Ideas for Asthma Awareness Activities

- Hold an asthma awareness event that is open to the public with elected officials and local celebrities. Ask your governor or mayor to issue an Asthma Awareness Month proclamation. Have an EPA or other health official make a brief presentation on the asthma epidemic and your organization’s efforts to combat the disease. Issue a press release announcing the event (see enclosed example).

- Sponsor an asthma awareness event at a local school, library, hospital, or health clinic.

- Sponsor an asthma awareness event at a state capitol.

- Sponsor an asthma awareness event with your local PBS station featuring the “Buster’s Breathless” episode of ARTHUR®.

- Ask local television and radio stations to include EPA’s Goldfish PSA Campaign in their programming.

- Contact the National Association of School Nurses (NASN) or the Asthma and Allergy Foundation of America (AAFA) to arrange professional educational seminars, such as AAFA’s “Asthma Management and Education Program,” for health professionals.

- Schedule TV and radio interviews to talk about asthma and your organization’s programs to educate the public on the role environmental asthma triggers play in the development of asthma.

- Sponsor an asthma walkathon. Invite local partners, hospitals, and pharmaceutical companies to provide asthma educational displays and materials.

- Hold an asthma health fair offering free pulmonary screenings. Ask local partners, hospitals, and pharmaceutical companies to provide educational displays and materials.

- Ask local hospitals, clinics, doctors’ offices, and pharmacies to display and distribute asthma educational materials.

- Arrange to display and distribute asthma educational brochures at a public library, community center, or other popular places.

- Ask local chapters of health professional organizations (i.e., respiratory therapists, nurses, pulmonologists, and pediatricians) to include articles in their newsletters on the role environmental asthma triggers play in the development and exacerbation of asthma, and encourage them to incorporate environmental control in their patients’ asthma management plans.