Lung disease will be brought to the forefront of the health agenda on Friday 2nd July, as Breathe Easy [location], a British Lung Foundation support group raise awareness of Mesothelioma - an asbestos related cancer.

To support the launch, members of the [location] Breathe Easy Group will be campaigning for better care and support for those who have been diagnosed with mesothelioma by holding a [event] on [date] at [time] in [location].

Mesothelioma is a terminal chest cancer which develops between 15 and 60 years after exposure to asbestos. The disease kills one person every five hours in the UK, yet only six per cent of people know what the disease is. The rising number of deaths from the condition is linked to the use of asbestos up until the mid 1980s.

The launch will also address the belief that asbestos is a thing of the past as many people are not aware that they could still be at risk today. The British Lung Foundation's national campaign will focus heavily on the risks to homeowners who do DIY in their properties, which were built between the 1950s and mid 1980s, and may contain asbestos. Astonishingly, asbestos was even being used in some cement products up until 1999.

[Name of Spokesperson], of [location]] Breathe Easy Group says: "Mesothelioma is such a cruel disease and people who are diagnosed often came into contact with asbestos many years ago and didn't realise it posed a threat – the lag time between exposure and diagnosis can be between 15 and 60 years. We want to support the British Lung Foundation's national campaign to raise awareness of mesothelioma so that those most at risk can protect themselves from exposure to asbestos and its tragic consequences."

For more information about [location] Breathe Easy Group please contact [name] on [telephone number] or [email]

-Ends-

Press Release Template



Notes to Editors

1. The campaign centres around Action Mesothelioma Day which is on the 2nd July each year
2. The British Lung Foundation is the only UK charity working for everyone affected by lung disease. The charity focuses its resources on providing support for people affected by lung disease today; and works in a variety of ways (including funding world-class research) to bring about positive change, to improve treatment, care and support for people affected by lung disease in the future.
3. It provides information via the website www.lunguk.org and telephone helpline 08458 50 50 20
4. Someone dies every five hours from mesothelioma in the UK
5. Experts predict that we will face a mesothelioma epidemic between 2011 and 2015 as the death toll rises over the next decade
6. 30,000 people are thought to have died of mesothelioma already; a further 90,000 are expected to die of the disease by 2050
7. There are 33 % more deaths from mesothelioma than from cervical cancer

Template Letter to local MP



[Date]

[Name] MP
House of Commons
London,
SW1A 0AA

Invitation to visit Breathe Easy support group to mark Action Mesothelioma Day 2010

Dear [Name]

I am writing to you as one of your constituents and a member of Breathe Easy [location] - a support group for people living with lung disease. Breathe Easy is the British Lung Foundation's support network, which provides information, support and friendship to anyone affected by lung disease.

To mark Action Mesothelioma Day, the British Lung Foundation is launching the Be Asbestos Aware campaign on the 2nd July. Mesothelioma is a malignant cancer which develops between 15 and 60 years exposure to asbestos. It kills one person every five hours in the UK, yet only six per cent of people are aware of the disease.

To inform members of the local community about Mesothelioma, Breathe Easy [location] will be holding an [enter event as applicable] in your constituency at [venue] from [start time] to [end time] and we would be delighted if you could join us during the day.

We would welcome the opportunity to meet with you to discuss the campaign and raise awareness of the disease. We will be inviting local media to attend and there will also be an opportunity for you to give a short speech if you would like to do so. Please do not hesitate to contact me if you would like any additional information about Breathe Easy or the British Lung Foundation.

I look forward to hearing from you at your earliest convenience.

Yours sincerely

[Name]
[Breathe Easy group]

[Telephone number]