

NEWS

WORLD ASTHMA DAY 2006

The main theme for 2006 was patient education, focusing on young adults and children. The major message was the awareness of two different modalities of treating asthma, namely preventer and reliever treatments. Press releases to the media were compiled showing the burden of asthma, with general education on asthma, and a strong focus on preventer treatment. A large amount of print coverage, online coverage, radio appearances and TV coverage was achieved. A successful poetry competition was held – see the winning poems on p 90. Regional activities were held throughout the country in major centres, as well as in smaller areas where NAEP has good contacts, i.e. Bredasdorp and Oudtshoorn.



Moeneeb Joseph, Ajax Cape Town goalkeeper.



Minister of Health of the Western Cape, Pierre Uys, with Prof. Cas Motala, Prof. Heather Zar and Dr Mike Levin.

TV

Three 'spots' appeared on TV, 2 in the news on World Asthma Day and 1 on YO-TV the day before. In addition an hour-long program was taped for *Shift*. The producer of *Shift* has agreed to send a DVD of the show to ALLSA for further use as we please. The news stations have been approached for footage of the news inserts which may be incorporated into an educational video/DVD.



Marc Lottering receiving some asthma education with pupils at Heathfield High School, Cape Town.

Print media

Prior to World Asthma Day, adverts for the poetry competition appeared in most regional and local (community) newspapers. This included media in Cape Town featuring Marc Lottering endorsing the competition. Jellybean Journal ran a feature on the poetry competition in the *Weekend Argus*. On World Asthma Day articles appeared in the major newspapers in most major centres. Many thanks to those who contributed! The poetry competition winners were announced on 8 June. Media briefings were held in Cape Town, Durban and Pretoria where the winners were presented with their prizes.

Radio

At least 30 interviews were conducted by various ALLSA, SATS and NAEP members throughout the country. These ranged from extremely short news-flashes, to half-hour interviews.

Online coverage

Health24 covered the poetry competition in February and World Asthma Day itself in May.





Sr Gerry Brown with Dr Shirani Naidoo.



Min. Pierre Uys demonstrating use of a spacer device.

In summary

Media activities around World Asthma Day were successful. A large amount of coverage was achieved with good educational messages. Regional activities improved this year compared with prior World Asthma Day programmes. The national poetry competition was

successful. NAEP, ALLSA and SATS entered into a good working relationship with contributions from administrators and members from all three bodies. This raised the awareness of all three organisations. Producing a booklet of the best poems, interspersed with commentary and educational messages, is being investigated.

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