

# The Advertising Council Inc

## Preventing Asthma Attacks among Native American Children

Dear Public Service Director,

We invite you to join us in charting new territory by reaching out to Native American communities with culturally-tailored radio spots in three tribal languages (Anishinaabe, Lakota and Diné/Navajo) designed to raise awareness of childhood asthma and help prevent asthma attacks.

Building on the current Childhood Asthma Prevention public service advertising (PSA) campaign, this groundbreaking new effort will communicate with Native Americans about specific ways to prevent asthma attacks and reduce emergency room visits.

Native American children are featured in these spots – speaking and performing in their native languages for the radio public service advertisements produced in Anishinaabe, Lakota and Diné/Navajo. These three languages represent languages used among Native American speakers. According to the Centers for Disease Control (CDC), Native Americans (including Alaskan Natives) have the highest asthma rate among single-race groups, and suffer more asthma attacks and symptoms than other single-race or ethnic groups. These culturally-relevant PSAs are designed to be broadcast in Native American communities to help raise awareness and promote actions to improve asthma outcomes.

Since its launch in 2001, the media has donated more than \$200 million to the general market Childhood Asthma Prevention campaign. The website [www.NoAttacks.org](http://www.NoAttacks.org) has attracted more than one million unique visitors and research conducted for the campaign has revealed that parents are reporting a 20 percent change in behavior to prevent asthma attacks. By producing PSAs designed specifically for the Native American community, the campaign continues to evolve and make an impact.

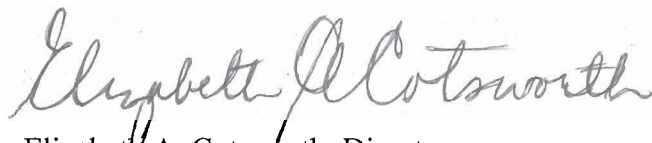
The general market campaign PSAs are available in English and Spanish for TV, radio, newspaper, magazine, bus transit, billboard, school poster and web banner.

You can lend your support to this educational effort by using the enclosed PSAs throughout the year. Together, we can build a healthier environment for our children. Thank you for supporting this important national public health initiative.

Sincerely,



Peggy Conlon, President & CEO  
The Advertising Council, Inc.



Elizabeth A. Cotsworth, Director  
Office of Radiation and Indoor Air  
U.S. Environmental Protection Agency

