

NOVEMBER 18, 2026 · [WORLD COPDDAY.ORG](https://worldcopdday.org)



World COPD Day.org

Campaign Toolkit

For partners, clinics, pharmacies, advocates and anyone who wants to help. The messages, materials and how-tos to take part on November 18.

AN OBSERVANCE LED BY GOLD



GLOBAL INITIATIVE
FOR CHRONIC OBSTRUCTIVE
LUNG DISEASE

PROMOTED BY



AHIS
alliance for health
implementation science

2026 edition

One day. Five communities.

Breathe easier, sooner.

COPD is common, often missed and treatable. Many people live with it for years before anyone names it. World COPD Day makes sure people know the signs, ask for a breathing test, and, if they have COPD, test once for Alpha-1.

NOV

18

Wednesday, 2026
COPD Awareness
Month

THE 2026 THEME · FROM GOLD

**“Early Diagnosis &
Management for a
Better Life.”**

GOLD’s theme, credited to GOLD wherever it appears.



THE GOAL

Find COPD sooner. More people who are breathless or at risk ask for a breathing test, and everyone with COPD is tested once for Alpha-1.

WHERE IT LIVES

World COPD Day.org: the five questions, Alpha-1 testing, the word cloud, and the toolkit with every tile and caption.

FIVE COMMUNITIES

**Breathing
symptoms**

Not yet diagnosed

Living with COPD

Staying well

Alpha-1 & families

Test once

Caregivers

Part of the care team

Clinicians

Spirometry, Alpha-1

HASHTAGS

#WorldCOPDDay

On every post, the same every year. Add up to four of #COPD, #LungHealth, #Alpha1 or #Spirometry.

INDEPENDENT BY DESIGN

World COPD Day is an annual observance led by GOLD. World COPD Day.org is independently operated by the Alliance for Health Implementation Science (AHIS), which writes and approves all its content. No products, treatments or brands appear on any of it.

KEY MESSAGES

Three things everyone should hear.

01

COPD is common, often missed and treatable.

Many people live with it for years before anyone names it.

02

Know the signs. Ask for a breathing test.

Spirometry is quick and painless, and it's how COPD is confirmed.

03

Have COPD? Test once for Alpha-1.

Some COPD runs in families. One blood test can tell you, and your relatives.

COMMUNITY	SHORT · FOR SOCIAL	LONG · FOR NEWSLETTERS AND WEB
Breathing symptoms	Short of breath doing everyday things? Ask for a breathing test.	COPD is common and often missed. If you get short of breath doing everyday things, have a cough that won't go away, or your chest colds linger, ask your provider about a breathing test called spirometry. Start with five questions at worldcopdday.org .
Living with COPD	COPD is treatable. A plan with your care team helps you keep doing what you love.	Treatment and support can help you live well with COPD. Talk with your care team about a management plan, and ask whether you've been tested for Alpha-1.
Alpha-1 & families	Some COPD runs in families. Have COPD? Test once for Alpha-1.	Alpha-1 antitrypsin deficiency is an inherited cause of COPD, and most people who have it have never been tested. Guidelines recommend a one-time blood test for everyone with COPD. A result can also tell relatives whether they should test.
Caregivers	Caring for someone with COPD? You're part of the care team.	Help the person you care for keep up with appointments and ask about a breathing test or an Alpha-1 test. Look after yourself too: worldcopdday.org lists lung organizations around the world that support caregivers.
Clinicians & care teams	Spirometry confirms COPD. Test every patient with COPD once for Alpha-1.	Many people live with COPD for years before it's diagnosed. Use spirometry when symptoms or risk factors point to COPD, and order a one-time Alpha-1 test for every patient with COPD. The GOLD Report sets out the evidence.

Keep it about the disease. No products, treatments or brands. Never call COPD preventable or imply someone caused it; some COPD is inherited. Link to worldcopdday.org instead of repeating details, so the facts stay current.

Four moments. Post once, or all week.

The same rhythm runs every year around World COPD Day. Join for one moment or all four; every post helps. Tile numbers match the toolkit at worldcopdday.org.

NOV 11 • TEASER

One week to go

Tease the day and point people to the five questions.

Tile 2

NOV 18 • LAUNCH

World COPD Day

Open with GOLD's 2026 graphic, as GOLD provides it. Then tile 1, with your logo if you can, and the breathing test and Alpha-1 through the day.

GOLD's graphic, then tiles 1, 3, 6

NOV 18 PM • WORD CLOUD

How does it feel?

Ask people to add one word to the word cloud. Post again Nov 21.

Tile 12

NOV 19 • THANK YOU

The next step doesn't end

Thank your community, share what you did, keep the next step open.

Tile 11

WHAT TO DO

Post the teaser

Download the partner tiles

Order or print the cards

Share GOLD's graphic first

Then post the launch tile

Join the Big Baton Pass

Put posters up at check-in

Post the word cloud tile

Share your own word

Reshare lead organizations

Post the thank-you tile

Use tiles 4, 8, 9, 10 through Nov 25

Tell us what you did

CLINICIANS, ALL WEEK

Care teams carry the day: offer spirometry when symptoms point to COPD, test every patient with COPD once for Alpha-1, and hand the breathing symptoms pocket card to anyone who's breathless.

THE BIG BATON PASS

A 24-hour online relay for COPD on November 18, passed around the world by patients, families and clinicians. Watch, or pass it on, at copdbatonpass.org.

The yearly calendar insert at the back of this toolkit has this year's dates.

Copy, paste, **share.**

LinkedIn

Lead with why your organization cares. Add a tile and tag GOLD and the lead organizations.

Facebook & Instagram

Tile first, short caption. On Instagram, use a link sticker in Stories.

X, Threads & Bluesky

The short message and the link. One idea per post.

Newsletters & web

The long message from page 3, with the link.

LAUNCH · EVERYONE · TILE 1

Today is #WorldCOPDDay. COPD is common, often missed and treatable. Short of breath doing everyday things? Ask for a breathing test. Start with five questions: worldcopdday.org #COPD #LungHealth

ALPHA-1 · TILE 6

Some COPD runs in families. Alpha-1 is an inherited cause, and most people who have it have never been tested. Have COPD? Ask about a one-time blood test. worldcopdday.org #WorldCOPDDay #Alpha1

WORD CLOUD · TILE 12

How does COPD make you feel? Living with it, or loving someone who does, add one word to the word cloud: worldcopdday.org #WorldCOPDDay #COPD

BREATHING TEST · TILE 3

A breathing test called spirometry is quick and painless, and it's how COPD is confirmed. If you've noticed the signs, ask for one. worldcopdday.org #WorldCOPDDay #Spirometry

LIVING WITH COPD · TILE 8

Treatment and support can help you live well with COPD. Have COPD? Ask your care team whether you've been tested for Alpha-1. worldcopdday.org #WorldCOPDDay #COPD

CLINICIANS · TILE 9

Earlier diagnosis. Better care. Brighter lives. Spirometry confirms COPD, and every patient with COPD should be tested once for Alpha-1. worldcopdday.org #WorldCOPDDay #COPD

SAMPLE LINKEDIN POST

Today, [Organization] joins World COPD Day, an annual observance led by GOLD. COPD is common, often missed and treatable, and many people live with it for years before anyone names it.

The gap isn't treatment. It's a breathing test that never gets asked for, and an Alpha-1 test that never gets ordered. If you're short of breath doing everyday things, ask for spirometry. If you have COPD, ask whether you've been tested for Alpha-1.

Five questions to start: worldcopdday.org #WorldCOPDDay #COPD #LungHealth

All 12 captions and alt text are on the toolkit page at worldcopdday.org.

Five ways to take part.

01 Post it with your logo

1. Download the partner tiles (3, 5 and 6) from the toolkit at worldcopdday.org.
2. Drop your logo into the “Shared by” box.
3. Export and post. Two minutes, start to finish.



02 Print and post

1. Download the pocket cards and posters from the toolkit at worldcopdday.org.
2. Type your name in the “Brought to you by” box, or stamp it after printing.
3. Post at eye level where people wait: check-in, exam rooms, pharmacy counters, community boards.

03 Host or join an event

1. Join the Big Baton Pass on November 18 at copdbatonpass.org.
2. Or host your own: a spirometry day, a lunch-and-learn, a community talk.
3. Use the five questions as your script, and invite a clinician or respiratory therapist.
4. Send the details to info@ahis.org to be listed.

04 Share on social and in newsletters

1. Choose the messages that fit the people you serve (page 3).
2. Pair each with its tile and caption.
3. Use #WorldCOPDDay and link to worldcopdday.org.

05 Tell us what you did

1. Email info@ahis.org: what you shared, where, and roughly how many people you reached.
2. Add photos, with permission from everyone in them.
3. We include partner activity in the World COPD Day recap.

NO TIME? KEEP IT SIMPLE.

On November 18, share GOLD’s 2026 graphic, then tile 1 with a link to worldcopdday.org.

That’s enough to count, and it reaches people who need to hear it.

Everything, in one place.

All materials are free to download from the toolkit at worldcopdday.org. Each year's versions are posted by early November.

Social media tiles	12 tiles in 4:5, 9:16 and square, with ready-to-paste captions and alt text
Partner tiles	Tiles 3, 5 and 6 with a "Shared by" box for your logo (Canva and PowerPoint)
Logo pack	The worldcopdday.org mark and lungs icon, for dark and light backgrounds (PNG)
Posters and cards	Posters for each community, a clinician quick-reference card and cut-apart pocket cards, each with a "Brought to you by" box. Spanish to follow.
GOLD's materials	The 2026 theme, graphic and press release, from goldcopd.org . Share them as GOLD provides them, credited to GOLD.
The site	worldcopdday.org : the five questions, Alpha-1 testing, the word cloud and the lead organizations' resources

USING THE BRAND

DO

- Use the tiles and the worldcopdday.org mark as provided.
- Add your logo in the "Shared by" and "Brought to you by" boxes.
- Credit GOLD: "An observance led by GOLD."
- Keep the "AI-generated image" label in alt text and captions.
- Link to worldcopdday.org so people get current facts.
- Adapt the wording for your audience.

DON'T

- Change the mark, the artwork or the colors.
- Make your own World COPD Day logo, or alter GOLD's.
- Pair the materials with a product, treatment or advertising.
- Pair an AI image with a quote or a personal story.
- Imply that GOLD or AHIS endorses your organization.
- Sell the materials or use them for fundraising without permission.

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Put your name **on the wall.**

Any organization that shares World COPD Day can be listed as a partner on worldcopdday.org. It's free, and it takes two minutes at worldcopdday.org/partner.

WHAT PARTNERS GET · FREE

- Your logo on the partner wall at World COPD Day.org
- Partner tiles with your logo
- Posters and cards with a "Brought to you by" box
- Your activity in the World COPD Day recap

THREE STEPS

- 1** Sign up at worldcopdday.org/partner and upload your logo.
- 2** Download the toolkit and add your logo to the partner tiles.
- 3** Post on November 18 and tell us what you did.

The partner wall is open to every organization that shares the day. Being listed doesn't mean GOLD or AHIS endorses your organization.

WHY IT WORKS

GOLD's observance

World COPD Day is GOLD's observance, and the theme and science come from the GOLD Report.

Promoted by AHIS

We build and share the materials so any organization can take part, whatever its size.

People first

Plain language, no products and no blame. Every message points to a next step.



Questions, events or partnership?

Partners and events: info@ahis.org

Media: pr@ahis.org

Sign up as a partner: worldcopdday.org/partner

An observance led by GOLD · Promoted by AHIS

This year’s dates, at a glance.

World COPD Day is Wednesday, November 18, 2026, during COPD Awareness Month in the United States. The 2026 theme is GOLD’s; use its wording as GOLD provides it. Hashtag: **#WorldCOPDDay**

DATE	TILE	WHAT TO DO
November 1–30	Any	COPD Awareness Month. Download the toolkit, sign up as a partner, order or print the cards.
Wed, Nov 11	Tile 2	Teaser: one week to go. Point people to the five questions.
Wed, Nov 18 AM	GOLD’s graphic, then tiles 1, 3, 6	World COPD Day. Open with GOLD’s 2026 graphic, then tile 1, the breathing test and Alpha-1. Join the Big Baton Pass at copdbatonpass.org .
Wed, Nov 18 PM	Tile 12	Word cloud: ask people to add one word for how COPD makes them feel.
Thu, Nov 19	Tile 11	Thank your community and keep the next step open.
Sat, Nov 21	Tile 12	Repost the word cloud, with the words so far.
Nov 19–25	Tiles 4, 8, 9, 10	Keep going: living with COPD, caregivers and clinicians.
By Nov 30	—	Tell us what you did: info@ahis.org .
About Dec 18	—	The World COPD Day recap, with partner activity, is shared with every partner.

PUT IT IN YOUR CALENDAR

Block 15 minutes on Nov 11, Nov 18 and Nov 19. That’s the whole campaign for most partners.

NEXT YEAR

World COPD Day is on a Wednesday in mid-November each year. A new insert is posted each fall.