

Novartis, Medikidz® and the COPD Foundation: a partnership of superhero proportions ^[1]

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- Educating loved ones about a disease or diagnosis is a key factor to promote understanding and support.
- Medikidz is a children’s medical education organization that works closely with healthcare professionals, families, children and patients to produce unique learning materials.
- With Medikidz and the COPD Foundation, we developed a comic book to help those with COPD explain their condition to loved ones, particularly children and adolescents.



Getting diagnosed with a chronic disease can be scary and confusing – and the impact on friends and family members, especially children, is often overlooked. Chronic obstructive pulmonary disease (COPD) is an umbrella term used to describe a collection of lung diseases including chronic bronchitis and emphysema. COPD is most common in older people, and educating loved ones about the disease is a key factor to promote understanding and support.

This is why we are proud to have partnered with Medikidz and the COPD Foundation to develop a comic book that provides a creative and innovative way to help those with COPD explain their condition to friends and family, specifically children and adolescents.

Medikidz is a children’s medical education organization that works closely with healthcare professionals, families, children and patients to produce unique learning materials in an interactive, powerfully visual comic book format – thereby helping educate children about their health as well as the health of those around them.

The comic book we created follows the story of Andrew and Hannah, who are guided by the Medikidz “superhero” team to help them understand COPD and how they can support their

grandma.

“When we talk about COPD, we don’t do enough to highlight who is affected, which includes patients and loved ones,” explains Fabiana Talbot of the COPD Foundation. “This magazine has two tiers of effectiveness, not only as a preventative measure by showing children the repercussions of smoking, but also from an awareness standpoint. These kids can become future advocates, removing the stigma surrounding COPD.”

If you or a loved one would like to know more about this comic book, check out the digital flipbook [here](#) [2].

Looking for more information about [COPD](#) [3] or support for yourself or a loved one? Join the [COPD: Life is Calling](#) [4] community.

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