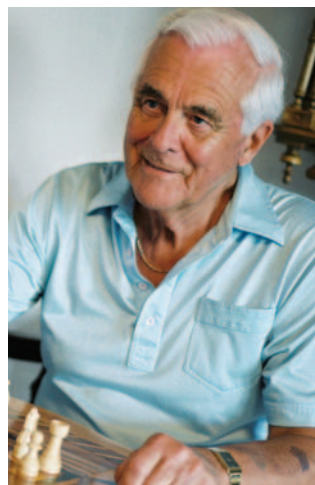


Discover

November 16, 2005

Issue 2



How We Are Breathing Better Together

COPD
HUNGRY FOR AIR:
BREATHING BETTER
TOGETHER



Brought to you by:

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ALTANA Pharma



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LUNG
ASSOCIATION®**

We are pleased to present the second issue of “Discover How We Are Breathing Better Together,” a booklet created to provide support for those affected by Chronic Obstructive Pulmonary Disease (COPD). We are humbled by the positive response we received from our debut issue, and we applaud you for taking a proactive step toward maintaining a healthy lifestyle.

Taking that step can be challenging. Feelings of frustration and helplessness become barriers to achieving a better quality of life. Triumphant overcoming these barriers is a common thread woven through the real-life stories in this issue, as well as through the lives of patients around the world.

This shared experience is particularly meaningful as November 16 marks World COPD Day, an annual event where organizations from more than 50 countries join together to raise awareness. In the United States, both the American Lung Association and ALTANA Pharma US are making a difference.

For example, the Lung Association continues to be at the forefront of smoking cessation programs and has several support groups with local chapters across the country, including Better Breathers Clubs. ALTANA Pharma is a member of the U.S. COPD Coalition, an organization steadfast in its commitment to new approaches in the prevention and treatment of COPD.

We invite you to revisit us periodically in December, as two new issues will be available. To help spread the word, we have provided you with an “e-mail a friend” function with a link to each booklet that you can send to others. Also, be sure to print and share the motivating materials with loved ones. With your support, we can all breathe better together.



John Kirkwood
President and CEO
American Lung Association



George Cole
President
ALTANA Pharma US

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Leanne Davis

Age 54

Tucson, AZ

COPD Patient

Knowledge is Power

For many, the golden years provide new and satisfying experiences. However, one of the most difficult aspects of growing older is not having as much energy to complete daily tasks with ease.

When Leanne Davis, 54, could not pack a suitcase without having to rest, she attributed it to not being as physically fit as she once was. It was only when she was admitted to the hospital with a bad case of flu and pneumonia that she found out she had COPD.

“I was scared to death,” says Leanne, a smoker for 34 years. “I had just learned I had COPD, was put on oxygen, and had to take all these strange medications, even though I had quit smoking two years before.”

In order to get over her fears, Leanne embraced the mantra “knowledge is power.” After researching and learning more about her disease, she sought support from groups of people who were experiencing the same thoughts, emotions and physical challenges as she was.

“Until you have COPD, you don’t know what it feels like. Expressing your thoughts and

feelings to someone who doesn’t have COPD can be hard,” Leanne says.

Leanne hosts a COPD International chat group, but she ultimately created her own online neighborhood for fellow COPD patients to display pictures and express their personalities beyond a chat room name. Leanne’s Web site gives COPD patients comfort by providing a support system beyond what is offered at the doctor’s office — a network of caring individuals that can relate to the most personal fear, problem or question.

“I have found a corner of my world where I can laugh and feel normal.”

“I have found a corner of my world where I can laugh and feel normal,” Leanne says. “The online community I sponsor has lifted me out of depression and into life. I can take COPD and put it away, while I laugh and cut loose with my online family.”

Gary Wood

Age 61

Cloudfcroft, NM

COPD Patient

Environmental Hazards

Growing up in smoggy Los Angeles with parents who smoked left an indelible impression on Gary Wood – and on his lungs.

As a young man, Gary suffered from Young's Syndrome, a genetic disorder that results in respiratory problems. He never smoked because of the lung and sinus infections he battled repeatedly. Nonetheless, Gary was also diagnosed with COPD in his early 30s.

Almost 25 years after his COPD diagnosis, at age 61, Gary has started to take care of himself and take control of his disease. His situation may seem unfair, but he doesn't see it that way. He makes the best of the hand he was dealt.

"I had reached a low point in my life," Gary says. "But then I began to exercise and try different techniques to help me maintain and cope with my COPD, and the difference was amazing."

Gary makes it a point to live each day as healthily as possible, devoting a couple of hours to clearing out the fluid in his lungs using postural draining therapy techniques. This regimen means no more antibiotics, once a staple in Gary's medicine cabinet.

"I just don't let the bugs grow in my lungs," Gary says. "I flush them out faster than they can grow. This makes me feel like a new person."

In light of his experiences, Gary hopes that people will realize the harm that smoking can cause.

"...I began to exercise and try different techniques to help me maintain and cope with my disease, and the difference was amazing."

"In the 50s and 60s, people vaguely knew smoking was bad for them, but never thought it would harm anyone else. Unfortunately, it seems that some people are still stubborn and don't accept that smoking is not good for them or for others around them," Gary says. "If you continue to smoke, that is just nails in your coffin."

Linda Marshall

Age 61

Ticonderoga, NY

COPD Patient

Self-Empowerment

As the current host of a radio talk show called “Bridge to Health,” it’s hard to imagine that six years ago Linda Marshall, 61, believed she couldn’t live an active life anymore.

The mother of three was diagnosed with COPD and emphysema in her late 50s. A smoker for 24 years, Linda thought her shortness of breath was due to getting older and exercising less.

“My daughter caused me to realize my loved ones were affected by COPD, as well.”

“I got mad at myself and felt hopeless and helpless,” says Linda, after learning from her doctor that if she didn’t quit smoking, she would live for maybe five more years.

It took moving from New York City to a small upstate town before she adopted a proactive mindset. She joined online support

groups, found Better Breathers Clubs in her area, read books on the subject and visited public schools to speak about smoking cessation.

“Attitude and action have made the biggest difference,” says Linda, whose self-empowered outlook has motivated her to become an outspoken advocate for COPD awareness.

Linda’s daughter also has made a commitment to the cause by creating a COPD Web site to help raise awareness about the disease.

“My daughter caused me to realize my loved ones were affected by COPD, as well,” Linda says. “She has been a source of great strength for me.”

Linda advises that dedicating yourself to something valuable is important for maintaining a healthy perspective.

“Teach a child a new hobby, spend time with your kids or grandkids, mentor or teach someone your trade. It’s all about attitude,” she says.

Lori Palermo

Age 46

Gouldsboro, PA

Awareness Advocate

Life After Loss

Knowing nothing could bring her father back after he died from COPD, Lori Palermo, 46, decided to channel her grief into helping other families cope with the disease.

She participated in her local Lung Association's "Breath of Life Walk," held in her father's memory. She and 45 family members and friends raised nearly \$4,000, fueling Lori's desire to do even more to support COPD education.

“I want to get the word out, not only for my peace of mind, but also to make people aware of the possibilities of living with COPD.”

“The walk was so inspiring,” Lori says. “Every team was excited to be there, and everyone involved was so giving and caring.”

She also created “Breathing is Life” magnets to raise funds for COPD initiatives and has chronicled her father's experiences in articles included on Web sites and in newsletters. To commemorate COPD Awareness Month in November, Lori is dedicating time to disperse information about COPD at her local mall.

“I want to get the word out, not only for my peace of mind, but also to make people aware,” she says. “Selling a magnet may seem like a small step. I see it as a huge accomplishment, because I know I'm making a difference.”

Lori believes that her devotion to raising awareness about COPD is a positive outcome of her father's death. She is planning to go back to school and become a pulmonary therapist, so she can continue to teach others what she wishes she had known about COPD.

“By sharing my family's experience, I hope to make a change in how people deal with their lung disease.”

Kathleen Kennedy

Age 43

San Diego, CA

Professional Caregiver

Positive Outlook

Facing challenges in life is often made easier when following the adage that “attitude is everything.” Without a positive outlook, overcoming obstacles becomes more difficult, even impossible.

Kathleen Kennedy, 43, has seen first-hand how counterproductive a negative attitude can be. She manages a pulmonary rehabilitation maintenance program for nearly 40 COPD outpatients; and also conducts routine house calls to patients with lung disease in her role as a home care respiratory therapist for a durable medical equipment company.

“The only real disability in life is a bad attitude,” affirms Kathleen.

By helping patients stay abreast of medical news and encouraging them to support and learn from each other, Kathleen notices a “wellness effect” that not only empowers patients with COPD to take charge of their health, but also offers them hope.

“Patients participating in rehab programs offer each other a special kind of emotional support that may not come as easily from healthy family members or friends,” says Kathleen. “If rehabilitation is to be successful,

patients have to be receptive to making changes in their current situation. Each person with COPD requires a different level of support and each case is unique; therefore each patient’s plan needs to be individualized.”

“The only real disability in life is a bad attitude.”

For those unsure if they are affected by COPD, Kathleen stresses seeking out a lung function test (spirometry), which will enable a doctor to diagnose COPD and with periodic monitoring of their spirometry, determine how fast it may be progressing.

“This is a crucial first step,” says Kathleen. “After being diagnosed, getting education about your specific lung problem, starting an exercise program and getting engaged in social support becomes critical.”

Kathleen reinforces that COPD is treatable, so the sooner the rehabilitation can begin, the quicker the patient can get a handle on the situation.

“Attitude combined with humor is 99 percent of what keeps me going.”

— Leanne Davis, 54, COPD patient

“I encourage people to get involved with COPD awareness because it will benefit the community as a whole in the long run. It also helps people cope with their own disease or their loved one’s struggle. I pride myself in knowing that people are taking my stories to heart and changing the way they deal with their lung disease.”

— Lori Palermo, 46, awareness advocate

“It is important to listen to your doctors, but there is a point when you need to take care of your own health. Monitor what medications are working best for you and communicate that to your doctor. You have to be aware of your body and what’s happening to it, and then you will be able to maintain COPD.”

— Gary Wood, 61, COPD patient

“Find a way to talk to loved ones, friends or fellow COPD patients about what you are experiencing. I am fortunate to be able to bring people together to share their feelings on my radio show, but everyone can do it - it is great mental therapy.”

— Linda Marshall, 61, COPD patient

“Getting a lung function test is only one piece of what I call the ‘Pulmonary Pie.’ There are other tests your doctor can perform to help identify how fast COPD is progressing. All of this will help get you quickly on the road to a rehabilitation program.”

— Kathleen Kennedy, 43, professional caregiver

Chronic Obstructive Pulmonary Disease (COPD) decreases the lungs' ability to take in oxygen and remove carbon dioxide. As the disease progresses, the small airways and alveoli within the walls of the lungs lose elasticity. The airway walls collapse, closing some of the smaller air passages, while narrowing the larger ones. The passageways then become clogged with mucus and thicken from the persistent inflammation. Although air continues to reach the alveoli when the lungs expand during inhalation, it is often unable to escape during exhalation, trapping the air inside the lungs.

- In 2003, 10.7 million U.S. adults were estimated to have COPD.¹ However, close to 24 million U.S. adults have evidence of impaired lung function, indicating an under diagnosis of COPD.²
- Emphysema doesn't develop suddenly. It comes on very gradually. Years of direct or indirect exposure to the irritation of cigarette smoke usually precede the development of emphysema. Of the estimated 3.1 million Americans ever diagnosed with emphysema, 95 percent were 45 or older.³
- In 2003, an estimated 8.6 million Americans were diagnosed with chronic bronchitis by a health professional. Chronic bronchitis affects people of all ages, but is higher in those over 45 years old.⁴

1. National Center for Health Statistics. Raw Data from the National Health Interview Survey, U.S., 2003. (Analysis by the American Lung Association, Using SPSS and SUDAAN software).

2. Mannino DM, Homa DM, Akinbami L, et al. Chronic Obstructive Pulmonary Disease Surveillance - U.S., 1997-2000. Morbidity and Mortality Weekly Report. Vol. 51 (SS06); 1-16.

3. National Center for Health Statistics. Raw Data from the National Health Interview Survey, U.S., 2003. (Analysis by the American Lung Association, Using SPSS and SUDAAN software).

4. Ibid.

“I'm always sure I can learn more information about COPD – knowledge is power.”

— Susan Greenberg, 65, COPD patient

“A lung function test can determine if the breathing problem is primarily a lung issue.”

— Kathleen Kennedy, 43, COPD caregiver and healthcare professional

Do You Think You Have COPD?

COPD cannot be cured, but it can be controlled. Proper and early diagnosis is the first step toward successful disease management. If you answer yes to one or more of these questions, consult your physician and ask about a lung function test.

- Are you a current or former smoker?
- Do you frequently experience a deep, wet cough?
- When completing routine activities, such as climbing a flight of stairs, are you short of breath?
- Do you live in a heavy smog/high-ozone area?
- Are you frequently exposed to secondhand smoke at home and at work?
- Does your chest get tight or do you find it difficult to breathe in cold weather?

“Acquire the skills you need to enjoy and entertain yourself with the resources you have available.”

— John Shanklin, 71, COPD patient

American Lung Association Resources

- **Lung USA Blog** – Dr. Norman Edelman, chief medical officer of the American Lung Association, comments on important news in the world of lung disease and lung health. (<http://blog01.kintera.com/lungusa/>)
- **Lung HelpLine (1-800-LUNG-USA)** – For counseling on lung health questions by registered healthcare professionals.
- **Freedom From Smoking®** – Lung Association’s revamped and upgraded smoking cessation program, available free online, as a group clinic, through the Lung HelpLine (1-800-LUNG-USA), or via a Self Help book. Log onto www.lungusa.org and click the Freedom From Smoking logo.
- **COPD Center** – More information on COPD from the Lung Association. Log onto www.lungusa.org and click on COPD Center.
- **Local Lung Associations and Better Breathers Clubs** – Locate your local Lung Association chapter by logging onto www.lungusa.org and entering your zip code in the “Find Your Local Chapter” search engine.

Patients and Caregivers' Recommended Resources*

- **COPD International** – An international support network for COPD patients, caregivers and family members, including teens and children. (www.copd-international.com)
- **COPD Support Inc.** – Connects COPD patients, caregivers and medical personnel from all over the world. (www.copd-support.com)
- **Portable Oxygen: A User's Perspective** – Tailored to portable oxygen users; features information about equipment, lifestyle issues and safety. (www.portableoxygen.org)
- **Breathing Better, Living Well** – Dedicated to serving as a source of inspiration and guide for healthy living for COPD patients. (www.breathingbetterlivingwell.com)
- **Global Initiative for Chronic Obstructive Lung Disease (GOLD)** – Works with healthcare professionals and public health officials around the world to raise awareness, and improve prevention and treatment of COPD. (www.goldcopd.com)
- *Smell the Rose, Blow Out the Candle*, by William Probstfield – A book about the author's successful journey to conquer a quality life with severe emphysema. It offers hope for those wanting to improve their skills in dealing with sick lungs and broken spirits.

* The American Lung Association and ALTANA Pharma US do not endorse any resources not affiliated with their organizations.



Everyday Choices

From *Huffin' n Puffin': Living With COPD*, by Lee Vogel

With breathing disorders, life can be a thrill,
When weather's not good or if there's a chill.
Everyday things, once loved can now kill,
Just struggling to do requires oxy or pill.

Simplest of pleasures we all took for granted,
Now become scary, prompt decisions slanted.
Shopping, parties, working in a yard planted,
Are subject to cautions of what doctors chanted.

C-O-P-D patients know that dangers abound,
From normal activity, like flying from ground.
Each takeoff, flight, landing, in or outbound,
Give multiple exposures, environmentally found.

Humidity, temps, pressure, some high 'n some low,
Dramatically change; as pilot, I know.
It's equally true, grocery shopping or show,
While fine when you enter, exits can be a blow!

The choices we make, as patients while ill,
Reflect how we feel, our fears and our skill.
We project strong desire, attitude and goodwill,
Protecting ourselves, we're involved by sheer will!

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Poet Laureate of NECA (National Emphysema/COPD Association)