

# STRATEGIC FRAMEWORK



**OUR Mission:** To save lives by improving lung health and preventing lung disease.

**OUR Vision:** A world free of lung disease.

## STRATEGIC IMPERATIVES

Defeat lung cancer

Improve the air we breathe so it will not cause or worsen lung disease

Reduce the burden of lung disease on individuals and their families

Eliminate tobacco use and tobacco-related diseases

Accelerate fundraising and enhance organizational effectiveness to support the urgency of our mission

## AREAS OF FOCUS | GOALS

Reduce lung cancer deaths

Attain strong air pollution health standards

Serve as the premier resource for lung health

Cut adult and youth smoking rates

Increase and diversify revenue

Build and expand LUNG FORCE

Eliminate exposure to secondhand smoke

Improve quality of life for COPD and asthma patients

Increase research funding

Increase volunteer engagement

## GUIDING PRINCIPLES

Advocacy, education, research, awareness and engagement are equally critical to achieving our mission.

We believe in evidence-based and data-driven decision making and measurable impact.

Building a diverse, active and engaged pool of volunteers is integral to the success of our mission.

We must overcome health disparities to ensure universal lung health.

We are driven by innovation, transparency, initiative and ethical practices.

