

Committed to helping individuals manage asthma.



Fighting asthma has been an integral part of the American Lung Association's efforts to prevent lung disease. For over 100 years, the American Lung Association has worked to prevent lung disease and promote lung health. And now American Lung Association material is published by Krames, the experts in patient education.

For more information about this program and other American Lung Association programs, call **1-800-LUNG USA (586-4872)** or visit **www.lungusa.org**.



The American Lung Association expresses its appreciation to AstraZeneca for its generous support as the national sponsor of the American Lung Association Breathe Well, Live Well program.



Bring the only adult asthma program of its kind to your organization.

Breathe Well, Live Well

An Asthma Management Program for Adults

An innovative program from the American Lung Association.



- ▶ Validated and nationally tested
- ▶ Helps reduce the severity of asthma symptoms and respiratory problems
- ▶ Flexible, interactive delivery options



AMERICAN LUNG ASSOCIATION

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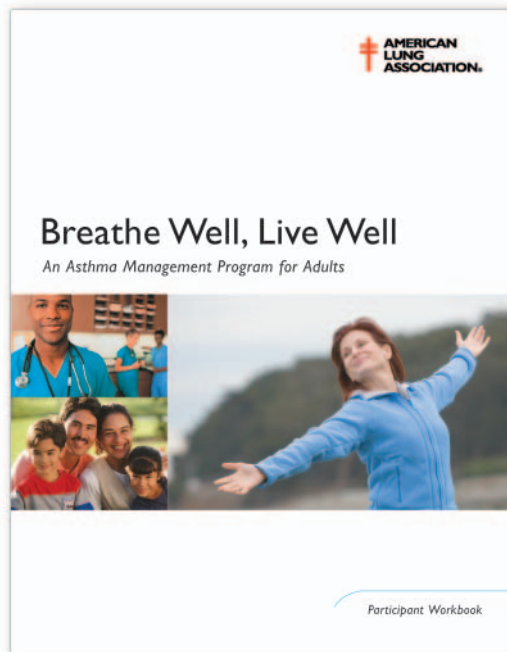
Breathe Well, Live Well: An Asthma Management Program for Adults.

Breathe Well, Live Well is an innovative adult asthma program from the American Lung Association. It's designed to reduce asthma-related illnesses and disabilities by building knowledge and self-management skills, making it ideal for hospitals, health plans, businesses, public health agencies or other community-based organizations. Consider these facts:

FACT: Close to 1.8 million emergency room visits were attributed to asthma in 2004.¹

FACT: Asthma accounted for an estimated 14.5 million lost work days in 2004.²

FACT: Annual direct health care costs to our nation as a result of asthma are \$11.5 billion; indirect costs (lost productivity) add another \$4.6 billion for a total of \$16.1 billion.³



About the program.

The *Breathe Well, Live Well* program is designed to be delivered in small group settings (optimal group size is 10 participants) to maximize individual learning. The program aims to reduce illness and disability due to asthma by improving asthma knowledge and self-management skills. *Breathe Well, Live Well* includes three modules:

Orientation module: A 15-minute phone call to participants explains what they can expect from the program and what to bring to the first workshop.

Workshop module: Intensive, interactive 4-5 hour module features lecture, group discussion and skills practice to support asthma management. Designed with flexibility in mind, this module can be delivered in one session or spread across two or three sessions, based on the participants' needs.

Follow-up and reinforcement module: A 15-minute phone call to participants to ensure that they're able to implement workshop lessons into their everyday lives.

Facilitated by American Lung Association-trained facilitators.

The program is delivered by experts in the field of asthma education. These individuals have been trained by American Lung Association certified trainers who not only teach specific skills, but train facilitators to be sensitive and listen supportively to participants' concerns. Facilitators consistently report that their training provides a solid foundation of preparedness to teach the course.

Comprehensive training materials for facilitators and participants in English and Spanish.

Program materials include an annotated workbook for facilitators and a participant's workbook that provides detailed information on asthma self-management, including:

- ▶ Understanding asthma and breathing
- ▶ Communicating with healthcare providers
- ▶ Identifying early warning signs of an asthma episode
- ▶ Trigger identification and control
- ▶ Asthma control medications
- ▶ Identifying and tracking symptoms
- ▶ Knowing what to do in an emergency
- ▶ Using a written asthma action plan and knowing what to do during an asthma episode

***Breathe Well, Live Well* Facilitator's Kit**

Kit includes facilitator's guide, 10 participant's workbooks available in English or Spanish and standardized evaluation materials.

***Breathe Well, Live Well* Participant's Kit**

Kit includes 10 participant's workbooks available in either English or Spanish.

Offer *Breathe Well, Live Well* in your organization.

This highly effective program can be offered anywhere asthma education is needed, including your organization. It's a smart way to improve participants' health, boost employee attendance and productivity, and help reduce medication and other healthcare expenses.



Breathe Well, Live Well is proven effective!

This comprehensive adult asthma management program, developed with funding from the Centers for Disease Control (CDC), is based on a validated program and has been proven effective through nationwide testing.

Adapted from a clinic-based intervention developed by the University of Alabama at Birmingham Lung Health Center (UAB), original studies show:

- ▶ Participants see a decrease in the severity of their asthma symptoms
- ▶ Participants have fewer respiratory problems
- ▶ Participants are more likely to stick to their asthma treatment

Learn more! Call 1-800-LUNG USA (586-4872) or visit www.lungusa.org today.

¹National Center for Health Statistics, National Ambulatory Medical Care Survey, 1992-2004. National Hospital Ambulatory Medical Care Survey, 2004.

²American Academy of Allergy, Asthma and Immunology. Allergy and Asthma Advocate: Fall 2004.

³American Lung Association.