

2010 Health Education Catalog

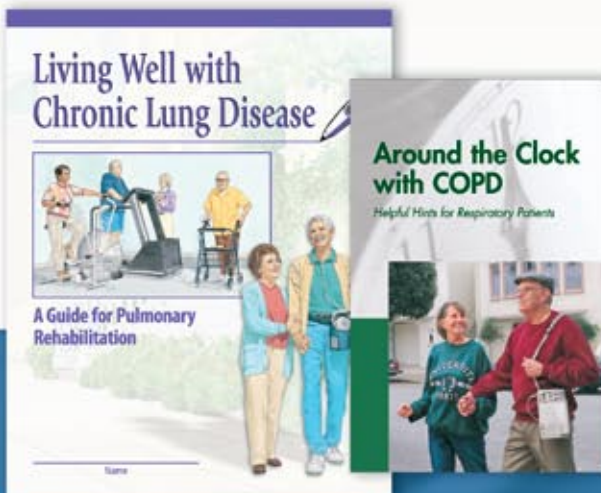
Support healthy lifestyles and promote behavior change with today's best health education.



Smoking Cessation, including the leading smoking cessation program, *Freedom From Smoking*® ... pages 2–5



Asthma Management for Adults and Children, including *Breathe Well, Live Well*, an innovative adult asthma management program ... pages 9–11



Lung Disease ...
pages 6–8

Also: Air Quality ... page 6

Completely redesigned product line!
Including: 22 new editions
10 new Spanish products

The *Freedom From Smoking*[®] program offers two effective options to help smokers quit for good!

1. Group clinic program facilitated by an American Lung Association-trained instructor

Freedom From Smoking[®] Clinic Kit

This group clinic program provides a friendly, structured method to quitting smoking. Based on the latest research in addiction and behavior change, this medically sound program approaches the difficulties of quitting with a sensitive, supportive style. And because it's delivered in a small group setting (up to 16 people), participants get personalized attention.

Motivate behavior change and better health.

An American Lung Association-trained facilitator takes participants through the program using a Relaxation Exercises CD and Participants' Workbooks covering the following topics:

- ▶ Thinking about, wanting to, preparing to quit
- ▶ Nicotine replacement therapy
- ▶ Other smoking cessation medications, including Zyban[®] and Chantix[®]
- ▶ Quit Day
- ▶ Coping strategies
- ▶ Weight and stress management
- ▶ Building a new self-image
- ▶ Handling social situations
- ▶ Preventing relapse
- ▶ Avoiding secondhand smoke

#2915

Freedom From Smoking[®] Participant Recruitment Brochure

Organizations can use this informative brochure, available in English or Spanish, to recruit people into the *Freedom From Smoking*[®] group clinic program. Includes a self-assessment quiz and lists reasons why it's so important to quit smoking now.

#68254

#68263 Spanish 



**Bring this group clinic program to the local organizations you serve.
Call your local American Lung Association to learn more today.**

The *Freedom From Smoking*[®] Program works

- ▶ Generates higher quit rates than for people who try to quit on their own; 25% of participants report not smoking 1 year after the program ends, while only 5% of people who quit "cold turkey" remain nonsmokers after 1 year

2. Individual self-help approach based on the popular group clinic program

**Freedom From Smoking®:
The Guide to Help You Quit Smoking**

Interactive self-help workbook based on the American Lung Association's proven-effective *Freedom From Smoking*® Clinic Program, the leading smoking cessation program for over 25 years. Incorporating the latest research in addiction and behavior change, this medically sound program approaches the difficulties of quitting with a sensitive, supportive style. Content is similar to the Clinic Kit, but designed to help people quit on their own.

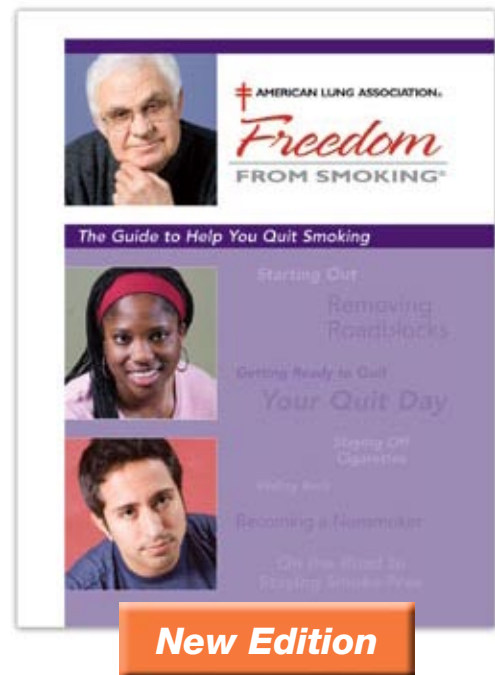
- ▶ Reasons for quitting smoking
- ▶ Identifying and removing roadblocks and triggers
- ▶ Addresses physical, mental and social aspects of addiction
- ▶ Avoiding weight gain
- ▶ Chart of prescription and OTC medications and nicotine replacement therapy
- ▶ Preparing for quit day
- ▶ Handling social situations
- ▶ "Quit contract"
- ▶ Preventing relapse
- ▶ How to stay on track with lifestyle changes
- ▶ 56-page booklet, 8³/₈" x 10¹³/₁₆", full-color photography

#2922

Freedom From Smoking® Relaxation Exercises CD

Newly recorded and expanded, this CD takes the listener through four stages of obtaining optimal relaxation to ease the anxiety associated with smoking cessation.

#2906



New Edition



Program materials are available in English and Spanish!



Call your local American Lung Association for details, including pricing and how to order.

- ▶ When the program is used in combination with smoking cessation medications, up to **60% of participants report having quit by the end of the program**
- ▶ **Ranked most effective smoking cessation program** in a study of 100 managed care organizations conducted by Fordham University Graduate School of Business

Tobacco — According to the Centers for Disease Control, about 8.6 million people in the United States have at least one serious illness caused by smoking.² Education is the answer.

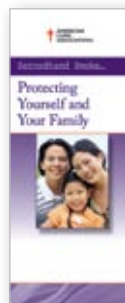


Stop Smoking... **New Edition** Control Your Weight

This brochure gives positive reinforcement to people who recently quit smoking and want to make sure they don't gain weight.

- How smoking cessation affects metabolism and appetite
- Ten steps to keep weight off
- Foods that comprise a healthy diet
- 10-panel brochure, full-color photography and artwork

#2927
Pkg of 100



Secondhand Smoke... **New Edition** Protecting Yourself and Your Family

Succinct brochure designed for a low-literacy audience explains secondhand smoke and its dangers.

- Dangers of tobacco smoke
- Effects of secondhand smoke, especially on children
- Statistics on deaths attributed to secondhand smoke
- Ways to protect yourself and your family inside and outside the home
- 6-panel brochure, full-color photography and artwork

#2929
#2936 Spanish **Sp**
Pkg of 100



Facts About... Tobacco Use **New Edition**

This brochure is useful for a wide range of audiences, including smokers, their families and policymakers.

- Health effects of tobacco, including "smokeless" tobacco
- Nicotine addiction, addiction in youth
- "Safe" tobacco
- Smoking cessation, tips for quitting
- Quit-smoking medications
- 10-panel brochure, full-color photography and artwork

#2928
#2955 Spanish – **NEW!** **Sp**
Pkg of 100

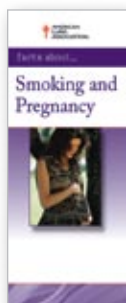


How to Help a Friend Quit Smoking **New Edition**

This question-and-answer brochure provides advice individuals need to support the smoking cessation efforts of their friends and loved ones.

- How to begin
- Types of things you can do to help
- In case of relapse
- Additional resources
- 10-panel brochure, full-color photography and artwork

#2926
Pkg of 100



Facts About... Smoking and Pregnancy

Smoking cessation brochure helps women who are or may become pregnant quit smoking and remain smoke free.

- How smoking affects the fetus, including low birth weight
- Increased risk of sudden infant death syndrome
- Smoking cessation programs
- 10-panel brochure, full-color photography and artwork

#2842
Pkg of 100



Facts About... **New Edition** How You Can Stop Smoking for Good

Motivational tips and ideas help individuals quit smoking.

- Preparing to quit, benefits of quitting
- Coping strategies, tips for staying quit
- Quit-smoking medications
- Recognizing milestones with rewards
- List of additional resources
- 10-panel brochure, full-color photography and artwork

#2930
#2953 Spanish – **NEW!** **Sp**
Pkg of 100



Questions and Answers **New Edition** about Smoking and Health

Written and designed specifically for teenage readers, this booklet addresses issues important to teens.

- Health effects of smoking
- Body image, social norms
- Peer pressure, quitting
- 16-page booklet, 5" x 5", full-color artwork

#2940
Pkg of 100



No Smoking, Lungs at Work **New Edition**

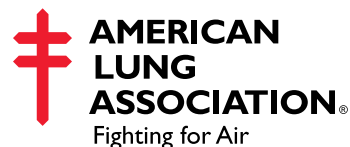
This cartoon book uses an interactive approach to teach children about the effects of smoking.

- Poses questions and provides blank spaces to answer
- Basic structure of the lungs
- Importance of oxygen to life
- What happens when someone smokes a cigarette
- 16-page booklet, 5 7/8" x 8 3/8", four-color cartoon illustrations

#2946
#2947 Spanish – **NEW!** **Sp**
Pkg of 100

²CDC, *MMWR*, September 5, 2003/52(35):842-844, *Cigarette Smoking-Attributable Morbidity—United States, 2000*. Available online at www.cdc.gov/MMWR/preview/mmwrhtml/mm5235a4.htm

Reinforce the dangers of tobacco use among kids and teens with two effective programs — perfect for school and community center settings.



American Lung Association Not-On-Tobacco (N-O-T) Kit

New Edition

N-O-T is America's most popular smoking cessation program for teens. Created in collaboration with West Virginia University, the program has been extensively evaluated and proven effective, and meets the CDC Guidelines for School Health Programs.

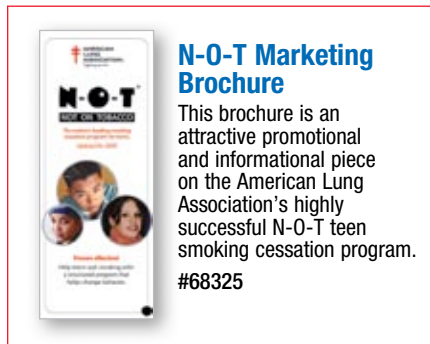
The program includes 10 50-minute sessions and can be implemented in both school and community settings. Since participation is strictly voluntary, N-O-T emphasizes education and skill-building rather than punishment. Most N-O-T facilitators are teachers, school nurses or other youth workers and all facilitators must complete a one-day training session offered by the American Lung Association.

The program now features an updated binder with the course curriculum, participant handouts and complete resources for program evaluation. The new binder now has more illustrations than ever before, is more culturally competent and includes a CD-ROM with PDF files of participant handouts.

Curriculum topics include:

- Understanding reasons for smoking
- Preparing to quit
- Nicotine addiction and withdrawal
- Accessing and maintaining social support
- Coping with stress
- Preventing relapse

N-O-T Curriculum Binder and CD-ROM
#2937



N-O-T Marketing Brochure

This brochure is an attractive promotional and informational piece on the American Lung Association's highly successful N-O-T teen smoking cessation program.
#68325



American Lung Association Teens Against Tobacco Use (TATU) Kit

This tobacco education program trains teens to advocate for a tobacco-free community and to deliver a strong anti-tobacco use message to other students. Designed to increase teens' leadership and teaching skills, TATU fulfills the service learning or community service requirements of many schools and can be a valuable component of a youth tobacco prevention program. The kit includes the Facilitator's Guide, TATU TIPS: A Resource Guide for Teens and the TATU promotional brochure.

Teens Against Tobacco Use (TATU) Facilitator's Guide

Developed for adult facilitators and trainers and for use by staff and volunteers coordinating the program. Covers program coordination, marketing, training, and community action. Also includes information on program evaluation including pre- and post-test forms for TATU teens and their peer audiences.

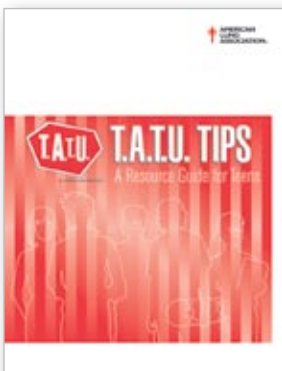
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Teens Against Tobacco Use (TATU) Promotional Brochure

This brochure is intended to promote TATU to school and community youth group leaders by describing the vital role teens can play in fighting tobacco use. Content includes an overview of the TATU program's structure, main concepts and capacity to help teen participants develop leadership and community advocacy skills.

#2902
Pkg of 100



TATU TIPS: A Resource Guide for Teens

This handout booklet is designed for teen participants, and includes information on both community action and peer education activities. It includes facts about tobacco use, presentation tips, teaching strategies, activities and forms, as well as strategies for community action.

#2901
Pkg of 10

Call your local American Lung Association for details, including pricing and how to order.

Air Quality — The EPA reports about 141 million tons of pollution are emitted into the atmosphere each year in the United States.³ Fight back with education.



Facts About... Outdoor Air Pollution and Your Health

Explains how air pollution is a serious problem in the U.S. and offers helpful information on the most detrimental pollutants, including ozone, carbon monoxide, nitrogen dioxide, sulfur dioxide, particulate matter, toxic air pollution and lead.

- Long-term effects on public health
- Link with lung diseases such as asthma
- How air pollution affects the body
- How to protect against air pollution, support efforts to fight it
- 10-panel brochure, black/white photography

#2835

#2945 Spanish



Pkg of 100



What You Can Do About Air Pollution

This brochure describes what individuals can do to protect the environment and prevent air pollution at home, on the road and in the community.

- How air pollution affects health
- Health tips for high-pollution days
- Steps to cut down on air pollution
- 8-panel brochure, black/white photography

#2838

Pkg of 100



Facts About... Protecting Yourself from Ozone Smog

Answers basic questions about ozone smog with easy-to-read text and visual aids.

- Ozone smog, how it makes people sick, who is at risk
- How to get daily information about ozone levels
- Explains Air Quality Index (AQI) and ozone level color codes
- What to do on high ozone days
- How to keep ozone levels down
- 8-panel brochure, black/white photography

#2853

Pkg of 100



Facts About... Air Pollution in Your Home

Basic education brochure on indoor air quality describes the most common indoor air pollutants, their sources and associated health risks.

- Asbestos, biological pollutants, carbon monoxide, radon, secondhand smoke, toxic chemicals in household products
- Strategies for controlling sources
- Using air cleaning devices
- 10-panel brochure, black/white photography

#2837

Pkg of 100



Facts About... Radon

This brochure focuses on the detrimental effects of radon — the second-leading cause of lung cancer in the U.S. — and how tobacco smoke may exacerbate them.

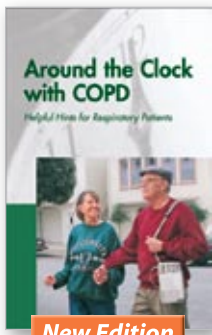
- Chart compares risks for smokers and nonsmokers
- Short-term and long-term steps that can be taken to test radon levels in the home
- How to reduce high levels of indoor radon
- Building a radon-resistant home
- 6-panel brochure, black/white photography

#2841

Pkg of 100

³EPA (U.S. Environmental Protection Agency), *Air Trends: Air Emissions Summary Through 2005*. Available online at www.epa.gov/airtrends/2006/emissions_summary_2005.html

Lung Disease — Every year, nearly 400,000 Americans die of lung disease.⁴ That's why it's more important than ever to share practical advice and education.



Around the Clock with COPD

Easy-to-understand booklet offers patients and caregivers tips on dealing with the daily demands of COPD. Content follows a hypothetical day for a patient with lung disease, from waking up to going to bed at night, with daily activities in between.

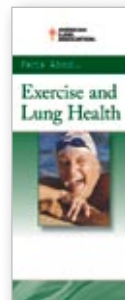
- How to pace activities
- Waking up, bathing, grooming, dressing
- Oxygen use, housekeeping, cooking, gardening, travel, recreation
- Developed with input from actual COPD patients
- 32-page booklet, 5½" x 8½", full-color photography

#2885

#2886 Spanish – **NEW!**



pkg of 100



Facts About... Exercise and Lung Health

New Edition

Designed to help people with lung disease, including asthma, safely enjoy the benefits of exercise.

- Developing a personal fitness program
- Tips for lung disease patients
- Asthma and exercise
- Air pollution and exercise
- Includes recommendation to consult physician before beginning a fitness program
- 10-panel brochure, full-color photography and artwork

#2931

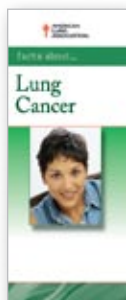
#2951 Spanish – **NEW!**



Pkg of 100

⁴Data provided by the American Lung Association.

Lung Disease (continued)



Facts About... Lung Cancer New Edition

Discusses various causes of lung cancer, with a focus on tobacco smoke and radon.

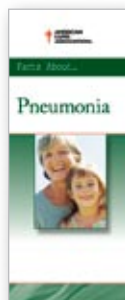
- On-the-job exposure to carcinogens, including asbestos, uranium, some petroleum products
- How lung cancer is detected
- Surgery, radiation therapy, chemotherapy
- How to cope with lung cancer
- Prevention
- 10-panel brochure, full-color photography and artwork

#2847

#2944 Spanish



Pkg of 100



Facts About... Pneumonia New Edition

Informative brochure explains pneumonia and what people should do if they detect symptoms.

- Easy-to-read diagram of respiratory system infected with pneumonia
- Four major causes and corresponding symptoms
- Prevention and treatment
- Identifies who is at the greatest risk
- 10-panel brochure, full-color photography and artwork

#2934

Pkg of 100



Facts About... New Edition How to Keep Your Lungs Healthy

This brochure is an introduction to the respiratory system and a primer on lung disease.

- How the lungs work
- Warning signs of lung disease
- Common lung hazards
- How to protect lungs and prevent lung disease
- 10-panel brochure, full-color photography and artwork

#2933

#2952 Spanish – **NEW!**



Pkg of 100



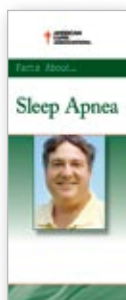
Facts About... Influenza (Flu) New Edition

This easy-to-read brochure answers some of the most frequently asked questions about the flu.

- What the flu is, how it's caused and transmitted
- Who may be at risk
- Prevention tips, including flu shots
- 10-panel brochure, full-color photography and artwork

#2843

Pkg of 100



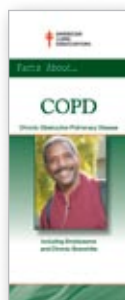
Facts About... Sleep Apnea New Edition

This easy-to-read brochure covers the two main types of sleep apnea and their health effects. Appropriate for mild-to-severe cases.

- Effects of breathing changes during sleep
- Obstructive sleep apnea
- Central sleep apnea
- Diagnosis and treatment techniques
- 10-panel brochure, full-color photography and artwork

#2935

Pkg of 100



Facts About... COPD New!

This concise overview gives individuals the information they need to understand COPD and how they can lessen the frequency and severity of exacerbations.

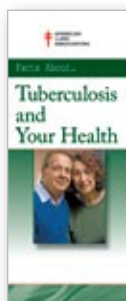
- Prevalence and causes
- Symptoms, diagnosis and treatment
- Living with COPD
- Help with smoking cessation
- 10-panel brochure, full-color photography and anatomical artwork

#2949

#2956 Spanish



Pkg of 100



Facts About... New Edition Tuberculosis and Your Health

This straightforward brochure provides basic information for people who may have tuberculosis (TB).

- Diagnosing TB with a skin test
- Treatment, including medicine and possible side-effects
- Living with the disease
- Protecting others
- 10-panel brochure, full-color photography

#2950

Pkg of 100



Helping You Breathe Easier

This brochure is an effective general advertisement for the American Lung Association and may be especially useful as a leave-behind after consultations with potential donors.

- Basic information about the American Lung Association and its accomplishments
- Facts and statistics on lung disease prevalence and its effect on the public
- Special sections on asthma, tobacco control, air quality and lung health research
- 6-panel brochure, black/white photography

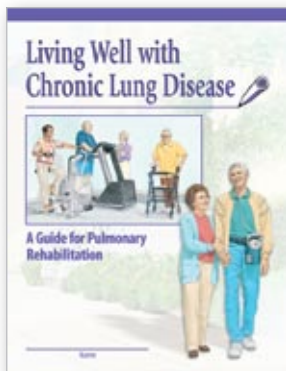
#2852

Pkg of 100

Call your local American Lung Association for details, including pricing and how to order.

The American Lung Association recommends the following products from Krames®, the experts in patient education.

Living Well with Chronic Lung Disease: A Guide for Pulmonary Rehabilitation



Interactive Workbook

Used in Better Breather's Clubs!

Ask your local American Lung Association for details.

Topics include:

- Breathing retraining
- Detailed exercise instructions
- Energy conservation/activities of daily living
- Medications
- Oxygen therapy; traveling with oxygen
- Smoking cessation
- Airway clearance, nutrition, sleep disorders
- 64-page workbook, 8½" x 11", with durable cover, full-color realistic artwork

#11502

Gold Award
National Health Information Awards

Conforms to the guidelines of the AACVPR as part of a comprehensive pulmonary rehabilitation program

Designed for patients with COPD and other chronic lung diseases — particularly those in pulmonary rehab programs — this workbook offers tools to build self-care skills and improve quality of life.

Content covers all vital areas, including education, exercise and psychosocial support. The workbook can be customized by patients to meet their individual needs and includes space for personal goals, medications, exercises, activities of daily living and more.

Written to accommodate lower reading levels, and enhanced with full-color illustrations, this workbook helps patients set and achieve attainable goals while improving compliance and outcomes.



Caregiver's Guide for Chronic Lung Disease

New!

Merit Award
National Health Information Awards

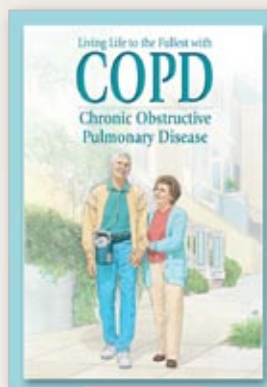
Developed in cooperation with the American Lung Association

Helps caregivers manage their own health to effectively take care of another person.

- Adjusting to caregiver role, coping with emotions, getting support; communication
- Assisting loved ones with their treatment, daily needs; planning for the future
- 16-page booklet

#11856

#11857 Spanish 



Living Life to the Fullest with COPD

Silver Award
National Health Information Awards

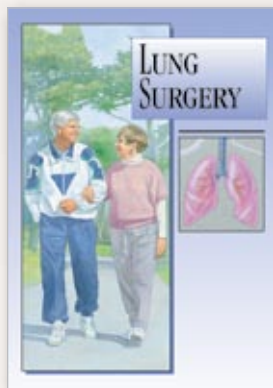
Reflects current standards of care and meets GOLD guidelines. Emphasizes the importance of pulmonary rehabilitation.

- Explains chronic bronchitis, emphysema, chronic asthma
- Treatment plans, medications chart, dry-powder inhalers, oxygen use, portable liquid oxygen
- Maximizing energy and activity, managing weight, smoking cessation
- Lung transplant, reduction surgeries
- 32-page booklet, 7" x 10", full-color realistic artwork

#11495

#11496 Spanish 

Best Seller



Lung Surgery

Clear illustrations of lung anatomy and indications for surgery help you create realistic expectations. Overviews of thoracoscopy and thoracotomy present risks and recovery prospects. Sensitive notes help families cope.

- Lung anatomy
- Evaluation: imaging, biopsy, function tests
- Cancer staging and treatment options
- Thoracoscopy, thoracotomy
- 16-page booklet, 7" x 10", full-color realistic artwork

#1675

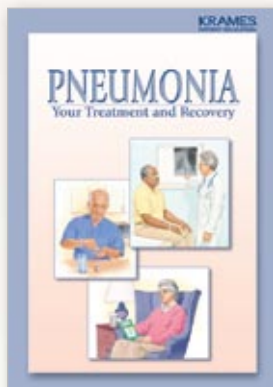


Lung Cancer

This consultation tool shows patients how you confirm your diagnosis and introduces potential treatment options.

- Lung anatomy, non-small cell and small cell cancer, metastasis
- Diagnosis and staging
- Surgery: mediastinoscopy and resection
- Chemotherapy and radiation therapy
- Side effects
- Self-care guidelines, when to call doctor
- 16-page booklet, 7" x 10", full-color realistic artwork

#11175



Pneumonia

Explains the symptoms of this common condition and offers tips for treatment and recovery; identifies when to call the doctor.

- Lung anatomy, examination, diagnosis
- Antibiotic treatment, OTC medications, compliance tips
- Rest, fluids and diet, hand washing
- 8-page booklet, 7" x 10", full-color realistic artwork

#11220



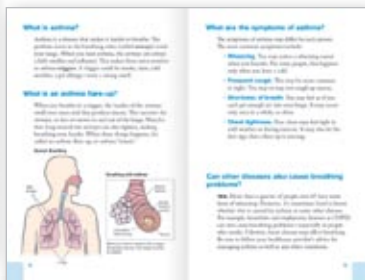
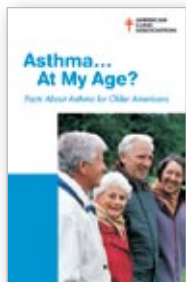
Understanding Interstitial Lung Disease

Help patients understand the disease and how treatment can help them feel better.

- Anatomy and effects: pulmonary fibrosis and sarcoidosis, connective tissue disease
- Testing and diagnosis
- Medications: prednisone and Cytoxan®
- Prescribed oxygen, breathing kits
- Lifestyle management, stress and emotional issues
- 24-page booklet, 7" x 10", full-color realistic artwork

#11250

Asthma — Every year in America, 22.9 million work and school days are lost due to asthma.⁴ Information is the key.



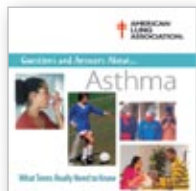
Asthma...At My Age? New Edition

Written for a mature audience, this informative booklet explains how asthma can develop later in life or return from the childhood years. Developed in cooperation with the National Council on Aging. Updated with full-color photos and art.

- Explains what asthma is and its prevalence among older Americans
- Symptoms, causes, triggers, treatment
- 16-page booklet, 5½" x 8½", full-color photography and artwork

#2829

#2912 Spanish – **NEW!** Sp
Pkg of 100



Questions and Answers About... New Edition

Asthma: What Teens Really Need to Know

Booklet for teens with need-to-know facts about asthma in a new CD-sized format. Updated with full-color photos and art.

- Controlling asthma with medications and trigger avoidance
- Asthma action plan
- Exercising and sports when you have asthma
- Why it's important not to smoke
- 12-page booklet, 5" x 5", full-color photography and artwork

#2832

#2914 Spanish – **NEW!** Sp
Pkg of 100



Control Asthma and Celebrate Life! How to Recognize Asthma

This bilingual flip booklet is designed to help individuals recognize asthma so they can get help controlling it.

- Features English on one side and Spanish on the other
- Explains asthma, signs and symptoms
- Who's at risk, triggers
- Encourages reader to talk to a doctor
- 24-page booklet, 4¼" x 8½" full-color photography and artwork

Bilingual

#2827
Pkg of 10



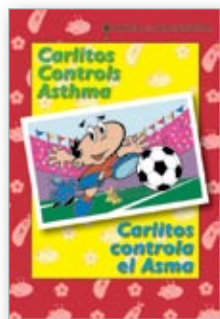
Control Asthma and Celebrate Life! Six Steps to Asthma Management

This asthma management flip booklet features English on one side and Spanish on the other. Includes a page to personalize an action plan.

- Recognizing signs and symptoms
- Avoiding triggers
- Taking medicine as prescribed
- What to do during an asthma attack
- Staying informed
- 24-page booklet, 8½" x 11" full-color photography and artwork

Bilingual

#2824
Pkg of 10



Carlitos Controls Asthma

This booklet uses a cartoon story to help children understand how they can control asthma and remain active.

- Provides text in both English and Spanish
- Illustrates asthma management strategies
- Checklist of asthma symptoms and triggers
- Interactive asthma action plan
- 20-page booklet, 6½" x 9¼", full-color cartoon artwork

Bilingual

#2833
Pkg of 10

Asthma FACTS:

- The annual direct healthcare cost of asthma is approximately \$15.6 billion; indirect costs (e.g. lost productivity) add another \$5.1 billion, for a total of \$20.7 billion.
- Asthma is the third-leading cause of hospitalization among children under 15 years of age, accounting for 679,000 annual ER visits. (2005).⁵

⁵ Data provided by the American Lung Association.

Call your local American Lung Association for details, including pricing and how to order.

Asthma (continued)



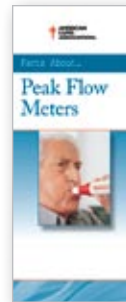
Facts About... Asthma **New Edition**

This comprehensive brochure explains how to manage asthma in easy-to-understand language. Affordable, portable format. Updated with full-color photos and art.

- Symptoms, triggers and trigger control
- What to do in case of severe attack
- Asthma medications
- Communicating with healthcare providers
- 16-panel brochure, full-color photography and artwork

#2834

#2913 Spanish – **NEW!** **Sp**
Pkg of 100



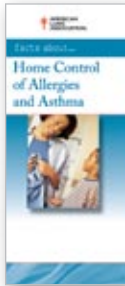
Facts About... Peak Flow Meters **New Edition**

This Q&A on peak flow meters provides an easy-to-use chart for tracking peak flow and a form for developing an asthma management plan based on readings.

- Step-by-step instructions for using peak flow meters
- How to chart peak flow rates
- How readings should be used to aid disease management
- 10-panel brochure, full-color photography and artwork

#2932

#2954 Spanish – **NEW!** **Sp**
Pkg of 100



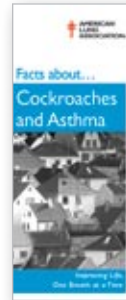
Facts About... Home Control of Allergies and Asthma **New Edition**

Help individuals avoid asthma and allergy triggers in the home. Includes illustrated examples.

- Common triggers: tobacco smoke, pets, indoor molds, dust mites, wood smoke, cockroaches, strong odors/fumes
- Where triggers are commonly found indoors
- How to control the home environment as part of an overall care regimen
- 10-panel brochure, full-color photography and artwork

#2848

Pkg of 100



Facts About... Cockroaches and Asthma

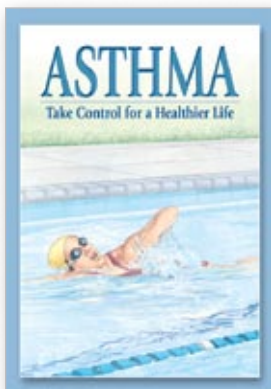
Low-literacy asthma prevention brochure focuses on cockroaches, a potent asthma trigger.

- Why cockroaches can endanger lung health
- Step-by-step process to get rid of roaches
- Effectively using pesticides and traps
- 6-panel brochure, black/white photography and illustrations

#2850

#2942 Spanish **Sp**
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The American Lung Association recommends the following products from Krames, the experts in patient education.



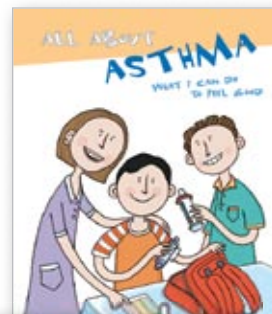
Asthma **Best Seller**

Emphasizes taking control of asthma to reduce symptoms and lead an active life.

- Having a written asthma plan
- Monitoring breathing
- Avoiding triggers
- Understanding and using medications
- Asthma zones
- Peak flow monitoring
- 24-page booklet, 7" x 10", full-color realistic artwork

#11455

#11464 Spanish **Sp**



Asthma and Your Child/ All About Asthma

Merit Award
National Health Information Awards

Popular "two-booklets-in-one" combines facts for parents with activities for kids (up to approximately age 11). Meets current AAAAI guidelines.

- Emphasizes long-term controller medications
- Encourages parents and children to work with their healthcare team
- 24-page booklet, 7" x 10", full-color realistic and cartoon artwork

Parent's booklet — 16 pages

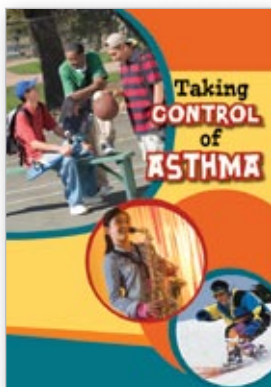
- Recognizing symptoms; medications
- How to use inhalers, including dry-powder inhalers
- Reducing triggers and developing a personalized action plan
- "Is Asthma in Control?" provides simple, easy-to-remember rule to monitor if treatment is working

Children's booklet — 8 pages

- Includes cartoons, drawing, coloring and other activities
- How lungs work
- Inhalers, asthma zones, triggers
- Telling people about your asthma

#11480

#11481 Spanish **Sp**



Taking Control of Asthma

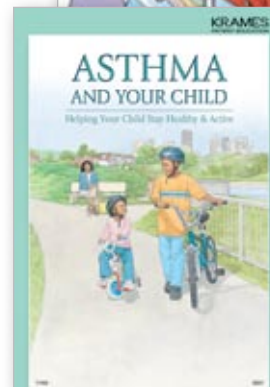
Bronze Award
National Health Information Awards

Created specifically for teens, this new title emphasizes taking responsibility for managing asthma and encourages compliance.

- Benefits of controlling asthma
- Tips on talking to teachers, coaches
- Quotes from active teens
- Anatomy, asthma zones, types of medications, triggers
- Importance of sticking to a schedule for medications
- 12-page booklet, 7" x 10", full-color photography and cartoon artwork

#11696

#11697 Spanish **Sp**



Flip book format

Effective asthma programs help reduce illness and disabilities.



For Adults



Award Winner

Breathe Well, Live Well: An Asthma Management Program for Adults

Silver Award • National Health Information Awards

This innovative adult asthma program is designed to reduce asthma-related illnesses and disabilities by building knowledge and self-management skills. It's ideal for hospitals, health plans, public health agencies or other community-based organizations.

Comprehensive resources for facilitators and participants.

Program materials include an annotated workbook for facilitators and a participant's workbook that provides detailed information on asthma self-management, including:

- Understanding asthma and breathing
- Communicating with healthcare providers
- Identifying early warning signs of an asthma episode
- Trigger identification and control
- Asthma control medications
- Identifying and tracking symptoms
- Knowing what to do in an emergency
- Using a written asthma action plan and knowing what to do during an asthma episode

Breathe Well, Live Well Facilitator's Kit

Kit includes a 64-page facilitator's guide, 10 80-page participant's workbooks available in either English or Spanish and standardized evaluation materials.

#2908

Breathe Well, Live Well Participants' Kit

Kit includes 10 80-page participant's workbooks available in either English or Spanish.

#2909

#2910 Spanish 

Proven effective!

This comprehensive program, developed with funding from the Centers for Disease Control and Prevention (CDC), is based on a validated program and has been proven effective through nationwide testing.

Studies show that after completing the Breathe Well, Live Well program:

- Participants see a decrease in the severity of their asthma symptoms
- Participants have fewer respiratory problems
- Participants are more likely to stick to their asthma treatment

For Children

Open Airways for Schools Kit

Previous edition:

Winner of Health Education Research Award, National Asthma Education and Prevention Program Approved and recommended by the National Association of School Nurses

Over 30,000 U.S. schools have used this state-of-the-art program to educate children ages 8–11 about asthma. The program strives to improve asthma self-management skills, decrease asthma emergencies, raise asthma awareness among parents/guardians and promote broader asthma management coordination among physicians, parents and schools.

Open Airways for Schools consists of six 40-minute sessions held during the school day for children with asthma. Sessions incorporate group discussion, stories, games and role play to involve and engage students in the learning process. Topics include:

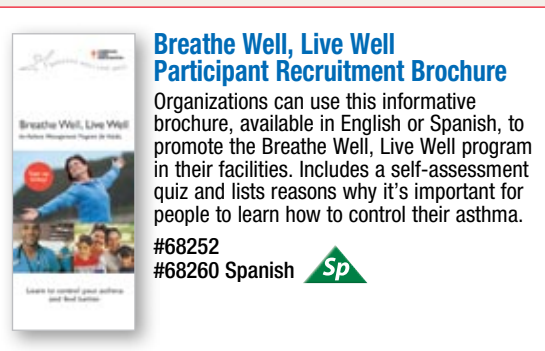
- Basic asthma information
- Recognizing and managing asthma symptoms
- Solving problems with medications
- Finding and controlling asthma triggers
- Getting exercise, doing well at school

Instructors who teach the program must complete a facilitator training workshop conducted by an American Lung Association-certified Open Airways for Schools trainer.

New and improved kit includes:

- Full-color Instructor's Curriculum Guide
- CD-ROM with pdf-file handouts for parents and children, and an instructional video
- Poster Flip Chart, featuring full-color posters in English and Spanish

#2919

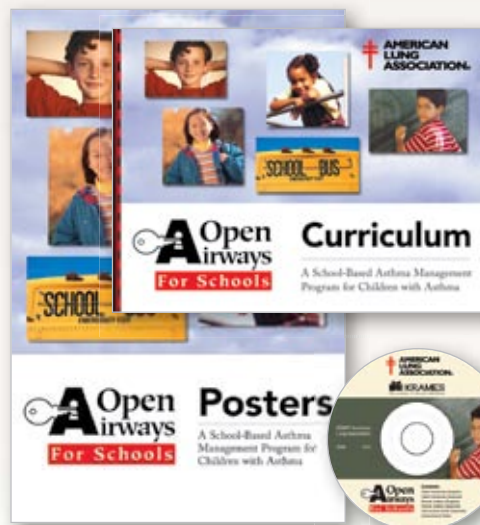


Breathe Well, Live Well Participant Recruitment Brochure

Organizations can use this informative brochure, available in English or Spanish, to promote the Breathe Well, Live Well program in their facilities. Includes a self-assessment quiz and lists reasons why it's important for people to learn how to control their asthma.

#68252

#68260 Spanish 



Better than ever! The new all-in-one Instructor's Curriculum Guide combines content from the previous kit's Course Curriculum and Instructor's Guide.

Call your local American Lung Association for details, including pricing and how to order.



Looking for an effective new approach to help people stop smoking?

Then look into the Freedom From Smoking® program!

Now there's a simple, effective way to help people quit for good that really works! In fact, quit rates are far higher for participants in our plan than for people who try to quit on their own.

The American Lung Association *Freedom From Smoking*® program takes into account today's most powerful behavior-change methods to help smokers overcome their addiction. The course uses a friendly, supportive style.

Whether you need a program for a group clinic (up to 16 people) or a simple one-person, self-help tool, we have the materials you need. And they're available in English or Spanish.



Turn to page 2 for more information...

