

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

Champion clean air for all

Improve the quality of life for those with lung disease and their families

Create a tobacco-free future

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

Build and expand LUNG FORCE

Eliminate exposure to secondhand smoke

Improve quality of life for COPD and asthma patients

Increase research funding

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.