



Annual Report 2008

Asthma Society of Canada

October, 2009

We are pleased to present you with an annual report for the operations of the Asthma Society of Canada. This is our first annual report and one will be sent every year about this time. This is part of our commitment to continue to be a well-managed not for profit.

Throughout 2008, the Board of Directors worked on developing a three year strategic plan which became the road map for the ASC in January of 2009. Based on this work, we will continue to be the balanced voice for asthma in Canada, advancing optimal self-management, prevention, research and health care as set out in our mission.

This annual report shows a fiscally responsible charitable organization which is, at the same time, funding programs which provide support and education to Canadians who live with asthma.

Every Canadian knows that 2008 was a challenging year for businesses and we believe this annual report shows a fiscally responsible charitable organization which, despite these the tough times, managed to execute programs and support research which provided material support and education to Canadians living with asthma. As you can see in the financial charts below, the bulk of our expenses were directed to our programs and research. We feel good that less than 20% of our expenses went to administration, and even the bulk of those expenses were inextricably linked to providing services to Canadians from our single national office.

A copy of our audited financial statements for the year ending December 31, 2008 is available by contacting our office.

The work of the ASC could not be done without our donors, volunteers and staff. We thank them all for their continuing support.



Stephen Eyre
Chair, Board of Directors
Asthma Society of Canada



Christine Hampson
President and CEO
Asthma Society of Canada



Our Vision

Our vision at the Asthma Society of Canada is to empower every child and adult in Canada with asthma to live an active and symptom-free life.

Our Mission

We are the balanced voice for asthma in Canada, advancing optimal self-management, prevention, research and health care.

- We help patients to take control of their symptoms by providing credible and leading edge information and the guidance and education they need to live their lives symptom free.
- We lead and advocate for the best interests of Canadians with asthma through effective collaboration with policy-makers, researchers and health care providers.

Our Goals

The Asthma Society of Canada seeks to provide 'evidence-based,' market tested, age appropriate asthma information, education, management tools and support programs for Canadians with asthma. The Society provides this information directly through telephone, Internet, and print, and indirectly through healthcare providers, primary caregivers, teachers, coaches, employers and community organizations.

The Asthma Society of Canada seeks to support strategic research through project collaborations, which will result in an improved understanding of consumer needs and programs.

The Asthma Society of Canada seeks to represent the views and best interests of Canadian asthma consumers with other key stakeholders: government, industry, healthcare providers, and community agencies. The Society also engages in and facilitates dialogue and debate on issues impacting Canadians with asthma.

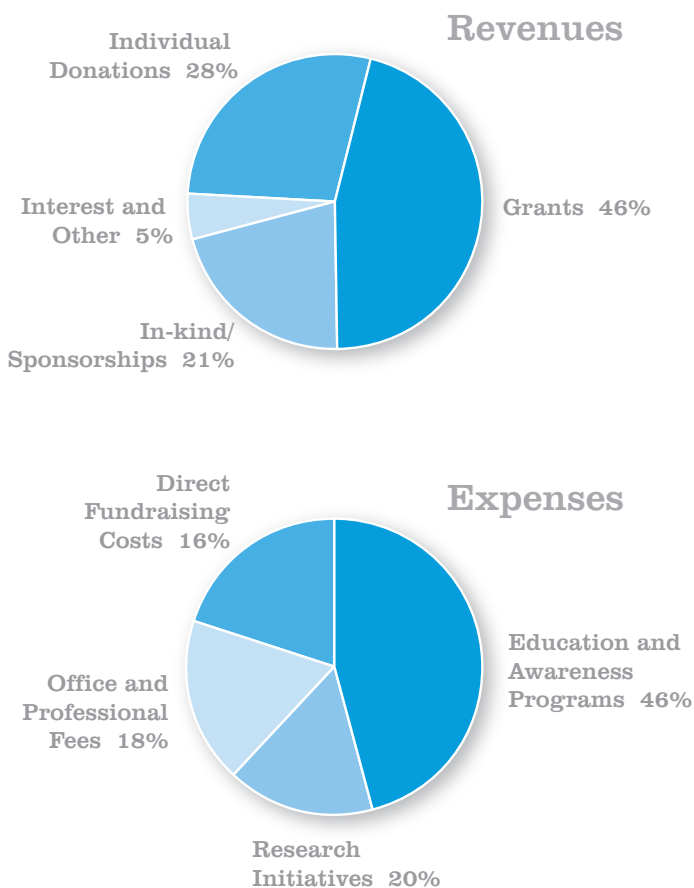
The Asthma Patient Bill of Rights

As a patient with asthma, you have the right to:

1. Strive for complete control of your asthma. Complete control of asthma means exactly what it sounds like - a life free of symptoms and limitations. You should be aiming for:
 - Zero symptoms
 - Zero nighttime awakenings
 - Zero time lost from school, work and play
 - Zero exercise limitations
 - Zero emergency room visits
 - Zero time spent in hospital because of asthma
 - Zero side effects from asthma medications
2. Discuss your personal targets in asthma management with your doctor or health-care advisor.
3. Access accurate and up-to-date information/advice about asthma and its management, and participate in decisions about your care.
4. Access appropriate medications as needed.
5. Access asthma and health-care services in a timely manner, including physician appointments and treatments in hospitals anywhere in Canada.
6. Access regular asthma assessments with scheduled follow-up visits without waiting for an emergency.
7. Access spirometry/lung-function testing in the primary health-care setting.
8. Access referral to an allergist for assessment and testing when required.
9. Access asthma education programs anywhere in Canada.
10. Live and work in smoke-free environments with no exposure to second-hand smoke.

Financial Overview – 2008

Full audited financial statement available by contacting our office



Research: A Shared Vision

With the support and participation of the Assembly of First Nations, Inuit Tapiriit Kanatami, AllerGen NCE, First Nations and Inuit Health Branch – Health Canada and the Public Health Agency of Canada, the ASC collaborated on a study and a report on asthma and allergies in First Nations and Inuit communities. The full report is available in English and French on our website or through our main office.

The report makes five recommendations:

1. The development of culturally appropriate education and community asthma/allergy awareness is integral for improving access to asthma and associated allergy related health services.
2. There is an acute need for a federal framework of asthma and allergy care for health care providers.
3. There is a consensus around the need for the development of a new health care delivery model for First Nation and Inuit peoples with chronic conditions.
4. We must begin to address major gaps in family and community resources for managing and coping with asthma and related allergies.
5. There must be more attention paid to the link between obesity and asthma and related allergies.

In 2009, the ASC is actively engaged in securing funding and partnerships to move forward on one or more of these recommendations.

Fundraising: Individuals Raising Money

By riding her bicycle up and down mountains in the TransRockies Challenge, BC teacher Pepper Couelle-Sterling raised \$10,471.00 online to support the Asthma Society of Canada. At the same time, her cycling raised awareness that people with asthma can participate in rigorous physical activity.

Pepper's endurance in the 7 day event would be an amazing feat for anyone, but is especially notable due to her moderate to severe asthma. People in her home town of Fernie, BC, and throughout Canada got behind her fundraising challenge online.

Pepper led a team of four wearing custom jerseys sporting ASC logos. Supporters and donors of Pepper were able to follow her progress on the web.

Awareness: NAPA

The National Asthma Patient Alliance (NAPA) is a grassroots patient group of volunteers from across Canada, whose aim is to increase patient awareness about how to achieve optimal asthma control and to address communication and advocacy needs of these diseases in their local communities.

In May 2008 the NAPA released the Asthma Patient Bill of Rights. The Bill is an important tool in empowering people with asthma to work for greater control of their disease and greater access to asthma care.

Membership is free and provides NAPA members with an enewsletter, an electronic discussion board, a dedicate webpage and the ability to participate in ongoing advocacy activities.

The ASC met its goals for memberships in 2008 and is continuing to seek new members and funding to grow this program.

This project is funded by all of the ASC's health industry partners.

Education: Preventing the September Asthma Peak

The Asthma Society of Canada launched the **Preventing the September Asthma Peak** campaign to educate children, their caregivers and teachers about the significant spike in the number of children requiring hospital treatment as a result of asthma attacks during the month of September.

Working with an educational consultant, the Asthma Society of Canada created classroom materials for teachers of grades four to six. These materials offer teachers information on asthma and lesson plans to help educate students. A brochure is also available to parents. The information is available online and through our office in both English and French.

In September, ASC Board member Dr. Mark Greenwald and opera singer Karina Gauvin made a presentation at the Duke of Connaught Elementary School. Covered by national media, the Grammy-nominated Ms Gauvin explained to the students in attendance that living with asthma has not held her back from a singing career.

This project was made possible by funding by health care and financial services companies.