

# Transition to CFC-free inhalers

## Awareness package instructions



The resources in this awareness package have been developed with the expectation that your National Ozone Unit (NOU) will adapt, translate and distribute them within your country.

Translation of the resources should be arranged by the distributing organization, if necessary. Simple language and terminology has been used throughout to help this process.

This package contains three types of resources, provided in print and on disk:

- Print-ready publications
- PowerPoint presentation
- Draft communiqués

The disk also has an electronic folder of design elements from the print-ready publications, for use in translating or modifying these resources for local publication. The files include: text for each document (in Microsoft Word), logos and pictures etc (in imaging software), and design artwork (in Adobe InDesign). The CFC-free logo may be used on locally adapted CFC transition awareness resources, if desired.

### Print-ready publications

- **Information for health professionals: *Prescribing CFC-free lung medicines***
- **Consumer brochure for patients: *Using CFC-free lung medicines***

The information statement for health professionals contains details on CFC use in inhalers, CFC-free alternatives, key issues when changing inhalers, and which CFC-free inhalers are available in Asia and the Pacific region. The consumer brochure contains similar information simplified for patients with asthma and/or chronic obstructive pulmonary disease (COPD).

### ***Adaptation***

A box titled 'Where to get more information' is included at the end of each publication. The distributing organization should insert or stamp their local contact details here, e.g. for NOU.

### ***Use***

These resources should be widely distributed by the NOU in cooperation with health sector stakeholders. The information statement is designed for all health professionals managing patients with asthma and/or COPD, including doctors, nurses, pharmacists and other health workers. The consumer brochure should also be distributed to these health professionals for their reference, as well as to patients with asthma and/or COPD.

## **Awareness package instructions**

### **PowerPoint presentation**

- **Presentation for health industry: CFCs in inhalers for asthma and COPD**

The presentation for the health industry contains information on the global situation and Montreal Protocol implementation, CFC use in inhalers, the phase-out of CFC-containing inhalers, the transition process for CFC-free alternatives and a case study of successful transition in Australia, plus additional sources of information.

#### ***Adaptation***

This presentation should not need local adaptation. Some slides may be omitted if they are not appropriate for a particular audience. The distributing organization may insert their local contact details on the final slide of the presentation, if desired.

#### ***Use***

This resource should be used by the NOU or distributing organization to provide an overview of the transition to CFC-free inhalers to health professionals and health industry media in conferences, seminars and workshops.

### **Draft communiqués**

- **Draft letter to authorities**
- **Draft press release for health industry media**
- **Draft press release for general consumer media**
- **Draft radio announcement script**
- **Draft question and answer sheet**

The draft communiqués highlight the key messages about the transition to CFC-free inhalers for specific groups, such as national or regional authorities, stakeholder groups, media outlets and the general public.

#### ***Adaptation***

These resources have been created as a basis from which appropriate local materials can be developed. As a minimum, each communiqué will need to be transferred to the distributing organization's letterhead (e.g. your Ministry's letterhead) and adapted for the local situation where highlighted.

The distributing organization will need to include information such as:

- The distributing organization's name and contact details
- The CFC phase-out date in their country
- Details of the nominated media spokespeople

The distributing organization might adapt the resources further, depending on intended use.

### **Use**

#### *Letter to authorities*

The distributing organization might send this letter to health and/or environmental authorities, such as national or regional government departments and relevant stakeholder groups.

A request for assistance could be inserted at the end of the letter. This could include asking for help with local initiatives, such as deregistration of CFC-containing inhalers at a suitable time, fast-track promotion of CFC-free alternatives, and other incentive schemes for promoting CFC-free alternatives.

#### *Press releases*

The distributing organization might launch the press releases to coincide with an appropriate event. This could be a national conference on asthma, COPD or respiratory diseases, or an occasion such as World Ozone Day.

A media spokesperson will need to be arranged who will be available for interviews and responses to the press release. There could be different spokespeople for the health media and for the general media. The health media spokesperson could be a noted pulmonologist or doctor. The general media spokesperson could be the Health Minister, the Environment Minister, a celebrity with asthma or a well-known doctor.

All media spokespeople will need to be thoroughly briefed before any interviews. The *Question and answer sheet* includes many of the common media questions.

#### *Radio announcement script*

The distributing organization might contact the management of national or regional radio stations and encourage them to run the announcement as a community service announcement. Background information should be provided to explain its importance to public health and the environment, and that it supports the Government's agreement to comply with the Montreal Protocol.

The radio message could be delivered in phases. For example, phase I could include awareness about the change and the reason, and phase II could include information about cleaning, possible change in taste, smell and feel, and correct technique.

#### *Question and answer sheet*

The distributing organization might use this for preparing spokespeople, briefing media and journalists, answering patient queries, or providing information on their website.