

WORLD ASTHMA DAY – 1 MAY 2007

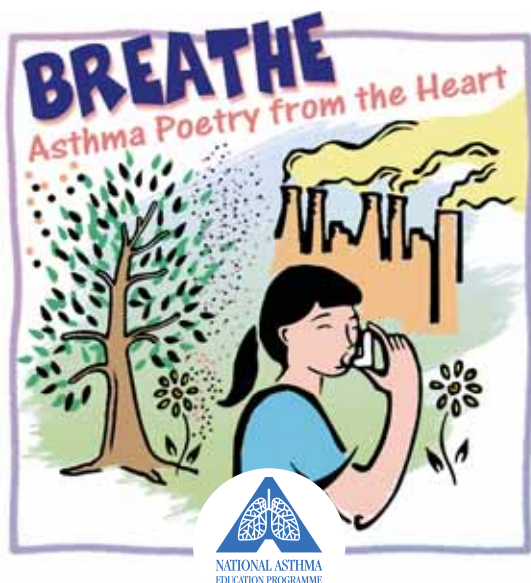
THEME: *YOU CAN CONTROL YOUR ASTHMA*

World Asthma Day once again featured events, activities, advertising opportunities and publicity, planned and implemented on behalf of ALLSA and NAEP.

Television and radio coverage was extensive, involving major radio and television stations. The message for World Asthma Day 2007 was 'You can control your asthma'. This reflects the new emphasis on asthma control as reflected in the newly revised GINA guidelines and the increasing evidence that the majority of people with asthma can achieve excellent control with appropriate management.

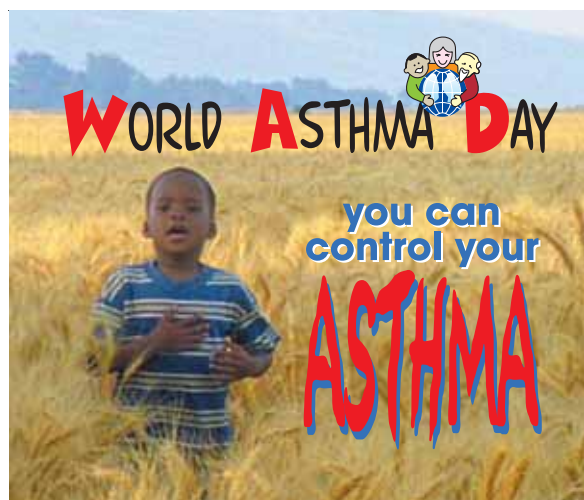
Print media also participated in publicising World Asthma Day with news items in many newspapers.

The annual poetry competition has grown into a core activity of World Asthma Day with the publication of a poetry book. 'Last year we initiated this competition as part of our World Asthma Day activities. This year we are expanding the competition on a national level and see it as a means for asthmatics and those who live with or interact with asthmatics, to share their experiences by writing a poem,' says Dr Mike Levin, NAEP Executive Member and paediatrician at Red Cross Children's Hospital Asthma Clinic. 'We are also launching a poetry book containing last year's winning poems.



What makes this poetry book novel is that it contains comments and guidance from the medical doctors who reviewed the poems on how asthma can be better managed.'

Entry to the poetry competition is free – participants are invited to submit their poem either by post to NAEP, PO Box 72128, Parkview, 2122 or by email to naepr@netactive.co.za. Closing date: 31 August 2007.



A TV commercial depicting the theme 'You can control your asthma' and profiling the NAEP website (www.asthma.co.za) and the 0861 ASTHMA telephone number was widely screened in some prime-time slots and at airport terminals and pharmacies.

Regional activities around the country included:

- An asthma seminar, open to the public, at Red Cross Hospital on 4 May
- Two asthma education events at day hospitals in Michells Plain and Retreat in Cape Town
- Information sessions at two schools in Bloemfontein, Legae Intermediate and Botshabela Primary
- NAEP hosted a stand at the *BABA INDABA* show in Durban from 27 - 29 April and will also exhibit in CT and Johannesburg later in the year
- A sports day involving young people in Oudtshoorn on 5 May
- A sports event in Duban
- An asthma seminar in Bredasdorp on 2 May, with workshops on how to use inhaler devices and how to do a peakflow measurement
- An Asthma Awareness Day in Phalaborwa on Wednesday 2 May hosted by Sister MK Maake
- Lamino Voices Choir performed a specially composed asthma song on World Asthma Day at the Giani Community Hall in Limpopo. The song was composed by Mr NLJ Nkuma and the project was inspired Dr Sam Malamulela.

The Asthma Awareness Campaign and the theme 'You Can Control Your Asthma' continues with the next peaks planned for July and August, and October – December with WAD 2008 activities initiating from this base in February 2008.



WORLD ASTHMA DAY

you can
control your

ASTHMA

Patients should be encouraged to participate actively in their asthma management

World Asthma Day is an annual event organised by the Global Initiative for Asthma (GINA) to improve asthma awareness and care around the world.

Goals:

- Increase public awareness about asthma by profiling the signs and symptoms
- Motivate those with symptoms to seek medical intervention
- Cultivate an understanding that asthma can be controlled with the correct use of appropriate medications
- Create an early recognition of deteriorating asthma - and an understanding of the need for urgent and early medical intervention

Asthma information is available at: www.asthma.co.za www.allergysa.org or www.pulmonology.co.za