Regular cleaning can help reduce allergy and asthma triggers in your home (such as mold, pet dander, cockroach-allergens). The costs of chronic disease are staggering. The first step is finding a physician who can accurately and efficiently diagnose the problem. Allergies can be controlled, health care dollars can be saved and people with asthma or allergies can lead healthier lives. Proper diagnosis and effective disease management are essential; and we all have a role to play. The second step is developing a treatment plan to avoid triggers and control symptoms. Assume that nearly every extended family in the U.S. has at least one member with allergies or asthma. The government data show that in 2006 nearly 4.1 million adults, and as many as 40 percent of all children, had an asthma attack. Nearly 1.5 million school days missed because many of the symptoms mirror colds or other conditions. Many people suffer needlessly and spend thousands of dollars on medications before seeing a board-certified allergist/immunologist—an internist or pediatrician with an additional two to three years of training. The third step is to develop and follow a treatment plan to avoid triggers and control symptoms. An allergist/immunologist can define the plan, but patients must have the knowledge and motivation to follow through. Patients are educating us to successful treatment plans. Improving patient education is crucial to a successful treatment plan.

It is safe to assume that nearly every extended family in the U.S. has at least one member with allergies or asthma. In fact, chances are we all know someone who is currently suffering from symptoms of allergic rhinitis. This chronic condition affects between 10% and 16 percent of all adults, and as many as 30 to 40 percent of all children. It accounts for approximately 1.7 million school days missed per year and approximately 28 million days of lost productivity. The problem is getting worse. There has been a 20 percent increase in the prevalence of allergic rhinitis in each of the last three decades in developed countries. You may be a parent with a child who was recently diagnosed with asthma. Government data estimate that an estimated 24.5 million Americans had an asthma attack. Nearly 1 million of those breathing attacks were in children. The majority of these resulted in last week or school days. Nearly $20 billion is spent annually on asthma alone. Asthma and allergy symptoms can be triggered by dust mites (which can be up to 500% in the prevalence of allergic rhinitis in each of the last three decades in developed countries). You may be a parent with a child who was recently diagnosed with asthma. Government data estimate that an estimated 24.5 million Americans had an asthma attack. Nearly 1 million of those breathing attacks were in children. The majority of these resulted in last week or school days. Nearly $20 billion is spent annually on asthma alone. Asthma and allergy symptoms can be triggered by dust mites. Regular cleaning can help reduce allergy and asthma triggers in your home (such as mold, pet dander, cockroach-allergens). The costs of chronic disease are staggering. The first step is finding a physician who can accurately and efficiently diagnose the problem. Allergies can be controlled, health care dollars can be saved and people with asthma or allergies can lead healthier lives. Proper diagnosis and effective disease management are essential; and we all have a role to play. The second step is developing a treatment plan to avoid triggers and control symptoms. Assume that nearly every extended family in the U.S. has at least one member with allergies or asthma. The government data show that in 2006 nearly 4.1 million adults, and as many as 40 percent of all children, had an asthma attack. Nearly 1.5 million school days missed because many of the symptoms mirror colds or other conditions. Many people suffer needlessly and spend thousands of dollars on medications before seeing a board-certified allergist/immunologist—an internist or pediatrician with an additional two to three years of training. The third step is to develop and follow a treatment plan to avoid triggers and control symptoms. An allergist/immunologist can define the plan, but patients must have the knowledge and motivation to follow through. Patients are educating us to successful treatment plans. Improving patient education is crucial to a successful treatment plan.
**Question: What are some tips for managing asthma and allergies?**

**According to the Asthma & Allergy Founda-**

tion of America, about 40 million Americans have asthma, and 20 million have seasonal allergies. In 2005, more than 10 million outpatient visits each year deal with asthma. There are two main reasons why patients seek treatment for allergies:

1. To reduce the symptoms caused by allergy or asthma.
2. To reduce the risk of developing asthma or allergy-related complications.

**How to find help for hay fever**

**According to the Asthma & Allergy Founda-**

tion of America, about 40 million Americans have asthma, and 20 million have seasonal allergies. In 2005, more than 10 million outpatient visits each year deal with asthma.

**The "eyes" have it!**

**Occasional allergies may be more common than allergic symptoms in some areas, especially in the southern United States. And, though we most often think of hay fever, they can occur at any time of year.**

**Many people think that moving to another area of the United States can help to reduce symptoms.**

**Allergists often recommend eliminating allergens from the home.**

**People with seasonal allergy con-**

junctivitis (inflammation of the outer layer of the eye and inner surface of the eye lid) experience these symptoms during certain times of the year—usually from early spring to late fall. About 30 million people in the United States suffer from hay fever.**

**The innovative PureZone HEPA sleeping system goes beyond anything else that exists to provide night-time and morning relief from allergies and asthma. Try PureZone today for a 30-night risk-free trial.**
How to avoid asthma flare-ups

People with asthma often describe an exacerbation as if they are fish out of water, unable to catch a breath. It can be frightening. But it may instances, in can also be avoided.

Recent safety issues raised by the U.S. Food and Drug Administration (FDA) regarding the use of long-acting beta agonists (LABAs) have generated confusion and concern for both asthma sufferers and physicians.

Understand your asthma medications

The FDA recommended that LABAs never be used as sole therapy for asthma, and they urged patients to discuss their concerns about ongoing symptoms with their allergists and using medications. Long-term controller medications are for them to be used only along with inhaled corticosteroids.

Toddlers won’t connect with lengthy explanations, but they like to play. You can mimic asthma treatment with a stuffed toy doll, or download coloring books or puzzles to video games and hands-on learning. They respond well to “step down” your asthma controller medications! According to the AAAAI and allergists/immunologists, prescribing the minimum amount of medication necessary should not be the sole medication for your child’s asthma. The American Academy of Allergy, Asthma & Immunology recommends that your child’s asthma medications need to work to ensure that asthma interferes with your daily life as little as possible.

How to avoid asthma flare-ups

The concept of teaching your child about how to live with a chronic condition may seem overwhelming, but when it comes to controlling asthma, everyone needs to be on the same page regarding identifying asthma triggers and using medications.

Just for kids

How you teach your child depends upon age, but the keys are balancing freedom with supervision and help. Children need to understand that chronic diseases do not define or limit who they are.

The concept of teaching your child about how to live with a chronic condition may seem overwhelming, but when it comes to controlling asthma, everyone needs to be on the same page regarding identifying asthma triggers and using medications.
Living with asthma and allergies?
Capture airborne allergens with a Filtrete® High Performance Filter.

No matter how carefully you clean, your home can be a breeding ground for invisible airborne intruders. That’s why 3M created Filtrete High Performance Filters. They’re electrostatically* charged to attract and capture microscopic particles like household dust, pet dander, smoke, and particles that can carry bacteria and viruses from the air passing through the filter.

Filtrete high performance filters with a Microparticle Performance Rating (MPR) of 1200 or greater also capture at least 90% of pollen, dust mite debris and mold spores. Select the filter that’s right for you, change it every three months, and help clean the air you breathe.

Learn more about Filtrete filtration products and how to create a healthier home at www.filtrete.com.

*Electrostatic filters are most effective when the filter is clean and new.


Filter your world