



## About the campaign

The [European Respiratory Society \(ERS\)](#) and the [European Lung Foundation \(ELF\)](#) have [launched a joint statement and campaign](#) 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 [individuals](#) and for [organisations](#) 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: [@European Respiratory Society](#)
- Instagram: [@europeanrespiratorysociety](#)
- X: [@EuroRespSoc](#)
- Facebook: [@EuropeanRespiratorySociety](#)







### ELF

- LinkedIn: [@european-lung-foundation](#)
- Instagram: [@european\\_lung](#)
- X: [@EuropeanLung](#)
- Facebook: [@europeanlungfoundation](#)

## Content

### For individuals:

| Channel             | Theme + Suggested publication dates | Copy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Asset                                                                                                                                 |
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