



NEWS from Trudell Medical International

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World Asthma Day 2010

Improved Asthma Control

Asthma is one of the most common chronic diseases in the world, affecting more than 300 million people worldwide.¹ It is characterized by recurrent breathing problems and symptoms such as breathlessness, wheezing, chest tightness, and coughing.

Asthma cannot be cured, but asthma experts say that with proper treatment most patients can achieve good control of their disease. "Asthma control means no, or very minimal, symptoms, and very infrequent asthma attacks," explains Eric Bateman, MD, Chair of the Global Initiative for Asthma (GINA) Executive Committee. "A person whose asthma is under control can go to work or school, exercise, and participate fully in life."

"A major contributor to the burden of asthma is hospital stays that result from severe asthma attacks," adds Tari Haahtela, MD, a member of the GINA Executive Committee who has conducted research on how countries and health care systems can reduce the burden of asthma. "However, most of these hospitalizations are preventable with better asthma control." For this reason, on World Asthma Day 2010 GINA is launching a global campaign to reduce asthma hospitalizations by 50% over the next five years. The goal is to improve asthma control for the largest possible group of patients, so that serious attacks are unlikely to occur and hospitalizations are unnecessary.

Trudell Medical International is happy to provide a number of counselling tools on our website that can be printed and used to help patients understand the importance of proper asthma management. In addition, we recently added three short animated videos that demonstrate how **AeroChamber*** Valved Holding Chamber helps with medication delivery and proper use of a chamber with MDI. These videos are designed to reinforce the direction provided to the patient or caregiver during a counselling session – and can be downloaded for use in offices, counselling rooms or even at home.

To download the new videos or view the counselling materials available, please visit www.trudellmed.com

¹ *Global Burden of Asthma Report, 2004.* <http://www.ginasthma.org>

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