



May is Asthma Awareness Month

Take Action to Help America Breathe Easier



DIGITAL TOOLKIT

About 25 million people (1 in 12 Americans) have asthma. Each May, individuals and organizations across America join together for Asthma Awareness Month to increase public awareness of the asthma epidemic and to take action to get asthma under control in our nation.

Asthma Organizations

Bloggers * Web Managers * Social Media Fans

Help spread the word about Asthma Awareness Month!

We thank you in advance for your support. For more information about the Center for Disease Control's National Asthma Control Program, visit: www.cdc.gov.

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WEB BANNERS

If you host a blog or website, a web banner is a great way to promote asthma awareness while linking your readers to valuable information. You can include the banner in your page structure for the entire month or simply include it as part of a post or feature article.

To add a banner to your space, copy and paste the HTML code into your web page.



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<a href="http://www.cdc.gov/asthma/?s_cid=asthma_001" title="May is Asthma Awareness Month &mdash; Take action to Help America Breathe Easier. www.cdc.gov/asthma"></a>
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BLOGS AND ARTICLES

Below are a few ideas for how you can use your blog or website to encourage readers to comply with medical recommendations and avoid asthma triggers. The ideas are categorized by type of site so that you can easily find something that works for you, but any of the ideas can be adapted for your audience. We've also provided reliable resources with each topic for you to find information to highlight in your posts.

Asthma Bloggers

If you suffer from asthma and blog to share your experiences and help others, consider reaffirming your personal commitment to your asthma action plan and summarizing the best practices you've learned. Write a new post each week sharing your progress. All of these ideas can also be adapted to second person for general asthma websites. A few ideas:

Personal Report Card: Grading Myself on My Asthma Action Plan

Description: Review your asthma action plan and grade yourself on how well you've adhered to your doctor's recommendations over the last year. Reflect on your score and how you can do better in the future.

Call to Action: Ask readers to review their asthma action plans and grade themselves on how well they're doing. Readers with A's should keep up the good work, B's and C's should refocus on self-management and consider identifying a "personal champion" for encouragement and support. Any F's should visit their doctor to reassess their asthma action plan and determine whether alternate treatment options would be better for controlling their asthma.



Resources: [About Asthma Action Plans](#), [Download Printable Action Plan](#)





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Recommitting to Breathing Easier: My Asthma Resolutions

Description: Make three to five resolutions for how you will better manage your asthma in the next year and/or take action to help others with asthma.

Call to Action: Ask readers to comment on your post with two to three personal “Asthma Resolutions” and to write the resolutions down on paper and store them somewhere they’ll come across them on a regular basis (e.g. set them in a “junk drawer,” tuck them in a car visor, or make them a bookmark).

Resources: [Management and Treatment](#), [So You Have Asthma](#)

Managing My Medicine: How I Keep Track

Description: Share your best practices for keeping track of your asthma and how you use that information to guide conversations with your doctors.

Call to Action: Ask readers to research options for tracking their medications and determine the best method for their lifestyle. Options may include a paper-based [Asthma Diary](#) or downloading a mobile application. The key is to find something they can stick with for the long term.

Resources: [Monitoring Symptoms](#), [How is Asthma Treated and Controlled?](#)

Asthma Diary

Date	PEF Readings AM	PEF Readings PM	No. of Puffs of Rescue MDI/DPI	Cough	Wheeze	Shortness of Breath	Chest Tightness
				None = 0, Occasional = 1, Frequent = 2, Continuous = 3			

Figure 1: Readers can download an Asthma Diary online such as this one from Cleveland Clinic to keep track of symptoms and treatment.





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Asthma and Air Pollution: Avoiding Outdoor Triggers

Description: Provide information on the effects of air pollution on people with asthma and discuss how you avoid outdoor triggers to manage your asthma.

Call to Action: Ask readers to pay attention to their sensitivity to air pollution and stay aware of the air quality in their locations. For air quality information based on your Zip code, visit www.airnow.gov.

Resources: [Respiratory Health & Air Pollution](#), [Asthma & Outdoor Air Pollution](#), [Preventing Asthma](#)

Parenting Blogs and Websites

Anyone can get asthma, but asthma is twice as common among children as adults. More than 7 million asthma sufferers are under age 18, and asthma is the third ranking cause of hospitalization for children.¹ A couple ideas to help parents with children who have asthma:

May is Asthma Awareness Month – Does Your Child Have Asthma?

Description: Provide an overview of asthma in the context of Asthma Awareness Month, including potential signs and symptoms and questions to ask your doctor.

Call to Action: Ask readers to review the signs and symptoms of asthma and determine whether it's appropriate to talk to their child's doctor about asthma. You can also ask parents of children with asthma to respond with a comment on how they discovered their child had asthma and what to expect/how to prepare for initial doctor visits.

Resources: [What are the Signs & Symptoms of Asthma?](#), [How is Asthma Diagnosed?](#)

Taking Control Over Your Child's Asthma

Description: Let readers know there is no cure for asthma, but asthma does not mean your child is destined to observe life from the sidelines. Share the resources below to provide tips for getting asthma under control.

Call to Action: Take control of your child's asthma by working with a doctor to develop and/or update an asthma action plan, adhering to the medication recommendations and avoiding asthma triggers.

Resource: [How to Help your Child Gain Control Over Asthma](#)





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Health Blogs and Websites

Although asthma is disproportionately represented among children, 17.5 million adults suffer from asthma resulting in 14.2 million missed work days, 1.11 million emergency room visits and 3,262 deaths each year (95% of all asthma-related deaths).² Use the topics below to increase awareness of adult asthma among your readers and remind people with asthma to continue managing their symptoms to avoid potentially life-threatening asthma attacks.

Occupational Asthma – Are You At Risk?

Description: Occupational asthma, also called work-related asthma, is one of the more serious problems that can be caused by work-related allergy.³ Provide information about occupational asthma and tips for prevention and detection/early treatment to avoid long-term health problems.

Call to Action: Ask readers to analyze their work place environment to determine whether there are risk factors for occupational asthma and to take precautions to avoid exposure to known triggers and to get help from a physician for any breathing problems before they become permanent. Also ask audiences to share any experiences with occupational asthma that may help other readers.

Resources: [Employers, Employees and Worksites](#), [Workplace Safety and Health Topics](#)

Managing Adult Asthma

Description: Although many people with asthma experience less symptoms as they grow older, either because their airways have grown, their immune system is less sensitive and/or their level of activity decreases, the underlying causes of asthma do not go away. Provide advice for adults with asthma to continue self-management to avoid potentially life-threatening asthma attacks.

Call to Action: Ask readers to review their asthma history with their doctor and determine whether to develop an adult asthma action plan. You can also ask readers to share their experiences with adult asthma “flare-ups.”

Resources: [“Breathe Well, Live Well” Program Materials](#), [National Asthma Control Initiative](#)





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QUICK TIPS

Quick tips are a great way to use social media tools such as Facebook and Twitter to send out messages about asthma. Below are a few ready-to-post messages to increase awareness of the asthma epidemic and empower people to take control of their asthma.

- An Asthma Action Plan is a guide to help you take control of your asthma. Print out this example and discuss it with your doctor at your next visit: <http://go.usa.gov/bkU>
- Is your child's asthma plan working? Check out this School Nurse Assessment from the National Education and Asthma Prevention Program: <http://go.usa.gov/bkP>
- An asthma attack can occur when you are exposed to triggers such as house dust mites and tobacco smoke. Learn about key triggers to avoid: <http://go.usa.gov/bm3>
- Poor air quality can trigger your asthma symptoms. Check out AirNow.gov to plan your activities based on optimal air quality: <http://go.usa.gov/bkp>
- Asthma is a long-term illness that requires long-term care. Learn more about Living with Asthma: <http://go.usa.gov/bkd>
- Asthma is the third-ranking cause of hospitalization among children under age 18. Help your child gain control over asthma: <http://go.usa.gov/bkv>
- May is Asthma Awareness Month. Find out how to take action in your community: <http://go.usa.gov/bkf>

¹ http://www.cdc.gov/asthma/pdfs/breathing_easier_brochure.pdf

² <http://www.cdc.gov/nchs/data/nhsr/nhsr032.pdf>

³ <http://www.cdc.gov/niosh/topics/asthma/>