



About the campaign

The <u>European Respiratory Society (ERS)</u> and the <u>European Lung Foundation (ELF)</u> have <u>launched a joint statement and campaign</u> to defend science and protect public health.

Science has delivered life-changing progress – from vaccines and new medicines to cleaner air policies – but today it faces serious threats. Disinformation spreads rapidly online, political pressure undermines evidence, and cuts to funding risk reversing decades of progress. If left unchallenged, these pressures will harm patients, weaken healthcare systems, and slow the fight against global health challenges such as air pollution, climate change, infectious diseases and chronic conditions.

We are calling on policymakers, institutions and the public to unite in defending independent science, ensuring it remains open, trustworthy and well-funded. The statement urges action to tackle disinformation and strengthen international cooperation, which is essential for progress on global health challenges.

From 23 September, access the statement:

https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health

About this document

This communications toolkit is designed to help you – our partners and supporters – show your support for the ERS and ELF campaign to defend science and protect public health.

Below, find content for <u>individuals</u> and for <u>organisations</u> to download and share. This includes:

- Social media content: ready-to-use text for posts on X, Facebook, LinkedIn and Instagram.
- Visual assets: graphics that you download and share to accompany your posts.
- Template emails to policymakers: text you can download, personalise and send to your political representatives at local, national or regional levels to call for urgent action in this area.

This document makes it simple for you to amplify the campaign, mobilise your networks and engage policymakers directly. You are welcome to adapt the content to fit your own voice and style.

Profiles to tag

ERS

LinkedIn: <u>@European Respiratory Society</u>Instagram: <u>@europeanrespiratorysociety</u>

• X: <u>@EuroRespSoc</u>

• Facebook: <u>@EuropeanRespiratorySociety</u>

ELF

• LinkedIn: <u>@european-lung-foundation</u>

• Instagram: @european lung

• X: @EuropeanLung

• Facebook: @europeanlungfoundation

Content

For individuals:

Channel	Theme + Suggested publication dates	Сору	Asset
X	General	Science saves lives, but it's under threat from disinformation, political pressure and funding cuts. I support the call from @EuroRespSoc & @EuropeanLung to defend science and protect public health. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	 1x1 carousel_Science is under threat f 4x3 Science is under threat.jpg 16X9 Science is under threat.jpg
Instagram	General	Science is under threat. Disinformation, politics and funding cuts risk undoing years of progress. This puts patients, families and health systems at risk. I'm supporting @europeanrespiratorysociety and @european_lung as they call on leaders to protect independent science.	■ 4x5 carousel_Science is under threat f IG Story.aep.mp4
LinkedIn / Facebook	General	Science underpins every step forward in public health and	■ 1x1 carousel_Science is under threat f

		our healthcare systems – from vaccines and early detection programmes to cleaner air policies. But it is increasingly under threat. I'm supporting the calls from @European Respiratory Society and @European Lung Foundation to defend science and protect public health. Read the statement here: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	
Email/letter	General	E Letter - for individuals	n/a
X	Tackling disinformation	Disinformation spreads quickly and harms public health. It erodes trust and misleads patients and the public. I support the @EuroRespSoc & @EuropeanLung in their call to address disinformation and protect health. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	■ 1x1 Disinformation harms trust in sci
Instagram	Tackling disinformation	Disinformation spreads quickly and harms public health. It erodes trust and misleads patients and the public. I'm supporting @europeanrespiratorysociety and @european_lung in their call to address disinformation and protect health.	■ 4x5 Disinformation harms trust in sci 9x16 Disinformation IG story.mp4
LinkedIn / Facebook	Tackling disinformation	Disinformation undermines trust in science, misleads patients and weakens healthcare systems. I support the @European Respiratory Society and the @European Lung Foundation in their call to confront disinformation and ensure health decisions are based on evidence and lived experiences. Read more: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	■ 1x1 Disinformation harms trust in sci
Х	Independent science	Independent science is the backbone of public health. I support @EuroRespSoc and @EuropeanLung in their call	■ 1x1 Science must remain free from .jpg

		to protect science and ensure health decisions are based on evidence. thtps://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	
Instagram	Independent science	independent science drives progress. From vaccines to cancer screening to clean air, evidence-based research and health policies save lives. I support @europeanrespiratorysociety and @european_lung in their call to defend science and ensure health decisions are based on evidence, not politics.	■ 4x5 Science must remain free from .jpg ■ 9x16 Science must remain free from
LinkedIn / Facebook	Independent science	Independent science provides the foundation for medical innovation, prevention and resilient healthcare systems. I support @European Respiratory Society and the @European Lung Foundation in their call to defend independent science and ensure health decisions are based on evidence, not politics. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	■ 1x1 Science must remain free from .jpg
х	International collaboration	Global health challenges need global solutions. I support @EuroRespSoc and @EuropeanLung in their call for stronger international scientific collaboration. https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	■ 1x1 Science and health policy works .j
Instagram	International collaboration	 Science moves faster when we work together. From vaccines to cleaner air, international cooperation saves lives. I support @europeanrespiratorysociety and @european_lung in their call for stronger cross-border collaboration to protect public health. 	■ 4x5 Science and health policy works .j ■ 9x16 Science and health policy.mp4

LinkedIn / Facebook	International collaboration	From pandemics to pollution, global threats need international solutions. I support the @European Respiratory Society and the @European Lung Foundation in their call for stronger cross-border collaboration to protect public health. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	■ 1x1 Science and health policy works .j
х	Inclusive research and policy design	Science and health policy is strongest when it includes patient voices and lived experience. I support @EuroRespSoc and @EuropeanLung in their call for inclusive research and policy design that reflects real needs and builds trust. The https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	1x1 Inclusive science and policies sav
Instagram	Inclusive research and policy design	Science should reflect real lives. Patients and communities must be included so research and policies work for everyone. I support @europeanrespiratorysociety and @european_lung in their call for inclusive research and policy design that reflects real needs and builds trust.	4x5 Inclusive science and policies sav
LinkedIn / Facebook	Inclusive research and policy design	Science is strengthened when patients, communities and civil society are involved. I support the @European Respiratory Society and @European Lung Foundation in calling for inclusive research and policy design that reflects real needs and builds trust. Read more: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	■ 1x1 Inclusive science and policies sav ■ 9x16 Inclusive science and policies.ae

For organisations:

Channel	Theme + Suggested publication dates	Сору	Asset
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Instagram	General	Science is under threat. Disinformation, politics and funding cuts risk undoing years of progress. This puts patients, families and health systems at risk. Our organisation supports the @europeanrespiratorysociety and @european_lung as they call on leaders to protect independent science.	■ 4x5 carousel_Science is under threat f ■ IG Story.aep.mp4
LinkedIn / Facebook	General	Science underpins every step forward in public health and our healthcare systems, from vaccines and early detection programmes to cleaner air policies. But it is increasingly under threat. We support the calls from the @European Respiratory Society and @European Lung Foundation to defend science and protect public health. Read their joint statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-public-health	■ 1x1 carousel_Science is under threat f
Email/letter	General	■ Letter - for organisations	n/a
X	Tackling disinformation	Disinformation spreads quickly and harms public health. We support the @EuroRespSoc & @EuropeanLung in their call to address disinformation and protect health. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	■ 1x1 Disinformation harms trust in sci
Instagram	Tackling	X Disinformation spreads and harms trust in science and	■ 4x5 Disinformation harms trust in sci

	disinformation	public health. Everyone has the right to trustworthy health advice.	■ 9x16 Disinformation IG story.mp4
		We support @europeanrespiratorysociety and @european_lung in their efforts to address disinformation and protect public trust in science.	
LinkedIn / Facebook	Tackling disinformation	Disinformation undermines trust in science, misleads people and weakens healthcare systems.	1x1 Disinformation harms trust in sci
		We support the @European Respiratory Society and the @European Lung Foundation in their call to confront disinformation and ensure health decisions are based on evidence. Read more: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu blic-health	
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Instagram	Independent science	 ▲ Independent science drives progress. From vaccines to cancer screening to clean air, evidence-based research saves lives. We support @europeanrespiratorysociety and @european_lung in their call to defend science and ensure 	■ 4x5 Science must remain free from .jpg ■ 9x16 Science must remain free from
LinkedIn / Facebook	Independent science	health decisions are based on evidence, not politics. Independent science provides the foundation for medical innovation, prevention and resilient healthcare systems. We support @European Respiratory Society and the @European Lung Foundation in their call to defend independent science and ensure health decisions are based on evidence, not politics. Read the statement: https://www.ersnet.org/news-and-features/news/ers-and-elf-call-for-urgent-action-to-defend-science-and-protect-pu	■ 1x1 Science must remain free from .jpg

		blic-health	
X	International collaboration	Global challenges need global solutions. We support the European Respiratory Society and the European Lung Foundation in their call for stronger international scientific collaboration. This is the support of the European Lung Foundation in their call for stronger international scientific collaboration. This is the European Lung Foundation in their call for stronger international scientific collaboration.	■ 1x1 Science and health policy works .j
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X	Inclusive research and policy design	Science and health policy is strongest when it includes patient voices and lived experience. We support the @EuroRespSoc & @EuropeanLung in their call for inclusive research and policy design that reflects real needs and builds trust. This is the province of the province of the province of the patients of the province of the provi	■ 1x1 Inclusive science and policies sav
Instagram	Inclusive research and policy design	Science should reflect real lives. Patients and communities must be included so that research and policy works for everyone. Our organisation supports @europeanrespiratorysociety and @european_lung in their call for inclusive research	■ 4x5 Inclusive science and policies sav

		and policy design that reflects real needs and builds trust.	
LinkedIn / Facebook	Inclusive research and policy design	Science is strengthened when patients, communities and civil society are involved.	1x1 Inclusive science and policies sav
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