

Special Report

Don't let
Asthma

take
your
breath
away

Nationwide
Asthma
Screening
Program

ACAAI American College
of Allergy, Asthma
& Immunology
Follow the Leader Into the Future

This program is supported by
AstraZeneca

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'Take control' message spread through 2008 asthma screening program

The message that anyone with asthma should be able to feel good, be active all day and sleep well at night was heard by millions of Americans through the 12th annual ACAAI Nationwide Asthma Screening Program which focused on helping diagnosed asthmatics take control of their condition.

A total of 213 ACAAI-member allergists coordinated more than 250 screenings at locations across the country. The program is supported by **AstraZeneca**.

This year's public service campaign provided coordinators with new tools to reach people with asthma and health professionals with information on the recent treatment Guidelines from the National Heart, Lung and Blood Institute.

A brochure, *Take Control: A Guide for People with Asthma*, was distributed at screenings to encourage program participants to partner with their doctor to keep asthma symptoms in check. It includes information on the goals of asthma treatment, measurement and control of symptoms, asthma triggers and avoidance, medications and the importance of seeing an allergist. Information on immunotherapy also is included.

In addition to distribution at screenings, the new "Take Control" materials were:

- posted to the College's Web site,
- sent to all ACAAI members and
- distributed to the patient support groups Allergy and Asthma Network Mothers of Asthmatics (AANMA) and Asthma and Allergy Foundation of America (AAFA) for them to share with their members.

"The free screenings provide allergists with an opportunity to reach out to the community and help diagnosed asthmatics understand that their asthma symptoms can be controlled with the appropriate diagnosis and treatment," said **Dr. John Winder**, chair of the Nationwide Asthma Screening Program. "It's important for allergists to communicate that we are the asthma experts and can help. No one should have to



A young screening program participant takes a deep breath at the screening offered by **Dr. Karen Konz** at the Children's Museum of Appleton in Wisconsin.

suffer, and this program gives us a chance to spread that message."

Local and national media coverage of the free screening program also spread the word and encouraged both adults and children with breathing problems to attend a screening in their area.

In an effort to educate parents and caregivers about asthma symptoms in young children, the 2008 program continued its partnership with Babies 'R' Us. The *Recognizing Asthma in Your Young Child* brochures were distributed at all 295 Babies 'R' Us stores across the country as part of an Earth Friendly Products event.

Based on the screening program's continued success, plans for 2009 are under way.

ACAAI members can learn more about the screening program and how to become involved at the Nationwide Asthma Screening Program booth at the Annual Meeting in Seattle.

"We're always looking to expand our efforts, and volunteers make that possible," Dr. Winder said. "We welcome every member of the College to be involved and thank those that have participated time and time again for their continued support."

Online coverage alerts millions to free screenings with just a few clicks

Online media coverage extended the reach of the Nationwide Asthma Screening Program to the millions of Web-surfing Americans.

News about the screening program appeared in items and articles on Web sites for *U.S. News & World Report*, *USA Today* and About.com. HealthDay, an online news service, distributed information about the screening program and the importance of asthma control to 121 Web sites including Discovery Health, iVillage and the *Washington Post*.

U.S. News & World Report's article included an interview with Nationwide Asthma Screening Program Chair **Dr. John Winder** about the importance of reaching people who know they have asthma but may not have their disease under control.

Health reporter Rita Rubin alerted her online readers to the screenings in *USA Today's* health blog, "A Better Life." Rubin included information about the screenings and linked to the College's Web site so online readers could take self-tests and find a list of screening dates and locations.

In addition to coverage in online media, the program was featured in more traditional print publications such as *Family Circle*, *Parenting*, *Good Housekeeping*, *Consumer Reports on Health* and *Latina* magazines.

The program's new brochure, *Take Control: A Guide for People with Asthma* was spotlighted in a variety of national publications for medical professionals including the American Academy of Pediatrics' *AAP News*, *Coping with Allergies and Asthma*, *Pharmacy Today* and *Physician's Weekly*, a reading room poster that appears in physician offices across the country.

In addition to the national outreach, several coordinators garnered publicity for their hometown screenings with the help of template media materials provided in their screening program manual. Highlights include:

- First-time coordinator **Dr. Julie Hutson, Holland, Mich.**, raised awareness of her local screening at Holland Hospital with coverage in the *Grand Rapids Press*, *Holland Sentinel* and on ABC-affiliate WZZM-TV.
- **Dr. Teresa Neeno, Anchorage, Alaska**, knows how important it is to target the right audience when contacting the press. She secured a mention of her screening at Hill Top Chalet in the March issue of *Nordic Skier*.
- **Dr. Hannelore Brucker, Minneapolis**, was the talk of the morning news on KMSB-TV, the FOX affiliate in the Twin Cities. Her two screenings at the Queen of Peace Hospital and Riverwood Healthcare Center were also promoted in local newspapers.



Media coverage helped drive traffic to the St. Louis Science Center for the screening coordinated by **Dr. H. James Wedner**.

- **Dr. David Elkayam, Bellingham, Wash.**, used repetition to alert his community to his screening at the local hospital with several mentions leading up to the event in the *Bellingham Herald* and *Echo Newspaper*.
- Readers of the *St. Louis Post Dispatch* learned about the free asthma screening at the St. Louis Science Center offered by **Dr. H. James Wedner, St. Louis**. A news brief about the Science Center screening also ran in several local papers including the *South County Journal*, *South Side Journal*, *Southwest City Journal* and *Southwest County Journal*.

2008 Nationwide Asthma Screening Program highlights

- **213** ACAAI members serve as local screening program coordinators.
- Approximately **6,000** people screened with more than half referred for a professional diagnosis.
- More than **585** consumer media articles and broadcasts reached an estimated audience of **437** million. National media coverage included magazines such as *Good Housekeeping*, *Parenting* and *Family Circle*, blog posts in *USA Today* and *U.S. News & World Report*, and local newspapers, television, radio and Web sites across the country.
- An estimated **30,000** visits to the College's Web pages for screening program information and to take the College's *LQ Test* or *Kids' Asthma Check* in English or Spanish.



Asthma Screening Honor Roll — 2008 Local Coordinators

A total of **213** ACAAI members volunteered their time and skills to serve as coordinators for more than **250** local programs in the 2008 Nationwide Asthma Screening Program.

Alabama

Dr. William Davidson
Daphne

Dr. Susann Kircher
Birmingham

Dr. Adina Knight
Birmingham

Dr. Weily Soong
Birmingham

Alaska

Dr. Teresa Neeno
Anchorage

Arizona

Dr. Miriam Anand
Tempe

Arkansas

Dr. Tina Hatley-Merritt
Bentonville

California

Dr. Warner Carr
Mission Viejo

Dr. Christopher Chang
Crescent City

Dr. Robert Deitz
San Francisco

Dr. Dionisio Fernandes
Tracy

Dr. Bruce Friedman
Fountain Valley

Dr. Stanley Galant
Orange

Dr. Raymond Hong
Fountain Valley

Dr. Robert Hsu
Folsom

Dr. Rubina Inamdar
West Sacramento

Dr. Gary Incaudo
Chico

Dr. Lewis Kanter
Camarillo

Dr. Marilyn Li
Los Angeles

Dr. Rajan Merchant
Woodland

Dr. Travis Miller
Roseville

Dr. Myngoc Nguyen
Oakland

Dr. Jacob Offenberger
Granada Hills

Dr. Jorge Quel
Marina Del Rey

Dr. Madeleine Ramos
Eureka

Dr. Sunil Saini
Upland

Dr. Joseph Shapiro
Studio City

Dr. Sheldon Spector
Los Angeles

Dr. Kathleen Tajiri
Travis Air Force Base

Dr. Ricardo Tan
Los Angeles

Dr. Tonny Tanus
Bakersfield

Dr. Steven Weinstein
Huntington Beach

Dr. Maryam Zarei
Poway

Colorado

Dr. William Culver
Loveland

Dr. Kristine Hembre
Colorado Springs

Dr. John James
Fort Collins

Dr. Jerald Koepke
Littleton

Dr. Isaac Melamed
Centennial

Dr. Robert Nathan
Colorado Springs

Dr. William Storms
Colorado Springs

Connecticut

Dr. Kevin McGrath
Fairfield

District of Columbia

Dr. Talal Nsouli
Washington

Florida

Dr. Imtiaz Ahmed
Kissimmee

Dr. Ayman Alibrahim
Beverly Hills

Dr. Jose Arias
Altamonte Springs

Dr. Lazaro Castillo
Cape Coral

Dr. Usha Chandrabasa
Port Charlotte

Dr. Kathryn
Eisermann-Rogers
Miami

Dr. Gary Kleiner
Miami

Dr. Mona Mangat
St. Petersburg

Dr. Santiago Martinez
Winter Park

Dr. Madhukar Punja
Gainesville

Dr. William Tuer
West Palm Beach

Georgia

Dr. Ariana Buchanan
Carrollton

Dr. Robert
Chrzanowski
Columbus

Dr. William Dolen
Augusta

Dr. Stanley Fineman
Marietta

Dr. Brad Goodman
Savannah

Dr. Eugene Hurwitz
Villa Rica

Dr. Anu Mongia
Cartersville

Dr. Andy Nish
Gainesville

Idaho

Dr. Michael Keiley
Boise

Dr. David Parry
Pocatello

Illinois

Dr. Howard Beede
Decatur

Dr. Susan Chua-
Apolinario
Oak Lawn

Dr. Aaron Donnell
Highland Park

Dr. Lourdes Floro
Oak Lawn

Dr. Renu Govindaiah
Springfield

Dr. Samyukta Koppula
Willowbrook

Dr. Joseph Leija
Melrose Park

Dr. Ameer Majmudar
Orland Park

Dr. Anjali Nayak
Normal

Dr. Dennis Rademaker
Chicago Heights

Dr. Laura Rogers
Chicago

Dr. Asya Segalene
Naperville

Indiana

Dr. John Duplantier
Indianapolis

Dr. Maria Ermitano
Fishers

Dr. Ruta Gandhi
South Bend

Dr. James Harris
South Bend

Dr. Sai Karlapudi
Muncie

Dr. Douglas Neeld
Fort Wayne

Iowa

Dr. Lyla Schweiger
Cedar Rapids

Dr. David Wenger-Keller
Fort Madison

Kansas

Dr. Bennett Radford
Salina

Dr. Jeffrey Wald
Overland Park

Kentucky

Dr. Lee Clore
Owensboro

Dr. Duane Keitel
Crestview Hills

Dr. Tao Le
Elizabethtown

Dr. Charles Lowe
Pikeville

Dr. Amy Mashburn
Cynthiana

Dr. Leonor Pagtakhan-
So
Pikeville

Dr. James Parker
Somerset

Dr. James Sublett
Louisville

Dr. Manuel Villareal
Florence

Louisiana

Dr. Richard Guillot
Covington

Dr. Khalil Imsais
New Orleans

Dr. Prem Menon
Baton Rouge

Dr. David Schneider
Metairie

Dr. Michael Zambie
Monroe

Dr. Matthew Aresery
Portland

Dr. Neena Bhatti
Waldorf

Dr. David Golden
Baltimore

Dr. Alpa Jani
Frederick

Dr. Alvin Sanico
Baltimore

Dr. Jerry Shier
Silver Spring

Dr. Surender Vaswani
Columbia

Dr. Niranjani Dudani
Lynn

Dr. James Sussman
Santa Fe

Dr. Michael Keslin
Santa Fe

Dr. Sandra Gawchik
Chester

Dr. Timothy Craig
Hershey

Dr. Nikhil Dave
Charleroi

Dr. Hareesh Desai
Clarion

Dr. Gregory Wickern
Salt Lake City

Dr. William Newman
St. Albans

Dr. Julie Hutson
Holland

Dr. James McClellan
Traverse City

Dr. Ravinder Polasani
Jackson

Dr. Jihad Younes
Lake Orion

Minnesota

Dr. Hannelore Brucker
Minneapolis

Dr. Anthony Orecchia
St. Paul

Dr. John Sweet
Shoreview

Dr. Gerald Volcheck
Rochester

Mississippi

Dr. Paul Niolet
Ocean Springs

Missouri

Dr. Bradley Becker
St. Louis

Dr. Michael Critchlow
Sikeston

Dr. Paul Dowling
Kansas City

Dr. Janna Tuck
Cape Girardeau

Dr. Mark Vandewalker
Jefferson City

Dr. H. James Wedner
St. Louis

Nebraska

Dr. Linda Ford
Papillion

Dr. Joram Seggev
Las Vegas

Dr. Peter Benincasa
Clark

Dr. Lourdes de Asis
Westwood

Dr. Sunita Kanumury
Hackettstown

Dr. Richard Luka
Garfield

Dr. Smruti Parikh
Florham Park

Dr. Donald Perlman
West Orange

Dr. Michael Keslin
Santa Fe

Dr. James Sussman
Santa Fe

Dr. Sandra Gawchik
Chester

Dr. Timothy Craig
Hershey

Dr. Nikhil Dave
Charleroi

Dr. Hareesh Desai
Clarion

Dr. Gregory Wickern
Salt Lake City

Dr. William Newman
St. Albans

Dr. Theresa Bingemann
Rochester

Dr. Alan Kaufman
Bronx

Dr. Deborah Lin
New York

Dr. Mervat Nassef
Staten Island

Dr. Michael
Richheimer
Bay Shore

Dr. Arlene Schneider
Brooklyn

Dr. Joel Selter
Suffern

Dr. Andrew Sustiel
New York

Dr. Rose Marie Young
East Meadow

North Carolina

Dr. Victor Agnello
Huntersville

Dr. Padmaja Gayam
Cary

Dr. Joseph Inglefield
Hickory

Dr. Sarbjeet Sran
Hickory

Dr. Jon Welch
Salisbury

Ohio

Dr. Jonathan Bernstein
Cincinnati

Dr. Bela Faltay
Akron

Dr. Samuel Friedlander
Solon

Dr. Aliya Khan
Dayton

Dr. Roop Kollipara
Youngstown

Dr. M. Razi Rafeeq
Maumee

Dr. Suri Suresh
Dublin

Dr. Lyndon Mansfield
El Paso

Dr. Thanai Pongdee
Allen

Dr. Vivek Rao
Odessa

Dr. Eric Schmitt
Coppell

Dr. Neil Singhanian
Arlington

Dr. Eliseo Villalobos
San Antonio

Dr. Gregory Wickern
Salt Lake City

Dr. William Newman
St. Albans

Dr. Theodore Kim
Chantilly

Dr. Luis Matos
Roanoke

Dr. Peter Smith
Fredericksburg

Dr. Paul Stillwagon
Winchester

Virginia

Dr. Theodore Kim
Chantilly

Dr. Luis Matos
Roanoke

Dr. Peter Smith
Fredericksburg

Dr. Paul Stillwagon
Winchester

Washington

Dr. James Brown
Lakewood

Dr. Carolyn Comer
Vancouver

Dr. David Elkayam
Bellingham

Dr. Lawrence Garges
Clarkston

Dr. Richard Gower
Spokane

Dr. Greg Ledgerwood
East Wenatchee

Dr. Arthur Vegh
Tacoma

West Virginia

Dr. Jeffrey Shaw
Barboursville

Wisconsin

Dr. Melissa Chudnow
Menomonee Falls

Dr. David Edmondson
Wausau

Dr. Karen Konz
Appleton

Dr. Todd Mahr
La Crosse

Dr. James Warpinski
Green Bay

Wyoming

Dr. Lakhman Gondalia
Cheyenne

Argentina

Dr. Natalio Salmun
Buenos Aires

Greece

Dr. John Moissidis
Athens

Panama

Dr. Moises Zebede
Paitilla

Puerto Rico

Dr. Angel Rivera
Hato Rey

From 10K races to YMCAs to chocolate makers, asthma screening sites reach diverse groups of people

After runner Alene Reta crossed the finish line and won the Lilac 10K in Rochester, N.Y., he made a beeline for a breathing test at the asthma screening booth coordinated by **Dr. Theresa Bingemann**.

"I do that every chance I get," he told the *Rochester Democrat and Chronicle*. "You can't be too careful."

Reta, a diagnosed asthmatic, was just one of thousands of people who stopped by screenings this year to make sure their symptoms were under control or to find out if breathing difficulties might be asthma.



Dr. Joseph Shapiro, Studio City, Calif., reviews the screening program's Registration and Report Form with an employee of the Nestlé Corporation at the company's annual health and wellness expo.

• Hoping to educate students and staff about asthma, several allergists headed to college campuses. **Dr. Adina Knight, Birmingham, Ala.**, offered a screening at the University of Alabama at Birmingham's School of Nursing to help students with a future in the medical profession learn more about asthma. Other allergists who offered screenings at colleges and universities included **Dr. Clifford Bassett, New York; Dr. James Claffin, Oklahoma City; Dr. Timothy Craig, Hershey, Pa.; Dr. Lewis Kanter, Camarillo, Calif.; Dr. Duane Keitel, Crestview Hills,**

Ky.; Dr. Luis Matos, Roanoke, Va.; Dr. Madhukar Punja, Gainesville, Fla.; and Dr. William Storms, Colorado Springs, Colo.

• Catching people on their way to a workout worked out for **Dr. Jonathan Bernstein, Cincinnati**, who offered his screening at a YMCA. Dr. Bernstein and his staff were able to screen nearly 100 participants at the East Butler YMCA. Screenings at Ys are becoming more popular with several allergists offering events at local branches: **Dr. Maria Ermitano, Fishers, Ind.; Dr. Richard Gower, Spokane, Wash.; Dr. Sandeep Gupta, Dallas; Dr. Alpa Jani, Frederick, Md.; Dr. Charles Lowe, Pikeville, Ky.; Dr. Santiago Martinez, Winter Park, Fla.; Dr. Smruti Parikh, Florham Park, N.J.; Dr. Eric Schmitt, Coppell, Texas; and Dr. Jeffrey Shaw, Barboursville, W.Va.**

• Looking to sweeten the offerings at Nestlé's employee health fair, **Dr. Joseph Shapiro, Studio City, Calif.**, offered a screening at the corporate headquarters in Glendale, Calif. **Dr. Tina Hatley-Meritt, Bentonville, Ark.**, had an excellent turnout at her screening at the J.B. Hunt Corporate Building where nearly 1,000 employees attended. **Dr. Neil Kao, Greenville, S.C.**, screened employees of 3M and BMW at two health fairs, and **Dr. Jeffrey Wald, Overland Park, Kan.**, screened workers at the Sprint headquarters.

• Looking to secure a location with a "large and dependable crowd," **Dr. Carolyn Comer, Vancouver, Wash.**, selected the Camas Community Health & Safety Fair. "It's always a valuable experience interacting with the general public about asthma and providing much needed education," she said. Other allergists who held screenings at community health fairs included **Dr. Ariana Buchanan, Carrollton, Ga.; Dr. Stanley Galant, Orange, Calif.; Dr. Rubina Inamdar, West Sacramento, Calif.; Dr. Joseph Leija, Melrose Park, Ill.; Dr. Todd Levin, Chattanooga, Tenn.; Dr. Ameer Majmundar, Orland Park, Ill.; Dr. Sunil Saini, Upland, Calif.; and Dr. James Sussman, Santa Fe, N.M.**

Father and daughter team share their screening program experience

For 10 years, **Dr. Suresh Anand** and his daughter **Dr. Miriam Anand** have offered asthma screenings in Scottsdale, Ariz. Their continued enthusiasm emanates from having a high-traffic location and success in reaching a diverse group of people in their community. Here are their thoughts on the program:

How do you choose your screening location?

We have conducted our screenings at the Scottsdale Healthcare patient information center for a number of years. We selected the site because the center is dedicated to educating patients on health care issues.

Is there a specific audience you target with your screening?

We always hope to reach people who don't know if they have asthma, to help them determine whether they do and give them some guidelines on the next steps to take and perhaps see a specialist. We also like to reach existing asthma patients to help determine whether their asthma is properly controlled.

What did you do to let the community know you were hosting a screening?

We put up posters in our offices and took part in radio and television interviews prior to the screening. We also participated in the Annual Asthma Walk sponsored by the Arizona Lung Association, where we had a booth with information about the screening.

What is it about the Nationwide Asthma Screening Program that keeps you interested in hosting screenings each year?

It's a nice service to the community to be able to provide a free screening and educate people about asthma. Many people often have allergic asthma. The screening gives us an opportunity to explain the connection between allergies and asthma and how an allergist/immunologist can help.