

WHAT IS NAC?

*Asthma patients in the United States
deserve a life under control – all
22 million of them.*

The National Asthma Campaign (NAC) is
a 501(c)(3) not-for-profit organization
dedicated to making this happen.



A Life Interrupted

Despite advances in understanding asthma and available treatments for it, the disease exerts an increasing burden on patients, families and society.

- In the United States, asthma is the No.1 chronic disease in children
- 22 million Americans have asthma
- The number of individuals with asthma has increased annually
- Individuals with asthma can live healthy, full, active lives—but most do not achieve this goal

Asthma Is a Major Public Health Burden	
1	Asthma is the No.1 chronic childhood illness
11.2	Percent of Americans will be diagnosed with asthma in their lifetime
>4,000	Deaths from asthma each year, most of them preventable
504,000	Hospitalizations annually due to asthma
1.8 million	Emergency department visits annually due to asthma
2.9 million	Days spent in hospitals annually due to asthma
10.1 million	Days of work lost annually due to asthma
12.8 million	Days of school lost annually due to asthma
12.3 million	Physician office visits per year for asthma
12.7 billion	Annual US cost of asthma

Sources: US Census Bureau, Centers for Disease Control and Prevention

Taking Control of Asthma

Through education, quality care and treatment can become available to all individuals with asthma, allowing them to achieve the same goals as those who do not have the disease:

- No limitations on activities, including sports and exercise
- No missed work or school days because of asthma symptoms
- No severe or persistent symptoms in the day or night
- Mild symptoms no more than 2 days per week
- No hospitalizations or emergency department visits
- Few, if any, drug side effects



What Is NAC?

The National Asthma Campaign (NAC) is a multi-stakeholder not-for-profit 501(c)(3) organization dedicated to:

- Making quality care available to all persons with asthma through education, allowing them to live normal, productive lives
- Teaching persons with asthma as well as clinicians, educators, and employers how to recognize and properly manage the disease
- Reducing lost school days, lost work days, emergency department visits, and hospitalizations and their effects

NAC will accomplish its mission through local and national educational programs consistent with the NAEPF Expert Panel Report 3 asthma guidelines and Healthy People 2010 goals for asthma.

NAC Board of Trustees

The Foundation's board of trustees brings diverse expertise, experience, and knowledge to the campaign but shares a common passion—to help give asthma patients the lives they deserve.

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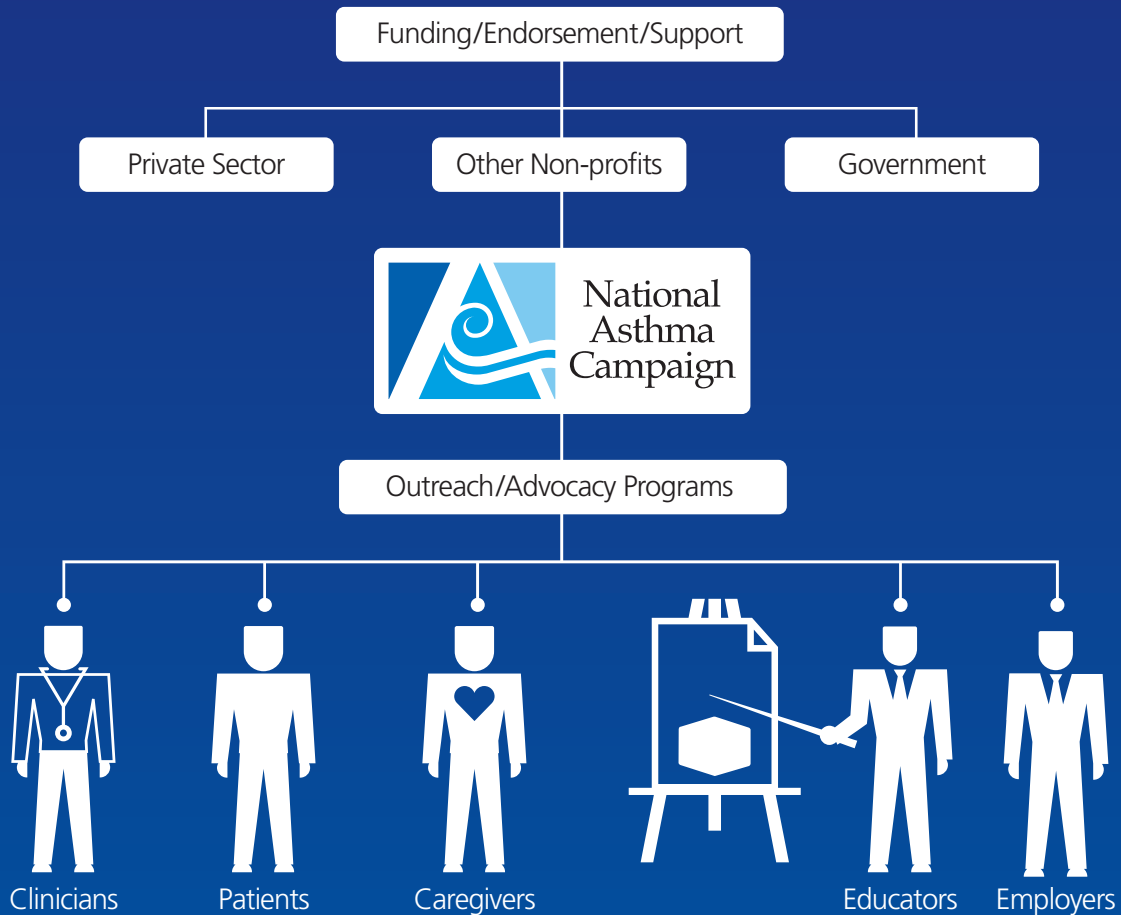
NAC Will...

Provide patients and caregivers with resources and education to help free themselves from the effects of asthma

- Teach patients self-management skills to control asthma
- Teach clinicians recognition of asthma and management of asthma through partnership with patients and families
- Teach educators recognition and management of asthma
- Teach employers to reduce the burden asthma has on productivity and the lives of employees and their family members

Please consider joining us in support of NAC's mission. All asthma patients deserve a life under control. Help us make this happen.

Partnering to Improve Lives



Contact National Asthma Campaign (NAC) at 1.888.400.6223 or info@nationalasthmacampaign.org

National Asthma Campaign, Inc., a New Jersey non-profit corporation ("NAC").