



COPD helpline established by a patient organisation

LHL, The Norwegian Heart and Lung association



The vision of LHL

The joy of living



solidarity

meaningful life

The broad picture of COPD in Norway:

- Over 200 000 with COPD
- 60% without a diagnosis
- 30 000 new incidents a year
- 2000 annual deaths
- 150 000 doctor`s visits
- 15 000 admissions to hospital
- 130 medical specialists
- 25% rate of smokers



For LHL the struggle against the COPD epidemic must follow 3 leads:

- The smokefree society
- Early diagnosing
- Treatment according to international standards and high quality rehabilitation



High awareness of COPD in the Norwegian population (According to a poll from 2006):



KOLS?
Sjekk pusten!



www.lhl.no

LHL – et bedre liv

- 97% heard about COPD
- 92% know that smoking is the most important single cause
- 82% know that COPD cannot be cured



Increased occurrence and awareness leads to many questions:

- Am I about to develop COPD?
- How can I cope with my COPD?
- How can I help my relative who are suffering from COPD?
- What is the best treatment for my COPD patients?

**Established a new
helpline:**



Kolslinjen

800 89 333

- Free serviceline for patients, relatives, students and health professionals
- High qualified nurses with long experience from the lung field ready to answer whatever questions from all over the country



Glittreklinikken

Lungemedisinsk utredning, behandling og rehabilitering



Located in LHLs lungclinic



Landsforeningen for hjerte- og lungesyke

**Launched on
world COPD day:
Nov 15th 2006**



- Presented on National TV, radio and a selection of newspapers
- Posters and cards distributed to 4200 physicians in the primary health care

The *Helpline* has become a ***HOTLINE!***



- More than 700 phonecalls during the first five months
- Each call lasts in average 15 minutes
- Despite limited opening hours (17h a week)

Reasons to contact the helpline



Kolslinjen

800 89 333

- How to improve the daily life with COPD
- Questions related to medication
- Support connected to quit smoking
- Topics related to anxiety, depression and social isolation



Typical finding so far:



Kolslinjen

800 89 333



- "My physician knows far too little about COPD and don't have time for my questions."
- "I've learned more from this call than from my last five doctor's visits."



Budget:



 **Kolslinjen**

800 89 333

- 2006: Total cost ca 200 000 euro
- 2007: Total cost ca 240 000 euro
 - Financed by the LHL group

OUR MAIN CHALLENGE:

- Seeking public funding from 2008 and onwards!





Breathless – not hopeless!