



...Helping People Breathe Better...

MEDIA RELEASE

Thursday 14th August

**Don't get sprung this Spring – Take control of your asthma
Asthma Week 1 – 7 September 2008**

For Ms Ferrier and her 5 year old daughter Mackenzie, receiving a written Asthma Action Plan from their GP and learning to take control of Mackenzie's asthma has been a hugely comforting experience. Since using the written Asthma Action Plan, Mackenzie's mother feels confident in managing her asthma and most importantly knows exactly what to do if her daughter's asthma worsens, or develops in to an attack.

Heading in to spring the Asthma Foundation hopes more families and individuals can learn to take control of their asthma by accessing the free education sessions and activities that are on offer throughout Asthma Week, including a display at Whitfords Shopping Centre on Tuesday 2nd September.

Spring might signify the start of warmer weather and longer days, but with increases to airborne pollens from grasses, trees and weeds, many people with asthma find spring plays havoc with their condition and often leads to worsening symptoms and asthma attacks.

During Asthma Week (from 1–7 Sept) the Asthma Foundation of WA is running the free education stand at Whitfords Shopping Centre, a number of free Ask the Asthma Educator information sessions around Perth and an interactive Asthma Awareness Activity in Perth's CBD on Friday 5th September.

Chief Executive Officer of the Asthma Foundation, John Gummer says, "With so many people affected by asthma, it is alarming to know how complacent people can be with their asthma management. With education sessions being offered throughout Perth and activities scheduled right through Perth schools, childcare centers, pharmacies and GPs during Asthma Week, we hope to help even more people gain control of their asthma."

At the Whitfords Stand and during the interactive Ask the Asthma Educator sessions participants can learn about common asthma triggers, medications and how to use them, peak flow meters, asthma action plans, and importantly how to assess and manage an asthma emergency situation.

"Asthma affects over 220,000 people in WA. It's a potentially dangerous disease, but if their asthma is properly managed, people can live a healthy life and keep doing all the things they enjoy," Mr Gummer said.

Anyone interested in booking a place for the free Ask the Asthma Educator sessions, or wishing to book a free one-on-one session with an Asthma Educator, please call Nyree on 9289 3643. Otherwise, the Asthma Foundation hopes to see people at the Whitfords Shopping Centre Stand on 2nd September.

The Foundation's Asthma Week Donations Appeal is now underway and the community is encouraged to dig deep to support the vital work of the Asthma Foundation in providing educational services and funding medical research. To make a donation or for more information about the Asthma Foundation of WA and the services for the community, please visit www.asthmawa.org.au.

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Please find a photograph of 5 year old Mackenzie attached. To schedule further photographs at the West Perth office with the CEO and/or Asthma Educators please call the Media Contact.

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