



# MEDIA ADVISORY

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American Lung Association  
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## How well is your asthma controlled?

### May is Asthma Awareness Month

Fort Lauderdale, Fla. – In an effort to support World Asthma Day on May 7 and Asthma Awareness Month throughout May, the [South Florida Asthma Consortium](http://www.southfloridaasthma.org) has joined forces with the [American Lung Association](http://www.lung.org) and [Florida Asthma Coalition](http://www.floridaasthma.org) to host events that increase asthma awareness.

Approximately one in 10 children and one in 12 adults have asthma. In 2010, the total charges related to just emergency department visits and hospitalization due to asthma exceeded \$952 million in Florida.

Asthma is a condition that affects the lungs and if not well managed can result in repeated episodes of coughing, wheezing, breathlessness, chest tightness, loss of sleep and even death. Individuals can manage their asthma by knowing what may trigger an asthma attack and the physical warning signs of an attack. Common triggers include second-hand smoke, mold, dust mites, pet dander, cockroaches, pollen, strong odors, colds and flu, in some instances exercise, stress, cold air and certain foods. When asthma sufferers know their triggers, they are able to avoid these elements and reduce the likelihood of an attack.

To better educate the public about asthma, the xxx Board of County Commissioners, Broward Health, Miami-Dade College and [Florida Department of Health in Miami-Dade County](http://www.floridahealth.com), in conjunction with the South Florida Asthma Consortium and Florida Asthma Coalition, will host events for asthma awareness on:

**May 6, 3 p.m. to 5 p.m.**

*Asthma presentation: Environmental Triggers of Asthma and Strategies for Reducing Asthma Suffering*

Board of County Commissioners Chambers  
Xxx St.

Xxx, FL xxxxx  
(xxx) xxx-xxxx

**May 7, 9 a.m. to 12 p.m.**

*General Awareness Campaign*  
Seventh Avenue Family Health Center  
200 NW 7<sup>th</sup> Ave.  
Fort Lauderdale, FL 33311  
(954) 759-6600

**May 10, 8:50 a.m.**

*Asthma Seminar for [Respiratory therapists](#)*  
Miami-Dade College, [Medical Campus](#)  
[950 NW 20<sup>th</sup> St.](#)  
(305) [237-4423](#)

**May 20, 9 a.m. to 12 p.m.**

*General Awareness Campaign*  
Annie L. Weaver Health Center  
2011 NW 3<sup>rd</sup> Ave.  
Pompano Beach, FL 33060  
(954) 786-5901

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**May 22, 10 a.m. to 12 p.m.**

*Recognition Celebration for bronze recognized childcare facilities*

[Florida Department of Health in Miami-Dade County](#)

Miami-Dade Health Department

[8600 NW 17<sup>th</sup> Street, 3<sup>rd</sup> Floor](#)

[Miami, FL 33126](#)

[\(305\) 470-6877](#)

The South Florida Asthma Consortium and Florida Asthma Coalition have also partnered with Publix to place posters in over 160 Publix pharmacies in Monroe, Miami-Dade, Broward and Palm Beach counties to increase asthma awareness. Other partners include CVS, Walgreens, Navy-Base and Winn Dixie Pharmacies, who will be displaying Asthma Awareness Month posters at many of their South Florida locations.

Miami Children's Hospital is supporting awareness through communications, including placement of an asthma awareness advertorial in *South Florida Parenting* magazine, as well as social media outreach and website postings during the month.

Being aware of asthma attack symptoms and knowing the immediate steps to take is very important in treating an episode. Patients should have an asthma action plan, which shows daily medication treatments, types of medicines to take and when to take them in the event of an attack. An asthma action plan should be developed by a physician and monitored to find what works best for each patient.

If you are experiencing asthma symptoms more than two times per week, have limitations in your daily activity, need to use your rescue medication more than two time per week, record peak flow readings of less than 80 percent of personal best or experience nighttime awakenings due to asthma more than two times per month, it is an indication that your asthma may not be well controlled and you should meet with your physician to review your plan.

If your organization would like to partner on this important initiative, contact Andy Cuddihy, program director of American Lung Association in Florida, Serving South Florida, at [acuddihy@lungfla.org](mailto:acuddihy@lungfla.org) or (954) 524-4931 or Dr. Don Torok, South Florida Asthma Consortium chair, at [torok@fau.edu](mailto:torok@fau.edu) or (954) 236-1261.

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