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The most beautiful COPD chart in the world: all together to end COPD!

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To the Editor:

Since its inception in 2002, World COPD Day is celebrated to raise awareness and reduce COPD-related burden. In spite of this global effort, COPD remains poorly recognised. Indeed, BOEHM *et al.* [1], using Google Trends, noted the rather limited global awareness of COPD, which rates eighth within the top 10 causes of disease burden searched. On a positive note, they identified a seasonal trend, with a peak activity in November, that could be related to the increased incidence of acute exacerbations during the winter period, but it may also reflect the “noise” created by initiatives like the COPD Awareness Month and World COPD Day. The 2019 theme for World COPD Day is “All Together to End COPD”. Optimistically, recent evidence of projected global COPD mortality rates indicates this theme to actually be more than wishful thinking.

