

## #PneumoLight Campaign

### Iconic landmarks across the world to lit up blue for World Pneumonia Day

Almost 300 iconic landmarks in 46 countries across the world will light up blue to mark World Pneumonia Day on 12 November 2022.

The event will shine a *blue spotlight* on the world's leading infectious killer of adults and children.

Pneumonia claimed the lives of 2.5 million, including 672,000 children, in 2019 alone, according to the Global Burden of Disease. That's one person dying every 13 seconds.

The combined effects of the COVID-19 pandemic, climate change and conflict are fuelling a pneumonia crisis across the life course – placing millions more at risk of infection and death. In 2021, the estimated burden of deaths from all lower respiratory infections, including COVID-19, is a massive 6 million.

Pneumonia affects everyone – but it is the very young and the very old who are at greatest risk of death.

There is an urgent need to raise awareness, promote scientifically-proven evidence and galvanize action on pneumonia – a 21<sup>st</sup>-century problem treated with 20<sup>th</sup>-century therapies and diagnosed with 19<sup>th</sup>-century tools.

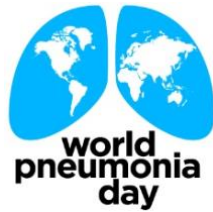
The fight to reduce deaths from the biggest infectious killer of adults and children has never been more urgent.

### Take part in the #PneumoLight Campaign

We are inviting people to share five demands that their governments must meet to protect people from pneumonia, including:

1. *Clean air*
2. *Nutritious food*
3. *Full vaccination*
4. *Fast diagnosis*
5. *Affordable healthcare*

**All you need to do is pick one of these demands, make a sign, visit one of the PneumoLight monuments in your city on 12 November take a selfie holding the sign, and upload it to your favorite social media platform using #PneumoLight.**



### Sample social media text

*I am taking part in the [#PneumoLight](#) Campaign to raise awareness of [#pneumonia](#) – the #1 infectious killer*

*I am taking a stand for  
Clean air  
Nutritious food  
Full vaccination  
Fast diagnosis  
Affordable healthcare*

*We must act now to [#StopPneumonia](#). [#WorldPneumoniaDay](#)*

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NEUMOAI, Association for the Support of Patients with Pneumonia and their Families, is a non-profit organization, and a member of the [Every Breath Counts Coalition](#) and the European Lung Foundation

*PneumoLight: Light for the Education and Prevention of Pneumonia* - is a collaborative project committed to increasing the visibility of pneumonia and to raising public awareness of its risks.