

Constantina Akkelidou
Minister of Health
Pallouriotisa,
Nicosia
Cyprus

12 September 2003

Dear Constantina,

Thank you for your letter dated 2nd September 2003. I am delighted that you are expressing firm commitment and support for the Breathing Life Cyprus Campaign 2003/4. In response to the three issues in your letter, I would like to comment as follows.

We understand that with the transfer of certain departments to the new Nicosia General Hospital that the space for the existing paediatric research unit will be increased to 120 sq.m. We would like some guidance as to an approximate date when this is likely to take place and whether the unit would be in the same location. As in my previous letters, we would appreciate if the new unit could be called the 'Breathing Life Lung Centre for Children' as it is the campaign's primary aim to create a centre of excellence for lung diseases for children in Cyprus, Greece and the region as a whole.

I fully understand that researchers employed by the new lung centre should have the necessary cover to perform research activities and/or clinical investigations of patients within the hospital. It is entirely reasonable to examine the case of each individual researcher and for any research activities to request the approval of the National Committee of Bioethics.

We are pleased you are offering support for employing an additional paediatrician for the operational needs of the centre and we hope that this will occur once the full extent of the research activities are established.

Regarding the promotion for the Breathing Life Cyprus Campaign 2003/4, I have outlined details below so as to achieve its maximum awareness and highest successful potential outcome

Awareness campaign

October 3rd Press Conference to take place in Nicosia, Cyprus – to be attended by Representatives from the Ministry of Health
Representatives from the Ministry of Education
The Mayors of all districts, which the walk will be passing through
Sport celebrities in Cyprus
Representatives from the youth movement of Cyprus
Trustees of the Breathing Life Trust
And any other agencies or individuals, which you believe should attend.

It may be interesting for the press of Cyprus to be informed of my involvement with the climb of Mont Blanc and visit to Base Camp Everest, which will increase the profile of the Breathing Life Cyprus campaign in Europe.

October 4th Press releases and packs should be issued to National and local newspapers and magazines throughout Cyprus and the United Kingdom. London Greek radio would be announcing the event and interviewing the representatives of the Breathing Life Trust.

October 6th An extensive poster campaign throughout Cyprus would provide a visual reminder of the date of the walk, its route, the national asthma campaign and its aims.

April 16th 2004 A further press conference commenting on the progress of the campaign and commencing promotional activities leading to the Cyprus Walk on 1st May 2004.

May 1st 2004 Full promotional activities should take place to include studio interviews with respiratory specialists, asthma sufferers and their families encouraging discussion and learning about the condition and its treatment.

May 1st-25th 2004 Regular updates of the progress of the walk together with coverage of the asthma campaign road shows, to be organised in strategic locations along the walk.

December 2004 Hand over of funds for the purchase of lung function equipment for the district hospitals of Cyprus and the establishment of the Breathing Life Lung Centre.

Should you have any comments on the above information, I would appreciate that you inform me at the earliest possible time. Your support and enthusiasm for our ideas will further support children with respiratory illness, and truly make a difference to the quality of their lives.

Yours Sincerely,

John Michael Mouskos

