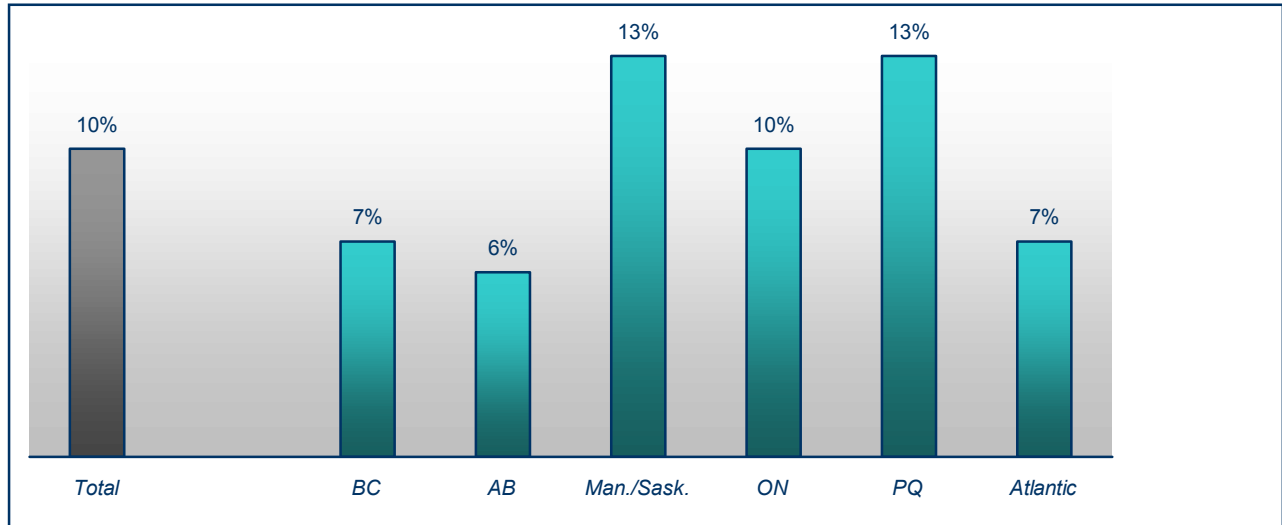


Chronic Obstructive Pulmonary Disease (COPD) in Canada

COPD Prevalence

- Lung Association research shows that 3 million Canadians may have COPD.ⁱ These findings reflect global research which found that “the prevalence of stage II or higher COPD was 10.1% overall.”ⁱⁱ
- 1.5 million Canadians say they are diagnosed with COPD.ⁱⁱⁱ
- 1.6 million Canadians may have COPD but remain undiagnosed.^{iv}
- According to the Lung Health Test 10 per cent of Canadians 40+ may have COPD and are undiagnosed (see below for geographical breakdown).



*Per cent of Canadian population who may have undiagnosed COPD according to the Lung Health Test

COPD Awareness

- Awareness is increasing, but remains low across Canada. Only 59 per cent of Canadians have heard of Chronic Obstructive Pulmonary Disease and only 33 per cent have heard of the acronym COPD
- Awareness of COPD falls short of other major diseases - 59 per cent versus 95 per cent for Breast Cancer, HIV/AIDS and Alzheimer's Disease.

The Lung Health Test

- Introduced to the public by the Lung Association in 2003, the Lung Health Test is a tool designed to help Canadians recognize the symptoms of COPD.
- Canadians who are over 40 and are current or ex-smokers should visit their doctor if they answer “yes” to any of the following questions:
 - Do you cough regularly?
 - Do you cough up phlegm regularly?
 - Do even simple chores make you short of breath?
 - Do you wheeze when you exert yourself, or at night?
 - Do you get frequent colds that persist longer than those of other people you know?

Diagnosing COPD

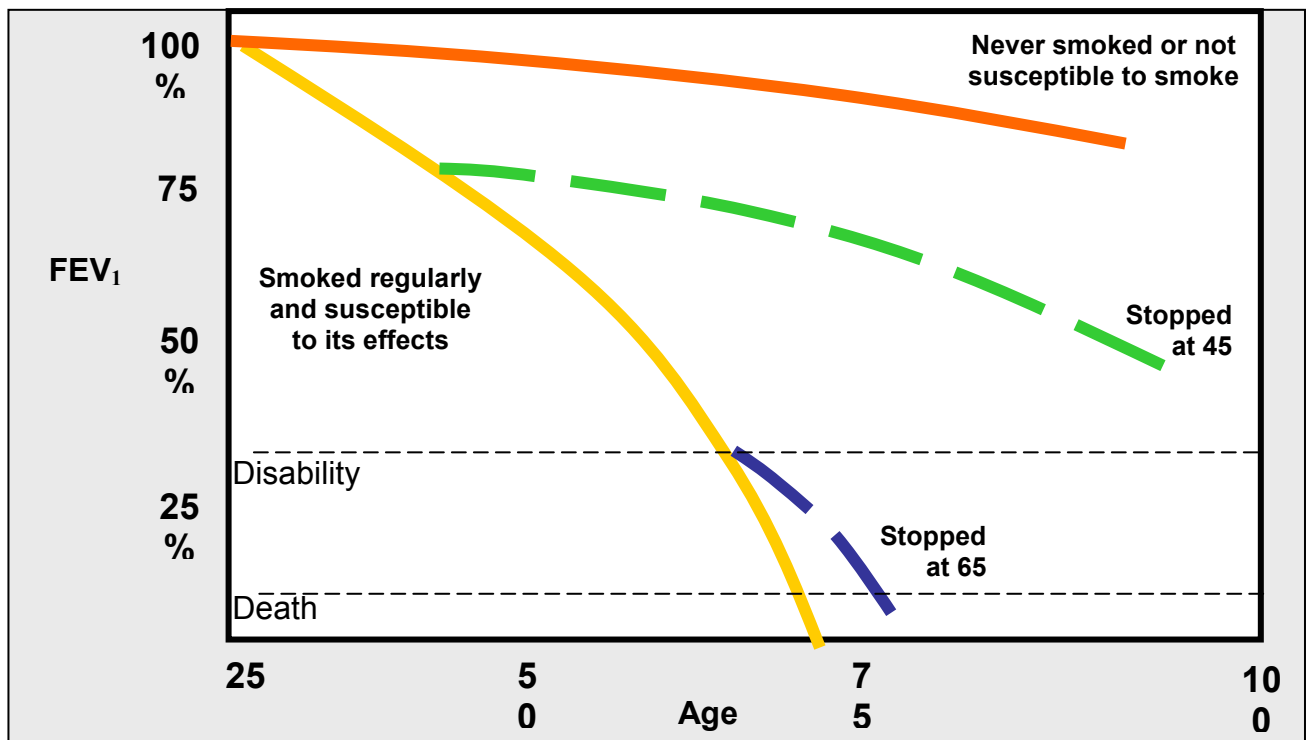
Spirometry is the most efficient way to accurately diagnose COPD. It is a simple breathing test that calculates the amount of air the patient's lungs can hold, and the rate at which the air can be expelled.

- Of the 3 million Canadians who may have COPD only 32% have ever had a spirometry test.^v
- Although COPD guidelines require spirometry for diagnosis over 1/3 of diagnosed Canadians have not been properly tested.^{vi}
- Early diagnosis, when coupled with successful smoking cessation interventions, will provide substantial long-term health benefits.^{vii}

Chronic Obstructive Pulmonary Disease (COPD) in Canada

What is COPD?

- Chronic Obstructive Pulmonary Disease (COPD) is a respiratory disease that causes lung damage and airway obstruction (blocks the airways.). COPD is sometimes called chronic bronchitis and/or emphysema.
 - *Chronic Bronchitis* is an inflammation of the airways in the lungs, which leaves them irritated. Chronic Bronchitis is characterized by the creation of extra mucus that blocks the airways resulting in a person coughing, spitting or finding it difficult to draw a breath.
 - *Emphysema* damages and destroys lung tissue. Large air pockets develop in the lungs where the air becomes trapped and causes a person to struggle to breathe.
- COPD is primarily caused by smoking but some research suggests that exposure to occupational pollutants and outdoor air pollution may contribute to developing the disease.
- COPD is Canada's fourth leading cause of death^{viii}
- Lung function naturally declines with age, but the decline in smokers is significantly increased. The chart below explains how quitting smoking at any time will slow the decline of lung function.



***As lung function declines COPD sufferers experience increased disability and eventually death**

i 2007 Leger Marketing research – consumer poll

ii Buist, Sonia A. et al. International variation in the prevalence of COPD (The BOLD Study): a population-based prevalence study. *Lancet* 2007; 370: 741-50.

iii 2007 Leger Marketing research – consumer poll

iv 2007 Leger Marketing research – consumer poll

v 2007 Leger Marketing research – consumer poll

vi DE O'Donnell, S Aaron, J Bourbeau, et al. Canadian Thoracic Society recommendations for management of chronic obstructive pulmonary disease – 2007 update. *Can Respir J* 2007;14(Suppl B):5B-32B.

vii COPD Guidelines

viii CTS 2007 Guidelines http://www.csrt.com/e_news.php?display&579&item Web Site accessed October 25, 2007