



# May is Asthma Awareness Month



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## Event Planning Kit



Dear Asthma Awareness Month Partner:

Asthma affects about 23 million people of all ages and races. Despite the fact that asthma is widespread, public awareness of common asthma triggers and ways to manage asthma remains limited. Asthma Awareness Month in May provides a great opportunity to work together to increase public awareness of asthma.

The Global Initiative for Asthma, a joint project of the World Health Organization and the National Institutes of Health, established World Asthma Day and Asthma Awareness Month. Organizations working to improve asthma awareness and care around the world coordinate their activities throughout the month of May to increase public awareness of the asthma epidemic. The U.S. Environmental Protection Agency (EPA) plays a special role during this time because of our commitment to promoting awareness of indoor and outdoor pollutants that trigger asthma episodes.

The EPA developed this Event Planning Kit to encourage organizations in the U.S. to hold local events during Asthma Awareness Month. Inside you will find ideas for planning community asthma events. Be sure to check out the event spotlights to learn what successes your peers have had in the past. You will also find sample materials to use at your events.

Hundreds of asthma awareness events will take place across the United States this May. EPA can help publicize your event on our Web site. Either submit your event online (<http://asthmaevents.cadmusweb.com>) or fill out and mail the form on p. 16 and your event will be listed. We value your feedback on the usefulness of the enclosed materials and welcome any suggestions for future materials.

On behalf of EPA, I would like to thank you for sponsoring an asthma education activity in your community in support of Asthma Awareness Month. We look forward to assisting you with planning your asthma education events. Working together, we can help families take control of asthma.

Sincerely,

Kim Durkin  
Asthma Awareness Month Coordinator  
U.S. Environmental Protection Agency

