

ASTHMA SOCIETY OF CANADA

BACKGROUNDER

The Asthma Society of Canada (ASC) is a national charitable volunteer-supported organization solely devoted to enhancing the quality of life and health for people living with asthma through education and research.

Since its inception in 1973, the ASC has provided a variety of asthma education and awareness programs, and funded many research projects in order to gain a better understanding of the disease and how it can be better managed. It has gained a reputation for providing high quality asthma education and information to Canadian asthma consumers.

ASC programs include public education initiatives that communicate vital information about asthma and related issues. Through telephone support with a Certified Asthma Educator and through various classes and seminars, ASC educates people with asthma of all age groups and their families and caregivers on the management of asthma. Topics include the importance of avoiding common triggers, how to clean up the home environment, taking asthma medication as prescribed, improving asthma control and quality of life, reducing illness and death due to asthma as well as other strategies to help people live well with their asthma.

Through regular updates on its websites -- www.asthma.ca and www.asthmakids.ca - as well as through newsletters, the Asthma Society of Canada provides information to individuals with asthma and their families on topics such as treatments, asthma devices, therapeutic advances, ways to avoid asthma triggers and news items about asthma, as well as stories about the people who make the Asthma Society's programs possible.

Asthma is a lifelong condition that can be managed, but there is no cure. As a result, research programs are a high priority at the ASC. Today's research efforts offer hope for a future cure, and in the meantime, provide doctors and patients with insights into better treatment and management.

Volunteers and Community Partners are also very important to the ASC. They assist in the delivery of asthma education and awareness programs, help with clerical needs, initiate and support fundraising projects and promote the aims of the organization.

There are many ways to contact the ASC and to find out more about asthma. Call its toll-free Asthma Info Line, 1-800-787-3880, which is staffed by a Certified Asthma Educator; submit a question to our asthma educator by email at consult@asthma.ca or visit our website at www.asthma.ca.

For more information, please contact:

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