

## Sharing Testimonials and Their Placement

One of the most powerful ways to advance the lung health movement is by sharing personal stories and raising awareness. As a lung health advocate, your voice can inspire others by providing a quote or testimonial about your lived experience. Whether you're reflecting on your personal lung health journey, participation in a program or service, or your experience at a Lung Health Foundation (LHF) event, your story has the potential to make a real impact.

### Where Might My Quote Be Used?

At LHF, we believe in amplifying the voices of those with lived experience to inspire change and build a stronger community. Before you share your story, we want you to feel confident about how and where your quote might be featured to make a meaningful difference.

### Social Media Channels

LHF is active across multiple social platforms, including X (formerly Twitter), Facebook, LinkedIn, YouTube, and Instagram. When you provide a quote, we may use all or part of it in a social media post, either in the main content or as a caption. While we typically don't tag individuals directly, we do acknowledge the quote provider by name unless you prefer to remain anonymous.

### The LHF Website

Our website serves as a hub for sharing inspiring stories, resources, and information. Your quote might be featured on various pages to promote our programs and services. For example, we may highlight testimonials to illustrate the impact of our community programs. Additionally, we regularly publish blogs on important and timely topics, where quotes from our community members are often included to provide personal perspectives.

### LHF Newsletters

A unique place your quote may appear is in our newsletters, such as *Breathing Space*. These newsletters are an excellent way to capture and share personal experiences with our broader audience. For instance, a short testimonial about your participation in an LHF event—like Advocacy Day on Parliament Hill—could inspire others to get involved in similar efforts.

### Community Presentations

LHF often conducts presentations to share information about our programs, advocacy efforts, and community support. Your quote could be featured in these presentations to add a personal, human element to the story we're telling, which helps resonate with potential partners, stakeholders, and supporters.

## **LHF Promotional Materials**

Throughout the year, LHF creates a variety of promotional materials such as pamphlets, brochures, postcards, and flyers to raise awareness about our initiatives. Your quote could be included in these materials, helping to encourage others to join our mission or participate in our programs and services. Personal testimonials can have a powerful influence on people considering involvement in our community.

## **Media Releases**

When LHF releases important news or updates through media outlets, we may feature quotes from individuals with lived experience to provide real-world context and emotional connection to the issues at hand. This could include press releases about new initiatives, events, or research developments in lung health.

By sharing your story, you're helping others understand the significance of lung health and inspiring action. We are grateful for your voice and the difference it makes, and we want to ensure that your message is shared in impactful ways across multiple platforms.

If you ever have questions about how your quote will be used or wish to specify where it can or cannot appear, just let us know. We're here to work with you and make sure your voice is heard in the right way!

