

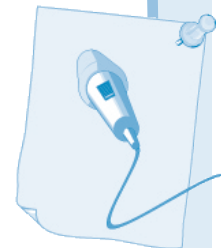
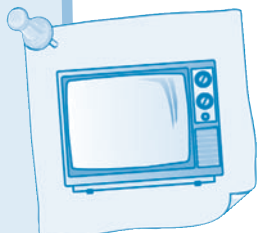
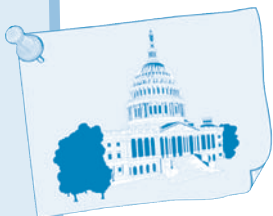


# Asthma Awareness Activities

## May is Asthma Awareness Month!

There is no better time to promote asthma education, including management of environmental triggers. Join EPA to plan an educational event for your community. Things to do include:

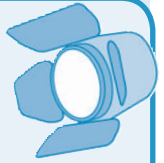
- ▶ Hold an asthma awareness event that is open to the public with elected officials and local celebrities. Ask your governor or mayor to issue an Asthma Awareness Month proclamation (see template on page 13). Have an EPA or health official make a brief presentation on asthma and your organization's efforts to combat the disease. Issue a press release announcing the event (see template on page 14).
- ▶ Sponsor an asthma awareness event at a local school, library, hospital, health clinic, or state capitol. Partner with other local organizations involved in asthma education in order to pool resources and increase attention and publicity for the event.
- ▶ Find out if any local leaders or celebrities have asthma and ask them to participate in your event.
- ▶ Arrange to display and distribute asthma educational materials at local sporting events (e.g., baseball, soccer).
- ▶ Sponsor an asthma awareness event with your local PBS station featuring the All About Asthma module of the Arthur Health Curriculum and the "Buster's Breathless" episode of ARTHUR®. To visit ARTHUR®'s Web site, go to <http://pbskids.org/arthur>.
- ▶ Ask local television and radio stations to include EPA's asthma and secondhand smoke public service announcements in their programming.
- ▶ Schedule local TV and radio interviews to talk about asthma and your organization's programs to educate the public on the role environmental asthma triggers play in the exacerbation of asthma.
- ▶ Contact area health insurers and managed care organizations to promote asthma education. See page 9 for a list of possible activities.
- ▶ Contact the National Association of School Nurses (NASN) or the Asthma and Allergy Foundation of America (AAFA) to arrange professional educational seminars, such as AAFA's "Asthma Management and Education Program," for health professionals.
- ▶ Introduce local schools to the *Indoor Air Quality Tools for Schools* Kit to protect all children from asthma triggers.



## Ideas for Asthma Awareness Activities *(continued)*

- ▶ Contact state or local education associations for support in sponsoring asthma awareness activities in your local schools.
- ▶ Sponsor an asthma walkathon. Invite local partners, hospitals, and pharmaceutical companies to provide asthma educational displays and materials.
- ▶ Contact area university medical schools and/or allied health programs such as nursing, respiratory therapy, or pharmacy to get their students involved in your event.
- ▶ Hold an asthma health fair offering free pulmonary screenings and education on environmental asthma triggers and management. Ask local partners, hospitals, and pharmaceutical companies to provide educational displays and materials.
- ▶ Ask local hospitals, clinics, doctors' offices, and pharmacies to display and distribute asthma educational materials.
- ▶ Arrange to display and distribute asthma educational brochures at public libraries, community centers, or other popular places.
- ▶ Ask local chapters of health professional organizations (i.e., respiratory therapists, nurses, pulmonologists, and pediatricians) to include articles in their newsletters on the role environmental asthma triggers play in the development and exacerbation of asthma, and encourage them to incorporate environmental control in their patients' asthma management plans.

### Event Spotlight: Asthma Awareness Poker Walk



#### Where and when did the event take place?

The Bad River Community Center in Odanah, Wisconsin, on May 20, 2008.

#### What happened at the event?

The Bad River Air Quality Department held a one-mile community walk to raise awareness about asthma and generate excitement about exercising and its benefits. Participants collected five cards as they walked a mile and the person with the best poker hand at the end, won an asthma-friendly basket of prizes.

#### What resources were used for the event?

Resources from EPA were distributed - Dusty the Asthma Goldfish Funbooks and bookmarks; The Asthma Home Environment Checklist; t-shirts that said "Don't let Asthma leave you breathless."

#### How did this event help raise asthma awareness?

With over 52 participants the Asthma Awareness Poker Walk encouraged a community to get up, exercise, and learn about asthma.

*Interested in materials designed for kids? Check out the Materials Order Form at the back of this Kit.*



## Communities in Action for Asthma-Friendly Environments



### 2009 National Asthma Forum: Sharing, Learning, and Taking Action Together

Join asthma leaders from across the nation to share best practices and discuss effective strategies for managing asthma in your community.

**Attend EPA's *Communities in Action for Asthma-Friendly Environments* National Forum from June 4-5, 2009 in Washington, D.C.**

### Join the Online Community Network!

EPA's *Communities in Action for Asthma-Friendly Environments* Online Network is a year-round resource for mentoring and collaboration. It's designed to provide the tools, information, and partners to support your asthma management program.

**Visit the site and join us!**  
[www.asthmacommunitynetwork.org](http://www.asthmacommunitynetwork.org)