



ADVERTISING UPDATE

Childhood Asthma “Even One Attack Is One Too Many”

Campaign Sponsor: The U.S. Environment Protection Agency

BACKGROUND:

Since 1980, the number of people with asthma has more than doubled. Last year, almost four million children suffered from asthma attacks. The CDC estimates that children miss 14 million school days each year due to asthma. Although there is no known cure for the disease, experts agree that there are a variety of ways to reduce the number of attacks. One way is to reduce exposure to the environmental factors -- asthma triggers -- that make asthma worse. These PSAs provide parents and caregivers with new and simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks.

CAMPAIGN OBJECTIVE:

To motivate parents of children with asthma to learn about specific asthma triggers and how they can help eliminate them.

TARGET AUDIENCE:

- Parents and caregivers of children with asthma (infant to 16 years of age).
- Disproportionately impacted populations including African Americans, Hispanics and Native Americans.

DID YOU KNOW:

- Asthma is a serious respiratory disease affecting the quality of life for more than 20 million people in the U.S. including 6 million children.
- Each year, there are 2 million visits to emergency departments, 500,000 hospitalizations and nearly 5,000 people die due to asthma.
- The rate of asthma among Native Americans is nearly 12%, much higher than other single-race groups.
- Native Americans suffer more symptoms and asthma attacks than other groups.
- African Americans and Hispanics report more emergency room visits for asthma.
- Only 31% of caregivers are taking essential actions to reduce their child's exposure to asthma triggers.

Learn more by visiting www.noattacks.org or by calling 1-866-No-Attacks.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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