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AAFA's Children's Asthma Education Program Wins APHA Award

American Public Health Association Honors the Asthma and Allergy Foundation of America (AAFA) for Innovative Program Geared Towards Educating Parents, Caregivers, and Teachers on the Management of Childhood Asthma

December 1, 2016, LANDOVER, MD – The Asthma and Allergy Foundation of America (AAFA), the leading patient organization for people with asthma, allergies and related conditions, is proud to announce that their Wee Breathers™ program has been honored by the American Public Health Association (APHA) as a vital tool in educating parents and caregivers on how to reduce indoor and outdoor environmental triggers to keep children with asthma healthy.

AAFA's Wee Breathers™, a comprehensive environmental assessment and education program for young children, was honored by the APHA's Public Health Education and Health Promotion (PHEHP) section contest during their recent 2016 Annual Meeting & Expo in Denver.

Wee Breathers™ is an innovative program that can be used by asthma educators who are working with parents during home visits, one-on-one sessions, or in group classes in child care centers to focus on methods of reducing exposure to common indoor and outdoor environmental triggers that worsen asthma. The goal is to increase the number of parents and caregivers of young children who receive education for appropriate asthma awareness and management.

"AAFA is delighted to receive this special recognition. Asthma is a serious public health concern and affects millions of people, especially children," said Meryl Bloomrosen, MBA, MBI, Senior Vice President, Policy, Advocacy and Research at AAFA. "Caregiver education is important to children's health and well-being and making sure that evidenced-based practice guidelines are followed."

Development of Wee Breathers™ was made possible by a cooperative agreement between AAFA and the National Asthma Control Program of the US Centers for Disease Control and Prevention (CDC). The program is free, and available in both English and Spanish at www.aafa.org/WeeBreathers.



Asthma and Allergy
Foundation of America

About AAFA

Founded in 1953 and celebrating over 60 years of service, the Asthma and Allergy Foundation of America (AAFA) is the oldest and largest nonprofit patient organization dedicated to improving the quality of life for people with asthma, allergies and related conditions through education, advocacy and research. AAFA provides practical information, community-based services, support and referrals through a national network of chapters and educational support groups. Through its Kids With Food Allergies division, AAFA offers the oldest, most extensive online support community for families raising children with food allergies. In addition, AAFA sponsors and advocates for research to advance the basic science relevant to treatment and cure. It also champions translational research so that the science that we have is applied more consistently and reliably. For more information, visit www.aafa.org, and www.kidswithfoodallergies.org.

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