



Asthma Awareness Month



WORLD ASTHMA DAY

Event Planning Kit

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Dear Asthma Awareness Month Partner:

Asthma affects approximately 22 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 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 Asthma Awareness Month 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.

To encourage organizations in the U.S. to coordinate local events during Asthma Awareness Month, the EPA developed this Event Planning Kit. 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.

Hopefully, thousands of asthma awareness events will take place across the United States this May. To help publicize those events, please take a few minutes to fill out and return the enclosed form so that EPA can advertise your event on our Web site (www.epa.gov/asthma/awm.html). 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

