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FOR IMMEDIATE RELEASE

Healthier Home Initiative Addresses Philadelphia's Asthma Crisis
Unique program shows how in-home interventions can improve asthma

Washington, DC – October 18, 2018 – The **asthma & allergy friendly**® Certification Program partnered with the Children's Hospital of Philadelphia to help 30 families in the region improve their indoor home environment.

“According to our annual Asthma Capitals research, Philadelphia is the fourth most challenging place in the country to live with asthma,” states Asthma and Allergy Foundation of America (AAFA) CEO and president Kenneth Mendez. “Philadelphia is our #4 Asthma Capital due to its high asthma prevalence, air pollution, poverty and number of asthma fatalities.”

The **asthma & allergy friendly**® Certification Program, administered by AAFA in partnership with Allergy Standards Limited (ASL), is an independent program created to scientifically test and identify consumer products that are suitable for making homes healthier. To raise awareness about the impact of asthma and the value of controlling the indoor environment, the program launched the Philadelphia Healthier Homes Initiative in collaboration with the Community Asthma Prevention Program at Children's Hospital of Philadelphia.

Rabbit Air® and Protect-A-Bed®, makers of CERTIFIED **asthma & allergy friendly**® products, provided 30 asthma patients and their families with CERTIFIED air purifiers and bedding. The selected families had recent emergency room visits due to asthma.

A short-film documentary about the Healthier Home Initiative will debut at the [Allergy Summit](#) on October 24, 2018, in New York City, though the trailer can now be viewed [here](#). The documentary highlights the impact of air pollution and environment on asthma, the importance of controlling asthma and allergy triggers for a healthier home, and how CERTIFIED **asthma & allergy friendly**® products and services can help improve indoor air quality. Featured within the film are:

- Dr. Tyra Bryant-Stephens, MD, Medical Director of the Community Asthma Prevention Program at Children's Hospital of Philadelphia (CHOP)
- A family with asthma who received **asthma & allergy friendly**® CERTIFIED products
- The Community Asthma Prevention Program (CAPP) at Children's Hospital of Philadelphia

“The **asthma & allergy friendly**® Certification Program gives families peace of mind because these products and services have been rigorously tested in independent labs to prove they meet strict standards,” states Melanie Carver, vice president of Community and Health Services at AAFA. “Improving indoor air quality is essential for a healthier home.”

AAFA sends special thanks to ASL, CHOP, CAPP, Rabbit Air and Protect-A-Bed for making this invaluable initiative possible.

About AAFA

Celebrating 65 years of service, AAFA is the oldest and largest non-profit patient organization dedicated to improving the quality of life for people with asthma, allergies and related conditions through research, education, advocacy and support. AAFA provides practical information and community-based services through its digital communities and network of chapters and support groups. Through [its Kids with Food Allergies](#) division, AAFA offers the most extensive online support community for families of children with food allergies. AAFA also helps consumers identify products suitable for those with asthma and allergies through the **asthma & allergy friendly**® Certification Program. For more information, visit www.aafa.org.

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