



**ASTHMA
SOCIETY
OF IRELAND**

Annual Report

2011



OUR VISION AND MISSION

WHAT IS THE ASTHMA SOCIETY OF IRELAND?

The Asthma Society of Ireland is the leading independent agency in Ireland supporting patients and families who are affected by asthma.

WHAT DO WE PROVIDE?

- Information, support and advice for people with asthma
- Practical services for people with asthma
- Development and implementation of training programmes for both people with asthma and health professionals
- Funding programmes for clinical and health information research
- Advocacy aimed at delivering world class and best practice asthma care through our health system.

OUR VISION

The Asthma Society of Ireland's vision is for the country to develop an integrated public health approach to asthma management, delivering evidence-based care, thus enabling people with asthma to enjoy optimal asthma control and quality of life.

OUR MISSION

Our mission is to optimise asthma control through support, education, advocacy and research.



ASTHMA IN IRELAND

- Ireland has the **fourth highest** prevalence of asthma in the world^{1,2}
*(470,000 cases in a population of 4,581,269:
 that is 9.8% or almost one in 10)*

- **7.1%** of population aged 18 and over have asthma³

- **18.9%** of 13-15 year olds have asthma⁴

- **38.5%** of 13-15 year olds reported wheezing⁴

- More than **one person a week** dies from asthma⁵
- **29%** of asthma patients miss school or work^{6,7}
 - Adults miss **12 days** a year on average
 - Children miss **10 days** a year on average
- More than **5,000** asthma admissions to hospital every year⁸
- **20,000** asthma related Emergency Department attendances annually

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A MESSAGE FROM THE ASTHMA SOCIETY OF IRELAND

2011 marked a milestone in the Asthma Society of Ireland's history with the development and adoption by the Health Service Executive (HSE) of a National Asthma Programme. This landmark event represented the successful culmination of five years of campaigning by the Society to implement guideline-based care and services for some 470,000 people in Ireland with asthma.

The adoption of a National Asthma Programme also recognised the significance of asthma as a chronic disease in Ireland, both in terms of the numbers of people affected and the burden of disease on patients. More than 20,000 asthma-related emergency department attendances and 5,000 hospital admissions are recorded in Ireland every year, at an annual cost of €18 million.

Asthma deaths in Ireland remain a serious problem. There has been consistently over one death per week each year for the last decade – that is 647 lives tragically lost. With the correct management, up to 90% of these deaths are avoidable.



Dr Jean Holohan, Chief Executive,
Asthma Society of Ireland



Angela Edghill, Chairperson,
Asthma Society of Ireland Board

IMPROVING HEALTH OUTCOMES

The new National Asthma Programme aims to prevent 100 asthma deaths over five years and 500 asthma deaths over 10 years by establishing a National Network for Guideline-based Asthma Care. This endeavour is underpinned by the international, evidence-based Global Initiative for Asthma (GINA) guidelines and will lead to consistent patient care and improved health outcomes.

We are immensely proud of the contribution of everyone involved in our Asthma Demonstration Project – a primary care asthma management initiative that piloted the GINA guidelines in Ireland. This was a true collaborative effort between government, health professionals, academia, pharmacists and patients.

Not only did the Demonstration Project provide the foundation for the new National Asthma Programme, our hard work was acknowledged at the 10th Irish Healthcare Awards in 2011 when it won first prize for the Asthma Society of Ireland as 'Patient Organisation Project of the Year'.

We are very pleased to report that we have succeeded in many of the goals outlined in our five-year strategic plan, which concluded in 2011. In parallel with the development of the National Asthma Programme, we have also focused on expanding our services to people with asthma.

Our range of patient education materials now includes 19 high-quality booklets available to download free on our website, including a new Children's Asthma Management Plan

and our 10 Easy Steps To Get The Most Out Of Your Asthma Check-Up leaflet.

Our website is proving an important source of independent information for many people with asthma and health professionals alike, attracting a record number of visitors in 2011. We had 72,548 hits to our website, which is up 26% on 2010 figures.

ASTHMA ADVICELINE

Our nurse-led Asthma Adviceline also experienced a significant increase in demand, with more than 1,575 calls from individual patients and parents of children with asthma responded to in 2011. To meet the increasing number of calls, our Adviceline was expanded in 2011 from a three-day to a five-day service, from 10am to 1pm.

It is a testimony to the continued dedication and expertise of our Asthma Nurse Specialists – Frances Guiney, Mary Llewellyn and Deirdre Donoghue – that the Adviceline celebrates its 21st anniversary in 2012.

With the aim of reinforcing the importance of patient self-management, the Society expanded the role of the asthma nurse into the community in 2011 and fostered greater engagement with schools and sporting organisations.

The free regional 'Asthma Health Day' clinics toured the country throughout the year offering hundreds of people with asthma the opportunity to speak directly with an asthma nurse

specialist on all aspects of their asthma management and symptoms.

This initiative also facilitated the Society in achieving our target of developing a network of community-based Asthma Nurse Specialists.

Earlier in the year, we welcomed on board Dr Basil Elnazir, Consultant Respiratory Paediatrician, as the new Chairperson of the Asthma Society of Ireland Medical Committee. Dr Elnazir's wealth of experience has proved invaluable, enhancing the strengths of our Medical Committee as we continue to lead the way in Europe by developing an integrated public health approach to asthma management.

THREE YEAR STRATEGY

In setting out our strategic vision for the next three years (2012–2015), the Asthma Society of Ireland will continue to advocate for appropriate recognition and service developments that reflect the seriousness of asthma and the very real

prospect of reducing morbidity and mortality through optimal asthma control.

Central to all our efforts is the unwavering support from our members, supporters and sponsors, to whom we are enormously grateful. In these times of economic hardship, it is increasingly challenging to meet the cost of funding our vital patient services and policy initiatives.

To this end, we will work towards growing our membership base and diversifying our fundraising programme by tapping into the generous and supportive nature that is the hallmark of Irish communities.

We acknowledge with gratitude the support of members of the Board. Finally, we would like to thank the staff of the Asthma Society of Ireland for their unfailing dedication, commitment and hard work, often above and beyond the call of duty.

*Dr Jean Holohan, Chief Executive, Asthma Society of Ireland
Angela Edghill, Chairperson, Asthma Society of Ireland Board*

KEY POINTS

- National Asthma Programme developed in conjunction with the HSE
- Asthma Demonstration Project wins first place in Irish Healthcare Awards 2011
- Increased demand for Asthma Adviceline seen in 2011
- Asthma deaths in Ireland remain a serious problem to be addressed

QUALITY SERVICES FOR PEOPLE WITH ASTHMA

Providing high quality independent information and support services is a key part of the role of the Asthma Society of Ireland. Services are provided free of charge, where possible, to minimise barriers to accessing information and advice that will improve asthma care.

THE ASTHMA ADVICELINE

The Asthma Adviceline is one of the valued support services provided to people with asthma. This free telephone advice service has grown significantly over recent years. In 2011 a significant increase in demand was seen with more than 1,575 calls logged from individuals and the parents of children with asthma. This figure represented an increase of 33% on calls answered in 2010. Thanks to fundraising efforts, the Society was in a position to expand the service from three to five days a week with telephone advice offered from 10am-1pm each day. The Adviceline is run by three dedicated nurse specialists; Frances Guiney, Mary Llewellyn and Deirdre Donoghue. The service will celebrate its 21st anniversary in 2012. Callers are given advice on all matters related to asthma by the expert team.

WEBSITE: WWW.ASTHMASOCIETY.IE

The Asthma Society of Ireland website has been developed as an important and easily accessible source of independent health information for people with asthma and health professionals. In 2011 there were 72,548 hits – up 26% on 2010. The site, which was updated regularly during 2011, provides a comprehensive range of information including:

- Asthma information
- Services
- Videos on inhalers, asthma devices and management
- Monthly case study
- Ask the asthma nurse online and asthma advice for kids
- News and events
- Publications
- Practice resources for health professionals
- Details on how to support the Society

ASTHMA NEWS –BIANNUAL MAGAZINE

Asthma News is the Society's consumer journal. Published twice a year, it provides up-to-date news on the activities of the Society and its work in priority areas. The journal is circulated to over 6,000 members and interested parties. In 2011 the issues focused on the importance of having an individualised asthma plan, which was the key message for World Asthma Day, and on the international acclaim received by the Society for its research.



Frances Guiney, Asthma Nurse Specialist working with the Asthma Adviceline

ASTHMA E-ZINE

The Society's E-zine is emailed to members and interested parties. This creates the opportunity for regular online communication. It has proved particularly useful to alert people to forthcoming events. For example in 2011 the June E-zine offered exam time tips for asthma management, details of the Cork information day and the Society's garden at Bloom, and reminded people to sign up for the smartphone asthma management survey aimed at gathering ideas regarding the development of an app for teenagers.

FACEBOOK AND TWITTER

The Society has its own Facebook page to post key information and upcoming events. It also has a Twitter service (@AsthmaIreland.ie).

YOUTUBE CHANNEL

The Society's YouTube channel provides useful educational videos on how to use inhalers and other devices (see www.youtube.com/user/AsthmaSocietyIRL). There are also video clips to explain specific services and interviews with people with asthma who share their experiences with others. In 2011 a new video was posted to the site to support the 'Managing Asthma At School Resource Pack' and included a contribution from a Dublin teacher.

PUBLICATIONS ABOUT ASTHMA

The Society has developed a comprehensive range of 19 information booklets aimed at helping people with asthma optimise control. The range covers many aspects of disease management and control.

Publications include management plans, information posters, useful wallet cards, and booklets. These can be downloaded via the Society's website: www.asthmasociety.ie/publications

CHILDREN'S ASTHMA MANAGEMENT PLAN

An asthma management plan developed for children under 12 years was launched in 2011 as a tool to help children monitor and manage their own asthma.

'My Asthma Plan' includes four useful sections: personal and emergency contact details; a three-zone asthma management plan; an education checklist and five-minute rule; and what to do if you have an asthma attack. Children were encouraged

to fill out the plan under the supervision of a parent, guardian or healthcare professional.

POLLEN FORECAST

2011 saw the re-launch of the irishhealth.com/Asthma Society of Ireland pollen forecast website service and free app. In addition to daily pollen forecasts, the app included useful information on how to avoid triggers and to cope with allergic rhinitis.

WWW.AIRPLAY.IE FOR CHILDREN

A website for children was relaunched in 2011. This is a colourful and interactive site with asthma information specifically aimed at young people. It includes general information about asthma and young visitors can play games to learn about asthma control. The re-launch coincided with the Halloween festivities, a time of the year when many young people with asthma experience worsening asthma symptoms.

WWW.ASTHMASOCIETY.IE



ASTHMA SOCIETY PUBLICATIONS



CHILDREN'S ASTHMA MANAGEMENT PLAN



AIRPLAY.IE

EXPANSION OF ASTHMA HEALTH SCREENING DAYS

The inaugural regional Asthma Clinic and Awareness Day in Sligo in 2010 marked the beginning of a successful and invaluable education service for people with asthma, developing from an ad hoc event to a highly organised Asthma Health Screening Day. In 2011 the Asthma Clinics visited Athlone, Arklow, Letterkenny, Cork, Navan and Portlaoise, with many more dates planned for 2012.

After the positive response to the inaugural regional Asthma Clinic and Awareness Day, the Asthma Society of Ireland was approached by members of the public who expressed thanks for the detailed instruction that had helped them with the skills and confidence to control their asthma, in many cases for the first time.

The positive feedback demonstrated that there was a need and a demand in the community for nurse-led asthma education about all aspects of asthma management and symptoms.

The Society became aware, from contacts with the Asthma Adviceline and also from the results of its Asthma Demonstration Project in Primary Care, of a lack of community asthma education for patients aimed at self-management and achieving optimal asthma control.

The regional clinics have a two-fold role:

- To address the needs that patients experience in accessing comprehensive asthma assessment and patient education
- To give people the tools and the skills to begin to manage their asthma themselves.

The clinics are provided at weekends by the Society, free of charge, and are organised in convenient, non-clinical settings, usually a hotel conference hall/meeting room. No appointment is necessary to see an asthma nurse specialist.

Feedback from the clinics indicated that many who attended in 2011 had had asthma for years, but had received no inhaler technique education, nor had they been taught the importance of using their controller inhaler regularly.

The vast majority never had lung function tests of any kind, neither peak flow nor spirometry and had no management plan. There was a poor understanding of their own disease and a lack of awareness of the importance of compliance and inhaler technique. Of particular concern are the number of young children presenting at the clinics with very poor asthma control, on inadequate controller therapy and without a written management plan.

To increase awareness of the one-day events and to promote the clinics, the Society utilised advertising in local radio stations and newspapers, posters in primary care centres and direct contact with Society members in the local areas. The asthma nurse specialists were available for media interviews



A respiratory scientist doing lung function tests (peak flow) with a child at an Asthma Clinic and Awareness Day

in the period leading up to the events.

ASTHMA NURSE SPECIALISTS

The service is delivered by highly trained and skilled asthma nurse specialists; at each clinic eight nurses, under the guidance of the Asthma Society Asthma Nurse Specialist, Frances Guiney, provide one-to-one care for every patient. The nurse-led service is supported by two respiratory scientists from local hospitals who carry out age-appropriate lung function tests – all adults have spirometry performed and children under six have peakflow assessments. Once the lung function test is complete, patients consult with one of the asthma nurses who explains their lung function test results.

The nurse asks them a series of relevant questions that will give an overall picture of asthma control. They are then given basic asthma education on areas such as inhaler technique, the importance of compliance, how to avoid side-effects and what to do in the event of an asthma attack.

During this consultation, the nurse starts the development of an individualised asthma management plan, completing some of the details in discussion with the patient, including current medication.

Services provided on the day included a consultation with specialist child or adult asthma nurses, to expertly address the needs of specific age groups. Specialist allergy nurses focused on helping people with asthma to manage trigger allergies, particularly allergic rhinitis. Patients and parents of children are given advice about smoking cessation where appropriate as smoking and exposure to second hand smoke is one of the most common triggers for asthma.

At least 60% of patients who attended the regional asthma clinics were recommended to return to their GP to have their asthma reviewed. In some cases this was because the asthma nurses had identified that the person's condition was not under control or they made a recommendation that the patient's medication needed to be reviewed. On rare occasions, a number of people have been referred directly to the local hospital Emergency Department over concerns that their lung function was dangerously low.

Everyone who attends the asthma clinic receives Asthma Society literature appropriate to their particular problem and also a credit card-sized 'Asthma Attack Card', which contains a five-point plan of action in the event of an attack.

RESOURCE PACK FOR SCHOOLS

Another important education project in 2011 was a new resource pack aimed at supporting school students with chronic health conditions. This was launched in 2011 by the Society in conjunction with three other support groups.

The pack 'Managing Chronic Conditions' was developed by the Asthma Society of Ireland jointly with the Diabetes Federation of Ireland, Brainwave (the Irish Epilepsy Association) and Anaphylaxis Ireland.

As more and more young people are being diagnosed with

chronic health conditions, teachers are faced with the challenge of supporting these students.

The pack was developed to help teachers in this regard giving them information and advice. It included information on developing school guidelines on how to manage children with asthma and guidance on the safe storage of medications.

The resource pack provides additional support for the Asthma Society's ongoing schools education programme which offers primary and secondary schools the opportunity to have an asthma nurse visit the school to speak to staff, parents and/or pupils about asthma control, developing asthma guidelines, sport and exercise with asthma, and what to do in an asthma attack. The Society also offers a specific programme for schools to provide support in the rare but tragic event of the death of a child from asthma. The Asthma Society of Ireland would like to thank AstraZeneca for its kind support of the School Programme.

PHARMACY DAYS AND OTHER SERVICES

During 2011 the Asthma Society of Ireland significantly expanded the number of asthma clinics held in community pharmacies through out the country. The Pharmacy Clinics provide a drop-in service to patients and parents of children with asthma to assess asthma control, check inhaler technique and peak flow monitoring.

Patients receive one-to-one advice on compliance with controller medication, managing allergies and asthma triggers, flu vaccination and smoking cessation where appropriate. The pharmacy service is delivered by asthma nurse specialists and is free of charge to patients. The Asthma Society of Ireland would like to thank GSK for its generous support of the Pharmacy Programme.

KEY POINTS

- Asthma clinic services were provided in six regional centres in 2011
- Feedback has indicated deficiencies in patient education and awareness about self-management
- The Society launched a resource pack for schools
- Pharmacy days were held nationwide
- To arrange for an asthma nurse to visit your school or to plan an Asthma Clinic in your pharmacy contact the Society on 01 817 8886

ASTHMA AND THE ALLERGY-FRIENDLY GARDEN PROJECT

The 'Treat not Trigger' garden was developed by the Asthma Society of Ireland as part of Bord Bia's Bloom festival 2011 in the Phoenix Park. Bord Bia offered the Society the opportunity to develop a garden at the 2011 festival, following positive feedback from the public on the Society's awareness activities at Bloom in previous years. The project won a silver medal at Bloom and was shortlisted in the Best Patient Lifestyle Project category at the Irish Healthcare Awards.

Allergic rhinitis, or hay fever, is a very common asthma trigger and affects up to 80% of people with asthma. Managing allergic rhinitis can reduce the misery of hay fever symptoms and can significantly improve asthma control. The 'Treat not Trigger' garden project was a fun and engaging way of educating people on the importance of asthma control, managing allergic rhinitis, and helping people to enjoy their garden throughout the year.

The Society worked closely with outreach horticulturist and garden designer, Fiann O'Nuallain from Inspiring Gardens, to research and develop the garden. Fiann's expertise was particularly helpful in advising on the types of plants and materials to be used.

The garden was landscaped in the shape of lungs, surrounded by an abundance of colourful low allergy-rated flowers and pleached trees, signifying the connecting airways.

The Society made a conscious effort to include many types of low allergy-rated flowers to challenge the common misconception that people with asthma and allergies must avoid all types of plants and flowers. Incorporated into the design of the garden were many of the advice tips issued by the Society's medical committee, including bird feeders, which encourage wildlife into the garden to take away debris and dander.

The intricate detail captured the attention of visitors to the garden and the huge media interest created a platform to achieve the Society's objectives of increasing awareness of asthma and the importance of good control to optimise quality of life.

Fiann gave numerous interviews to print, television and radio media throughout the five-day festival, reinforcing the garden message in every interview; that with proper precautions people with asthma and allergies can enjoy gardening and the outdoors.

On the opening day of the festival, Asthma Society of Ireland nurses offered free lung function testing to all visitors to the garden.

There were over 16,000 page views on the Society's website during the two weeks of the 'Treat not Trigger' media campaign. In addition, there was a surge in Adviceline calls seeking information and literature on gardening with asthma and allergies following the media campaign.

NEW GARDENING BOOK

The 'Treat not Trigger' garden was complemented by the launch of a new edition of the Society's popular booklet *Gardening with Asthma and Allergies and Creating an Allergy Friendly Garden*. Six thousand copies were distributed over the five days of Bloom.

The booklet contains advice and tips on gardening with asthma and allergies and creating an allergy-friendly garden. The booklet is available free of charge from the Asthma Society of Ireland or can be downloaded from www.asthmasociety.ie

The Society's media campaign undoubtedly contributed to the 30% increase in visitors to Bloom. The Asthma Society of Ireland would like to thank Bord Bia, Dyson and TEVA for their generous support of the 'Treat not Trigger' Garden.

KEY POINTS

- The 'Treat not trigger' garden won a silver medal at Bloom
- The garden was shortlisted for Best Patient Lifestyle Education Project at the Irish Healthcare Awards 2011
- A gardening advice booklet was launched to complement the Bloom project



WORLD ASTHMA DAY 2011 PATIENT CHECKLIST

World Asthma Day is an annual key date for the Asthma Society of Ireland to promote awareness of asthma. This was marked by the launch on May 3, 2011 of a 10-point checklist to empower people with asthma to control their condition. This patient education initiative was shortlisted for the Irish Healthcare Awards 2011.

In Ireland, in common with many countries, the average consultation time for a GP visit is about 10 minutes. The aim of the *Change Your Life in 10 Minutes* campaign and asthma checklist was to help people with asthma to get the most out of their asthma review with their healthcare professional, understanding the most important questions to ask and what advice and information to seek. The *Change Your Life* asthma checklist was designed to strengthen the partnership between the person with asthma and their health professional and to empower the patient with the knowledge of what they should expect during an asthma review.

The checklist is divided into three simple sections – **Before**, **During** and **After** an asthma consultation:

- **Before** the visit, the patient completes a self assessment of their current asthma control based on international guidelines and identifies their asthma triggers.
- **During** the visit the this information is shared with the health professional and the patient is reminded to ask that their peak flow and inhaler technique is checked, their asthma management plan is updated and their medication is reviewed in line with their asthma control.
- **After** the visit the checklist encourages people to make sure that they book an appointment for a full asthma review at least once a year and that they have all the information they need to manage their asthma. This includes emergency information on what to do in case of an asthma attack.




Rugby star, Ronan O'Gara, with Joseph le Blanc and Liadh Murphy at the launch of World Asthma Day 2011

This simple tool, designed to support people with asthma to improve their asthma control and maximise the benefit of a brief medical consultation, is available to download from www.asthmasociety.ie

The launch was supported by an extensive media campaign in press, radio and TV. The radio campaign was fronted by Asthma Society of Ireland ambassadors, who together with Dr Basil Elnazir, chairperson of the Society's Medical Committee, promoted the checklist on national television.

The Asthma Society of Ireland would like to thank our Ambassadors for their time in promoting the benefits of the checklist as a simple and effective aid for adults and children with asthma.

KEY POINTS

- World Asthma Day 2011 focused on promoting a checklist to support the doctor/patient relationship in managing asthma
- Checklist project shortlisted for Irish Healthcare Awards 2011

RESEARCH AT THE HEART OF THE SOCIETY'S ACTIVITIES IN 2011

Remaining at the forefront of research into asthma, both in terms of initiating and supporting projects in Ireland, is one of the important roles of the Asthma Society of Ireland. The Society's view is that research is a key driver of excellence in patient care. It has developed long-lasting relationships with researchers and clinicians united in the cause of asthma control and prevention. Central to that commitment has been involvement in funding of several projects.

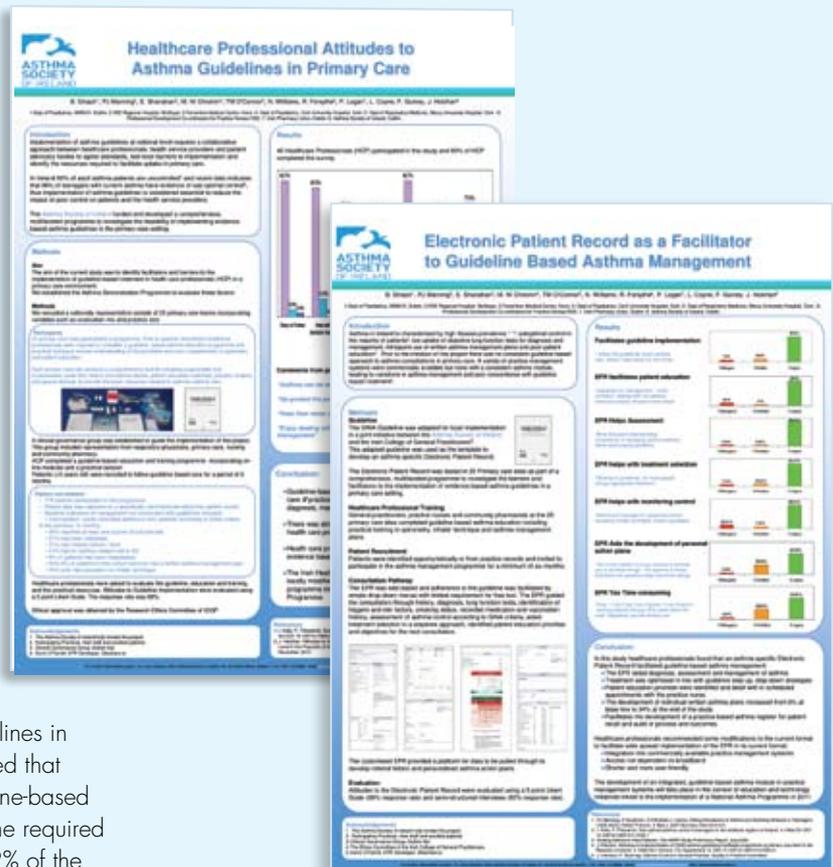
The Asthma Society of Ireland's ongoing research programme is committed to delivering results that will impact directly on the quality of care for all people with asthma in Ireland. Adopting an evidence-based approach, the Society has focused on improving clinical outcomes for patients and influencing national health policy on asthma care.

ASTHMA DEMONSTRATION PROJECT

In September 2011, the Asthma Society of Ireland was invited to present three papers on the outcomes of the Asthma Demonstration Project to the prestigious annual meeting of the European Respiratory Society in Amsterdam.

The research illustrates how an Irish patient organisation can positively influence the delivery of guideline-based asthma care nationally. The project, developed and funded by the Society, recruited 25 primary care practices throughout the country to investigate the barriers and facilitators to the implementation of evidence-based asthma guidelines in primary care. Results from the programme showed that health professionals were supportive of a guideline-based approach to asthma management. While the time required posed challenges in the primary care setting, 92% of the participants found that following the guideline improved patient care and 70% reported that the guideline facilitated cost-effective care.

The HSE National Asthma Programme incorporates key findings and recommendations from the Demonstration Project, including a nationally agreed model of care where all asthma patients in Ireland should be enrolled in a structured asthma programme and have a formal review annually. The Society has provided essential resources such as an e-learning programme for health professionals, education materials for patients, and integrated self management plans – all developed and evaluated as part of their research programme.



The Asthma Society of Ireland holds a key position on the implementation group of the National Asthma Programme representing the interests of patients and parents of children with asthma. With the implementation of the HSE asthma programme over the next five years, it is the Society's hope that the ultimate outcome of its investment in the Demonstration Project, and the influence it has had on health policy, will be better asthma care, leading to a dramatic reduction in asthma morbidity and mortality, and improved quality of life for the 470,000 people in Ireland living with asthma.



Pictured at the European Respiratory Society conference in Amsterdam in September 2011 were: Breda Flood, Asthma Society of Ireland board member and president of EFA; Prof Marc Decramer, president of the European Respiratory Society; and Dr Jean Holohan, Chief Executive of the Asthma Society of Ireland



Mary Hughes of the Catherine McAuley School of Nursing and Midwifery, UCC was awarded the Oran O'Mhuire Bursary by the Asthma Society of Ireland for her research project, entitled 'Adolescent asthma symptom control: A grounded theory'

ELECTRONIC PATIENT RECORD

Accurate monitoring and follow up of patients is essential in chronic diseases such as asthma to achieve optimal care. The Asthma Society of Ireland collaborated in a research project in primary care to develop and evaluate an electronic patient record to facilitate better asthma consultations and audit the impact of interventions.

The Electronic Patient Record (EPR) has the capacity to capture demographic data and to guide the asthma consultation along a guideline-based pathway through diagnosis, lung function tests, and assessment of asthma control. The EPR records medications, aids treatment selection and identifies patient education priorities.

The early results, presented at the European Respiratory Society conference, showed that using the EPR in practice contributed to improved asthma management and monitoring and greatly increased the use of written asthma management plans. Further research is ongoing on the EPR and it is hoped

that the template will be adopted by the HSE to assist the implementation of the National Asthma Programme.

ORAN O'MHUIRE BURSARY

Recognising the importance of asthma nurse specialists and practice nurses in the delivery of asthma care, the Asthma Society has established a research bursary to support nurse-led asthma research.

The Oran O'Mhuire Bursary, in honour of the founder of the Asthma Society, is awarded annually in November. In 2011 it was presented to Mary Hughes, from the Catherine McAuley School of Nursing and Midwifery, University College, Cork. The bursary was awarded to Mary for the second year running to help her continue her research project 'Adolescent asthma symptom control: a grounded theory'.

The adjudicating panel commended Mary for her work and the potential value of her findings in developing adolescent asthma care and support.

KEY POINTS

- Asthma Demonstration Project has major impact on the development of a National Asthma Programme
- Nurse-led asthma research is actively supported by the Asthma Society of Ireland

ADVOCATING FOR BETTER PATIENT CARE AND SERVICES

The introduction of the National Asthma Programme by the HSE built on the advocacy work by the Asthma Society of Ireland, and in particular the outcomes of the Society's Asthma Demonstration Project carried out in conjunction with Irish health professionals.

Asthma in Ireland is characterised by a high disease prevalence and suboptimal control for the majority of patients. With 20,000 emergency department visits and 5,000 hospital admissions every year, poor asthma control is a significant burden for both patients and the health service. Tragically, at least one person dies from asthma every week in Ireland.

The Asthma Society of Ireland works to increase awareness of the condition, advocates for delivery of guideline-based asthma care to reduce morbidity and mortality, and focuses attention on the high cost of controller medication and inequitable access to new therapies.

The Demonstration Project showed that patient organisations can positively influence the delivery of guideline-based asthma management in primary care to improve patient outcomes and reduce overall cost of care in the long-term. The subsequent analysis and research outcomes related to the Demonstration Project had a major influence on the HSE's National Asthma Programme.

STRATEGIC VISION

The implementation of the elements of the Society's 2008-2011 strategic vision has laid down a solid foundation for the next three years (2012-2015). Advocating for service developments that reflect the seriousness of asthma will remain a priority.

ENGAGEMENT WITH THE MEDIA

Regular engagement with health professionals, politicians, and government bodies is a key part of the role of the Asthma Society of Ireland in advocating for better services.

In addition, the Society's expertise and availability for media interviews for analysis of developments related

to asthma, such as service delivery developments and research, is also important in giving people with asthma a national voice. The Society sets the agenda by highlighting new developments or gaps in service delivery where appropriate.

In 2011 the Society again drew attention to the limited access to Xolair for patients with severe allergic asthma. An estimated 450 people in Ireland could benefit from this innovative therapy but because of funding restrictions only 40% of the patients have been commenced on treatment. The medication is reimbursed in most European countries and is recommended in international guidelines; the Society will continue to advocate for equitable access to Xolair for this group of severely ill asthma patients.

Throughout 2011 the Asthma Society of Ireland maintained a vigorous awareness campaign, focusing on the unacceptably high levels of morbidity and mortality associated with asthma in Ireland and launched a number of campaigns empowering patients to take control of their asthma.

ASTHMA SOCIETY OF IRELAND AMBASSADORS

The Society is privileged to work with our high profile Asthma Ambassadors; these are some of Ireland's most successful and well known sporting personalities who support many of our advocacy, awareness and education campaigns.

In 2011 Niall Carroll, World Kickboxing Champion became our first Youth Ambassador joining John O'Shea, Ronan O'Gara, Denis Hickie and Ruaidhri Higgins at the forefront of our business activities. Engagement with and education of younger people is an important aspect of the Society's work in advocacy and raising asthma awareness.

KEY POINTS

- The HSE Service Plan 2011 incorporated key performance indicators based on core components of the Asthma Society of Ireland Demonstration Project
- Society campaigns for equity of access to innovative therapies
- High profile Asthma Ambassadors at the forefront of awareness and education campaigns

SUPPORTING HEALTH PROFESSIONALS

The Asthma Society of Ireland through its role providing services and education to people with asthma and parents of children with asthma, complements the role of health professionals. The Society also directly supports health professionals through training and education and by funding and collaborating on research.

In 2011 the Asthma Society of Ireland continued to expand the range of resources for health professionals to facilitate delivery of guideline-based care to people with asthma.

ASTHMA E-LEARNING FOR HEALTH PROFESSIONALS



The Society launched a comprehensive web-based education programme for health professionals in primary care in 2011. This e-learning tool is based on the GINA guidelines and delivers a step by step guide to asthma diagnosis, assessment and treatment. Included in the programme are specific modules on developing written asthma action plans in partnership with the patient, patient education to encourage guided self-management, and a comprehensive module on managing asthma exacerbations.

The e-learning programme has been accredited by the Irish College of General Practitioners (ICGP) and An Bord Altranais. Health professionals who successfully complete all six modules are eligible for Continuing Professional Development credits. The Irish Centre for Continuing Pharmacy Education (ICCP) also awards a certificate to pharmacists who complete six modules.

The e-learning programme has been incorporated into the HSE National Asthma Programme and is recommended as the educational standard for general practitioners, practice nurses and community pharmacists. The programme can be accessed, free of charge, on the Asthma Society of Ireland website at: <http://asthmasociety.ie/practice-resources/>

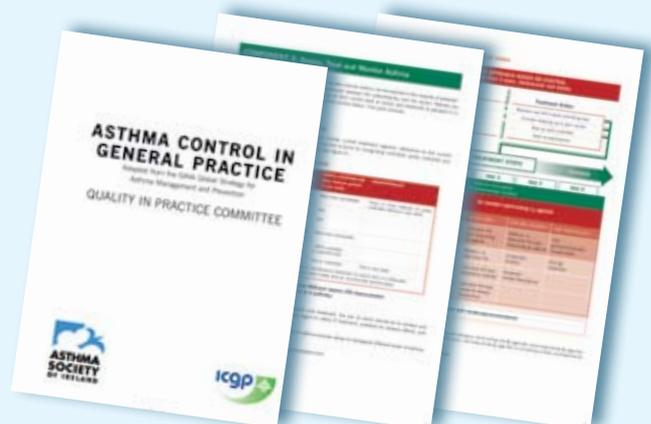
The Society would like to thank Mundipharma for its generous support in the development of this innovative education

programme for health professionals.

PRACTICE RESOURCES

The e-learning programme is an integral part of the 'Practice Resources' area for health professionals on the website. This area includes:

- **Asthma guidelines** – Internationally recognised asthma guidelines have been adapted for local implementation in a joint initiative between the Asthma Society of Ireland and the Irish College of General Practitioners; these guidelines are available to download from the website
- **Research updates** – In partnership with the International Primary Care Respiratory Group, the Society provides access to abstracts of recently published research in asthma and other respiratory diseases
- **Spirometry guidelines** – Lung function tests are a cornerstone of asthma diagnosis and monitoring. The Society provides the most up-to-date guidelines from the Irish Thoracic Society as a resource in primary care
- **Patient education resources** – Health professionals can download patient education booklets on a wide range of asthma topics, including templates for asthma management plans for adults and children
- **Peak flow and inhaler technique videos** – Highly praised by both patients and health professionals alike these videos give clear instructions on the correct technique for use of inhalers, peak flow meters and spacer devices.





Dr Basil Elnazir, appointed chairperson of the Asthma Society of Ireland Medical Committee in 2011

NEW MEDICAL CHAIRMAN: DR BASIL ELNAZIR

In 2011 the appointment of Dr Basil Elnazir as chairperson of the Asthma Society's Medical Committee was announced. Dr Elnazir is consultant respiratory paediatrician at Tallaght Hospital, Dublin. He replaced Dr Pat Manning, who had chaired the medical committee for several years. The Society acknowledges the contribution, support and insight from Dr Manning during his tenure.

Dr Elnazir specialises in respiratory and allergic disorders in children. Having served on the Asthma Society of Ireland's Paediatric Advisory Council, he has worked closely with the Society over the last number of years. He appeared in many television interviews during Asthma Society awareness campaigns representing the Society in 2011, and his underlying message was that patient education is the key to effective self-management. On appointment he stressed the importance of patients taking an active role in managing their asthma and the benefits for patients and the health system generally.

KEY POINTS

- Asthma e-learning programme launched for health professionals
- New chairman appointed to the Society's Medical Committee
- Practice resources section on the Society's website expanded

FUNDRAISING FOR A THRIVING ORGANISATION IN 2011

Asthma Society of Ireland services are all provided free of charge, including Adviceline, regional clinics, website, magazine, videos, health professional education, etc. Through providing these services the aim is to increase awareness and to help people with asthma to optimise control of their condition. The support of dedicated members, volunteers, supporters, donors and the people who sell licensed lottery tickets helps to raise funds for the Society's work. The Society is a registered charity and relies on raising income from a variety of sources. Less than a third of income came from State funding in 2011.

THE SOCIETY AND NEW CODE ON FUNDRAISING
During 2011 the Asthma Society of Ireland joined a number of charities in signing up to a new code from the Irish Charities and Tax Research group. The new code is voluntary but its successful implementation will assist in helping the charity sector to self-regulate. The thrust of the code is that charities commit themselves to the highest standards of good practice and ensure fundraising activities are respectful, open and legal. Among the key elements is the need for charities to produce an annual report and a statement of annual accounts to be made publicly available.

ASTHMA SOCIETY CHARITABLE LOTTERY

The Society raises a significant proportion of its funds through the sale of licensed lottery tickets. We are grateful to the sellers who work on our behalf and to the general public for their continued support of this vital income stream.



Pictured during the Colin McKeon soccer tournament last year is Westlife's Nicky Byrne in goal, and Paul Irwin, one of the organisers of the tournament, on the attack

15TH ANNIVERSARY COLIN McKEON SOCCER TOURNAMENT

This successful annual event organised by Paul Irwin and friends in Portmarnock took place over summer 2011, with over €5,000 raised for the Society. The annual tournament has grown into an event running over a number of days, including a family fun day and a presentation evening. The relationship between the Asthma Society of Ireland and the

tournament is a very special one, honouring the memory of Colin who died of an asthma attack.

ANNUAL BUNCLODY GPA CLAY PIGEON SHOOT

This is an annual event held to raise funds for the Asthma Society of Ireland and took place in August 2011. The event is held in memory of a Bunclody District GPA member who died from an asthma attack in 2007.

PROCEEDS FROM BOOK ON CHILDHOOD ASTHMA

A book, *Childhood Asthma: Your Questions Answered* was launched in 2011 by Dr Peter Greally, consultant paediatric respiratory physician, with all proceeds going to the Asthma Society of Ireland. Dr Greally has asthma himself, which has given him an insight into the problems children and parents encounter in managing and controlling asthma symptoms.

TABLE QUIZ

A successful table quiz held in the Central Hotel in Dublin in February 2011 raised over €1,200. The event included a raffle with a large selection of prizes.

MARATHON AND MINI-MARATHON RUNNING

The Women's Mini Marathon took place on the June Bank Holiday 2011 with several participants raising money for the Society. In addition, several runners in the marathon in October also raised funds. The funds generated from these events were used to support the extension of the Asthma Adviceline to five mornings a week.

CHRISTMAS CARD AND DECORATION SALES

In 2011 the Asthma Society of Ireland launched a new range of Christmas cards for sale. In addition, it offered metallic, light-reflecting Christmas tree decorations to which a personal photograph could be added.

CHARITY 25

Charity 25 raises money for 25 national charities through its 'Just €2 will do' text campaign. In 2011 funds were donated to the Society through this route.

STAFF AND COMMITTEES

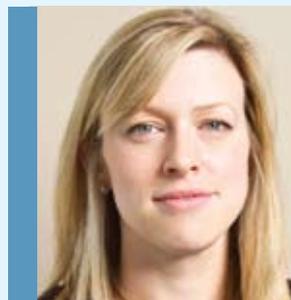


FRANCES GUINEY

Asthma Nurse Specialist

Frances has been the Asthma Society of Ireland's specialist nurse since 1993. Frances manages the Asthma Adviceline and co-ordinates the asthma health events. In conjunction with the Medical Committee, she provides medical

advice and information online, in the media, and in the asthma education booklets.



NIAMH KELLY

Executive Assistant

Niamh joined the Asthma Society of Ireland in November 2009. As assistant to the Society's chief executive, Dr Jean Holohan, Niamh is involved in many aspects of the Society's work, including editing

publications, co-ordinating Asthma Health Days and writing funding applications.



ANNE KEARNEY

Administrative Officer

Anne has worked with the Asthma Society of Ireland since 2005. She supervises the day-to-day operations of the Society, as well as co-ordinating fundraising initiatives and managing innovation projects. In addition, Anne has run several

marathons in aid of the Asthma Society of Ireland.



MARGE FITZSIMMONS

City Centre Voluntary Groups
Community Employment Participant

Marge joined the Asthma Society team in 2008 as an accounts assistant and supports the accountant in the day-to-day administration of the Society's finances, including the Asthma

Society Lottery, membership subscriptions and donations.



SIOBHAN MACCARTHY

Communications and Events
Officer

Siobhan co-ordinates all of the Asthma Society of Ireland's communications and public relations, which includes awareness campaigns, the World Asthma Day campaigns and liaising with

the Society's asthma Ambassadors. Siobhan is also responsible for organising events, including stands at national festivals and fairs.



MARY MOSS

City Centre Voluntary Groups
Community Employment Participant

Mary has been a part of the team since 2004. She is the first point call for people with asthma and their families and health professionals who contact the Society – a role which requires great

compassion and understanding. Mary retired in 2011 and her significant contribution to the Society has been acknowledged.



LOUIS COYNE

Research and Education
Officer

Louis has worked on many research projects since joining the Asthma Society of Ireland in early 2009, the most significant of which has been the Asthma Demonstration Project in Primary Care. Louis worked closely

with the HSE in 2011 on the design and implementation of the e-learning programme to support the National Asthma Programme.



ORLAITH BEHAN

City Centre Voluntary Groups
Community Employment Participant

Orlaith joined the Asthma Society of Ireland team in 2009 and has shared the role of receptionist with Mary. Orlaith helps to organise asthma awareness days and asthma health events and

co-ordinates the dissemination of education booklets to hospitals, pharmacies, schools and patients.

CHIEF EXECUTIVE Dr Jean Holohan

BOARD OF DIRECTORS

Angela Edghill (chairperson)	Geraldine Etchingham
Breda Flood	Ken O'Byrne
Anne Robinson	Bob Gee
Louise Maher	Lynn Carberry
Jean Higgins	Dr Basil Elnazir

MEDICAL BOARD

Dr Basil Elnazir (chairperson)	Cicely Roche
Dr Phil Jennings	Dr Peter Grealley
Dr David Lyons	Dr Eamonn Shanahan
Frances Guiney	Deirdre Donaghey
Rhonda Forsythe	Dr John Faul

SCIENTIFIC AND RESEARCH COMMITTEE

Dr John Faul (chairperson)	Dr Terry O'Connor
Dr Aidan O'Brien	Geralyn Hynes
Prof Stephen Lane	Elizabeth Fahy
Dr Pat Goodman	

PAEDIATRIC COMMITTEE

Dr Basil Elnazir (chairperson)	Dr Barry Linnane
Dr Jim Keely	Dr David Mullane
Dr Dubhfeasa Slattery	Mary Hughes
Dr Peter Grealley	Mary McDonald
Dr Muireann Ni Chroinin	

PRIMARY CARE COMMITTEE

Dr Eamonn Shanahan (chairperson)	
Dr Jim Keely	Ruth Morrow
Dr Jarlath Healy	Patricia McLaughlin
Dermot Nolan	

The Asthma Society of Ireland team is dedicated and passionate about raising awareness and providing support for those people in Ireland affected by asthma.

We would like to take this opportunity to thank our board of directors, staff members, medical advisory council, medical advisory groups, international advisory board, and third party associations/corporate supporters, as listed below. We would like to extend our thanks to the many specialist asthma nurses who have assisted us with various campaigns over the course of the year.

CORPORATE SUPPORTERS 2011

We would like to thank the following companies for their generous corporate support of the Asthma Society of Ireland:

- *Major donors of unrestricted educational grants:*
AstraZeneca, GSK, Mundipharma and Novartis
- *Development funding for innovation:*
Pfizer Foundation
- *Project specific grants:*
Dyson, Malones and TEVA

The Asthma Society of Ireland thanks the **Department of the Environment, Community and Local Government** for its support of governance costs and the **Department of Justice and Equality** for its support of our charitable activities.

Asthma Society of Ireland

(A Company Limited by Guarantee and not having a Share Capital)

Financial Statements

For the year ended 31 December 2011

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Management Information

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Directors

(on date of Financial Statement approval)

Angela Edghill
Breda Flood
Lynn Carberry
Jean Higgins
Louise Maher
Anne Robinson
Bob Gee
Maeliosa OhOgartaigh
Michael Tyndall
Oliver Carroll
Dr Basil Elnazir

Secretary

Dr Jean Holohan

Company Number

57125

Charity Number

CHY 6100

Registered Office

4th Floor, 42-43 Amiens Street, Dublin 1

Auditors

Ormsby & Rhodes, Chartered Accountants, Registered Auditors,
9 Clare St, Dublin 2

Business Address

4th Floor, 42-43 Amiens St, Dublin 1

Bankers

Bank of Ireland, 2 College Green, Dublin 2
AIB Dun Laoghaire, George's St, Dun Laoghaire, Co Dublin

Solicitors

Rutherfords, 41 Fitzwilliam Square, Dublin 2

Director's Report

For the year ended 31 December 2011

The Directors present their report and the financial statements for the year ended 31 December 2011.

Constitution

The Company is limited by guarantee and does not have a share capital.

Review of Operations

The Asthma Society of Ireland (the Society) is the leading independent agency in Ireland supporting 470,000 patients and their families who are affected by asthma. We provide support through:

- *Patient Support Services:* Providing information and advice for patients and their families. In 2011, the Society responded to almost 2,000 queries to our Asthma Adviceline, held six national asthma clinics, facilitated 50 pharmacy information days, distributed 70,000 items of patient information literature and provided a nationwide asthma nurse service to schools and community groups.
- *Education and Service Development:* Developing and implementing asthma education programmes for patients and healthcare professionals. In 2011, the Society launched an E-learning programme for healthcare professionals throughout Ireland as part of the Health Service Executive (HSE) National Asthma Programme.
- *Research:* Funding objective and balanced clinical and asthma-related health information research. In 2011, the Society presented findings from the Asthma Demonstration Programme, both nationally and internationally, and continued to support nurse-led asthma education and research through the Óran Ó Mhuire Bursary.
- *Asthma Awareness:* To place, in the public domain, the evidence base for the benefits of best-practice asthma care for all patients with asthma, delivered through the healthcare system. The Society ran approximately 30 awareness campaigns, comprising both national and regional campaigns, throughout the year.

Review of the Results for the Year

Gross income for the year was €1,237,661 (2010 – €1,492,143). The principal source of gross income for the Society is its Charitable Lottery, operated through the sale of its scratch cards. Sales of scratch cards in 2011 amounted to €660,821 and were down by €98,770 on the previous year. The decline is attributed to the general economic climate and severe competition in the scratch card market. The Society also receives funding from the Department of Justice and Equality under the Charitable Lotteries Fund Scheme. This funding, which is directly linked to the value of the Society's lottery sales, also declined from €523,413 in 2010 to €364,236. This significant decline is attributed to a reduction of 30% in the funding from the Department and the impact on that funding of the reduction in the Society's lottery sales. In 2011, the Society was also pleased to receive funding from a number of corporate donors and from the general public through fundraising and donation. In total, such other funding amounted to €212,604 in

2011 (2010 – €209,139). Direct costs associated with securing the gross income amounted to €565,686 (2010 – €634,105) resulting in a contribution of €671,975 (2010 – €858,038).

Expenditure in 2011 amounted to €862,738 compared to €807,525 in 2010. In accordance with the terms of the Charitable Lotteries Fund Scheme, funding of €523,413, received from the Department of Justice and Equality in December 2010, was fully utilised during 2011. Expenditure was focused on the four areas of operation – support services to patients, education, and research and asthma awareness. This expenditure amounted to €649,327 (2010 – €608,314). A key programme for 2011 was the conclusion of the Asthma Demonstration Programme in partnership with the HSE and Irish College of General Practitioners (ICGP). In addition to the expenditure on the four areas of operation, costs amounting to €213,411 (2010 – €199,214) was incurred on governance and support services.

The Society had an operating deficit of €190,763 in 2011 compared to an operating surplus of €50,513 in 2010. After interest receivable of €31,745 (2010 – €24,937) is taken into account, the Society had a net deficit of €159,018 in 2011 compared to a net surplus of €75,450 in 2010.

The Directors recognise that deficits are not sustainable in the longer term and the Society is therefore actively seeking to diversify and increase its income base and reduce its overall dependence on the Charitable Lottery.

Principal Risks and Uncertainties

The management of the Society and the execution of its strategy are subject to a number of key risks. Risks are formally reviewed by the Board and appropriate management processes are in place to assess, identify and mitigate governance, operational, financial, environmental and external and compliance risks. A key financial risk for the Society is its dependence on the lottery operation as its main source of income. This includes funding from the Department of Justice and Equality under the Charitable Lotteries Scheme, which was reduced by 30% in 2011. The Society mitigates this risk through its ongoing efforts to diversify the income base and encourage charitable donations. To ensure its financial stability, the Society has a policy of holding sufficient reserves to fund its activities for a year.

Closing Funds

Income for 2011 includes funding of €364,236 (2010 – €523,413) received from the Department of Justice under the Charitable Lotteries Fund Scheme. This income was received in November and will be expanded over the course of 2012 in accordance with the terms and conditions of the Charitable Lotteries Fund Scheme. It is therefore included in reserves at 31 December 2011. In recognition of its dependence on the lottery operation as its main source of income, the Board has formally adopted a policy on reserves, whereby the Society will hold sufficient reserves to fund its activities for a year. This amount is also included in reserves at 31 December 2011.

Future Developments

Throughout 2012, the Society will continue to develop and enhance its services to individuals and families who are affected by asthma. To reduce its dependence on the operation of its Charitable Lottery Fund Scheme, the Society is also actively pursuing new sources of funding. Income of €50,000 from the Department of Environment will be received in 2012 (2011 – €25,000).

Post Balance Sheets

There were no post balance sheets events that require disclosure.

Structure, Governance and Management

The Asthma Society of Ireland is a registered charity founded in 1973 as a company limited by guarantee. The principal office of the Asthma Society is 4th Floor, 42-43 Amiens Street, Dublin 1. The Company's registered number is 57125 and its charity registration number is CHY 6100. Governance and management structures are set out in the Memorandum & Articles of Association. The Asthma Society is governed by its Board of Directors, which includes representation from a broad range of stakeholders including people with asthma and the medical profession. The Board is supported by a Medical Committee and its sub-committees and by a Finance Committee.

Directors' Responsibilities

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the Company and of the profit or loss of the Company for that year. In preparing these, the Directors are required to :

- Select suitable accounting policies and apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Acts 1963 to 2009. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Books of Account

The measures taken by the Directors to ensure compliance with the requirements of Section 202, Companies Act, 1990, regarding proper books of account are the implementation of necessary policies and procedures for recording transactions, the involvement of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The books of account of the Company are maintained at 4th Floor, 42-43 Amiens Street, Dublin 1.

Directors

In accordance with the Articles of Association Angela Edghill and Jean Higgins retire by rotation, and being eligible, offer themselves for re-election.

- On 28 February 2011, Dr Basil Elnazir was appointed to the Board of Directors
- On 28 November 2011, Geraldine Etchingham resigned as a Director of the Company.

- On 28 November 2011, Bob Gee and Lynn Carberry were appointed as Directors of the Company.
- On 26 March 2012, Maeliosa OhOgartaigh was co-opted to the Board of Directors until the 2012 AGM.
- On 23 April 2012, Ken O'Byrne resigned as a Director of the Company.
- On 23 April 2012, Michael Tyndall and Oliver Carroll were co-opted to the Board of Directors until the 2012 AGM.

Auditors

The auditors, Ormsby & Rhodes, have indicated their willingness to continue in office in accordance with the provisions of Section 160(2) of the Companies Act, 1963.

Taxation Status

Asthma Society of Ireland has Charitable Status.

On behalf of the Board

Angela Edghill and Maeliosa OhOgartaigh, Directors, June 25, 2012

Independent Auditor's Report

For the year ended 31 December 2011

We have audited the financial statements on pages 31 to 38 of the Asthma Society of Ireland for the year ended 31 December 2011 which comprise the Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and the related notes. These financial statements have been prepared under the historical cost convention and the accounting policies set out on page 34.

Respective responsibilities of Directors and Auditors

As described in the statement of Directors' responsibilities on page 27, the Company's Directors are responsible for the preparation of the financial statements in accordance with applicable law and Generally Accepted Accounting Practices in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

This report is made solely to the Company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practices in Ireland, and are properly prepared in accordance with the Companies Acts, 1963 to 2009. We also report to you whether in our opinion: proper books of account have been kept by the Company; and whether the information given in the Directors' Report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit and whether the financial statements are in agreement with the books of account.

We report to you if, in our opinion, any information specified by law regarding Directors' remuneration and Directors' transactions is not disclosed and, where practicable, include such information in our report.

We read the Directors' Report and consider the implications for our Report if we become aware of any apparent misstatement within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made

by the Directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from the material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practices in Ireland, of the state of the Company's affairs as at the 31 December 2011 and of its Income and Expenditure and Cash Flow Statement for the year then ended and have been properly prepared in accordance with the requirements of the Companies Acts 1963 to 2009.

We have obtained all the information and explanations we consider necessary for the purposes of our audit. In our opinion proper books of account have been kept by the Company. The financial statements are in agreement with the books of account.

In our opinion, the information given in the Directors' Report on pages 25 to 28 is consistent with the financial statements.

Emphasis of matter – Going concern

In forming our opinion, which is not qualified, we have considered the adequacy of the disclosures in note 2 to the financial statements concerning the finances of the Company. The Company has historically been very dependent on the proceeds of its lottery to fund its activities. In note 2 to the financial statements the Directors have set out their view that the company will be able to continue to operate the lottery for the foreseeable future, has the ability to draw on existing resources and also intends to broaden its income base. Accordingly, the Directors have prepared the accounts on the going concern basis.

Geoffrey Lewis, June 25, 2012

For and on behalf of

Ormsby & Rhodes, Chartered Accountants and Registered Auditors, 9 Clare Street, Dublin 2

Income and Expenditure Account

For the year ended 31 December 2011

	Notes	2011 €	2010 €
Income	4	1,237,661	1,492,143
Direct Costs		<u>(565,686)</u>	<u>(634,105)</u>
Contribution		671,975	858,038
Expenses		<u>(862,738)</u>	<u>(807,525)</u>
Operating (Deficit)/Surplus	5/6	(190,763)	50,513
Interest Receivable and Similar Income	7	31,745	24,937
(Deficit)/Surplus for the Year		<u>(159,018)</u>	<u>75,450</u>

There are no recognised gains or losses other than the results disclosed above and there have been no discontinued activities or acquisitions in the current or preceding year.

On behalf of the Board

Angela Edghill and Maeliosa OhOgartaigh, Directors, June 25, 2012

Balance Sheet

For the year ended 31 December 2011

	Notes	€	2011 €	€	2010 €
Fixed Assets					
Tangible Assets	10		24,755		13,500
Current Assets					
Stocks	11	–		6,401	
Debtors	12	19,020		22,845	
Cash at bank and in hand		576,751		722,838	
Monies on deposit		798,104		789,455	
		1,393,875		1,541,539	
Creditors: Amounts falling due within one year	13	(81,492)		(58,883)	
Net Current Assets			1,312,383		1,482,656
Total Net Assets			1,337,138		1,496,156
Reserves					
Revenue Surplus	14		1,337,138		1,496,156
Closing Funds	15		1,337,138		1,496,156

On behalf of the Board

Angela Edghill and Maeliosa OhOgartaigh, Directors, June 25, 2012

Cash Flow Statement

For the year ended 31 December 2011

	Notes	2011 €	2010 €
Reconciliation of Operating Surplus/(Deficit) to Net Cash Outflow From Operating Activities			
Operating (Deficit)/Surplus		(190,763)	50,513
Depreciation		9,793	6,669
Decrease in Stocks		6,401	4,459
Decrease in Debtors		3,825	543,286
Increase in Creditors		22,609	14,645
		(148,135)	619,572
Net Cash (Outflow)/Inflow From Operating Activities			
Cash Flow Statement			
Net Cash (Outflow)/Inflow from Operating Activities			
Bank Interest Received	16	31,745	24,937
Capital Expenditure	16	(21,048)	–
		(137,438)	644,509
(Decrease)/Increase in Cash in the Year			
Reconciliation of Net Cash Flow to Movement in Net Funds			
	17		
		(137,438)	644,509
(Decrease)/Increase in Cash in the Year			
Net Funds at 1 January 2011			
		1,512,293	867,784
Net Funds at 31 December 2011			
		1,374,855	1,512,293

Notes and Accounting Policies

For the year ended 31 December 2011

1. Accounting policies

1.1 Accounting Convention: The financial statements are prepared in accordance with Generally Accepted Accounting Principles under the historical cost convention and comply with financial reporting standards of the Accounting Standards Board as promulgated by the Institute of Chartered Accountants in Ireland.

1.2 Income: Income represents donations, gifts and fundraising received during the year. Income is recognised when earned and is dealt with in financial statements of the year to which it relates.

1.3 Depreciation of tangible fixed assets: Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Office machinery	– 10% straight line
Office furniture and equipment	– 20% straight line
Computer equipment	– 33% straight line

1.4 Pensions: The Company operates defined contribution schemes for the staff. The annual contributions to these schemes are dealt with in the income and expenditure account in the year to which they relate.

2. Financial Position of the Company

As the finances of the Company are presently structured, the Company is very dependent on the proceeds of running its lottery. It is the intention of the Board to broaden the income base of the Society. The Directors believe that the Company will be able to continue to operate the lottery for the foreseeable future within the existing regulatory framework. If the Company was unable to operate the lottery it would be able to draw on its accumulated reserves and cash resources to fund existing and new activities. In light of the above, the Directors consider that it is appropriate for the financial statements to be prepared on the going concern basis.

3. Nature of the Company

The Company is limited by guarantee and does not have share capital. The liability of members is limited as defined by the Company's Memorandum of Association and shall not exceed €5 in the event of a winding up or dissolution of the Company.

4. Income

	2011 €	2010 €
Department of Justice and Equality – Charitable Lotteries Fund (2010 Department of Finance)	364,236	523,413
Gross Lottery Receipts	660,821	759,591
Other Income	212,604	209,139
	<u>1,237,661</u>	<u>1,492,143</u>

5. Operating (Deficit)/Surplus

	2011 €	2010 €
Operating (deficit)/surplus is stated after charging:		
Staff costs (Note 6)	387,612	485,816
Depreciation of tangible assets	9,793	6,669
Auditors' remuneration	10,003	10,002
	<u>387,612</u>	<u>485,816</u>

6. Employees

Number of employees

The average monthly number of employees during the year was:

	2011 Number	2010 Number
Administration	11	14
	<u>11</u>	<u>14</u>

Employment costs

	2011 €	2010 €
Wages and salaries	335,507	430,556
Social welfare costs	35,304	43,285
Pension costs	16,801	11,975
	<u>387,612</u>	<u>485,816</u>

Directors' Remuneration

	2011 €	2010 €
Remuneration	–	–
	<u>–</u>	<u>–</u>

7. Interest Receivable and Similar Income

Bank Interest

	2011 €	2010 €
	31,745	24,937

8. Pension Costs

The Company operates defined contribution schemes for the benefit of the staff. The assets of the schemes are held separately from those of the Company in independently administered pension funds. Pension costs amounted to €16,801 (2010 – €11,975).

9. Taxation

The Company is exempt from taxation under Section 11 (6) of the Corporation Tax Act 1976, as a charity.

10. Tangible Assets

	Total €	Plant and machinery and other €
Cost		
At 1 January 2011	108,713	108,713
Additions	21,048	21,048
At 31 December 2011	129,761	129,761
Depreciation		
At 1 January 2011	95,213	95,213
Charge for the year	9,793	9,793
At 31 December 2011	105,006	105,006
Net Book Values		
At 31 December 2011	24,755	24,755
At 31 December 2010	13,500	13,500

11. Stocks

	2011 €	2010 €
Stocks	-	6,401

The replacement value of stocks is not considered materially different from their balance sheet value

12. Debtors

	2011 €	2010 €
Payments and accrued income	19,020	22,845
	<u>19,020</u>	<u>22,845</u>

13. Creditors: amounts falling due within one year

	2011 €	2010 €
Trade creditors	51,530	-
PAYE/PRSI	16,020	14,622
Accruals	13,942	44,261
	<u>81,492</u>	<u>58,883</u>

14. Revenue Surplus

	Revenue Surplus €	Total €
At 1 January 2011	1,496,156	1,496,156
Deficit for the year	(159,018)	(159,018)
At 31 December 2011	<u>1,337,138</u>	<u>1,337,138</u>

15. Reconciliation of Movements in Closing Funds

	2011 €	2010 €
(Deficit) Surplus for the year	(159,018)	75,450
Opening funds	1,496,156	1,420,706
Closing funds	<u>1,337,138</u>	<u>1,496,156</u>

16. Cash Flows

Returns on investments and servicing of finance

Interest received

Capital expenditure

Payments to acquire tangible assets

	2011 €	2010 €
	31,475	24,937
	(21,048)	-

17. Analysis of Change in Net Funds

	Opening Balance €	Cash Flows €	Closing Balance €
Cash at bank and on deposit	1,512,293	(137,438)	1,374,855
Net Funds	1,512,293	(137,438)	1,374,855

18. Related Third Party Disclosures

Ultimate Control: There is no ultimate controlling party. From day to day the Directors control the Company on behalf of the members.

19. Approval of Financial Statements

The financial statements were approved by the Board on June 25, 2012

Detailed Income and Expenditure Account

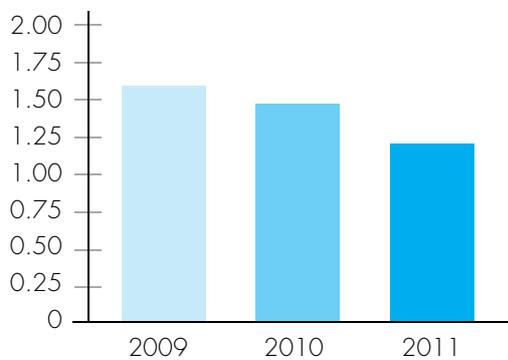
For the year ended 31 December 2011

	2011 €	2010 €
Income		
Dept of Justice and Equality – Charitable Lotteries	364,236	523,413
Gross Lottery receipts	660,821	759,591
Christmas Cards	–	795
Christmas Decorations	2,400	4,128
Pin Badges	–	8,299
HSE	42,671	–
General donations	30,777	17,389
Membership	8,627	10,073
Corporate donors	51,500	123,966
Other income	4,709	–
Other fundraising	27,533	29,682
Distribution of peak flow meters	11,347	6,622
HSE Dublin North Central	8,040	8,185
Dept of the Environment, Community and Local Gov	25,000	–
	1,237,661	1,492,143
Direct Costs	(565,686)	(634,105)
Contribution	671,975	858,038
Expenses (see next page)	(862,738)	(807,525)
Operating (Deficit)/Surplus	(190,763)	50,513

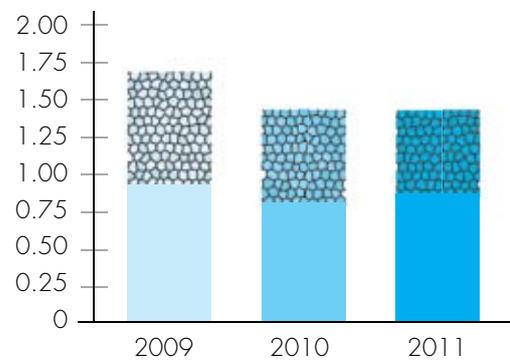
Expenses	2011		2010	
	€	€	€	€
Charitable Activities				
<i>Education and Service Development</i>		115,003		89,620
<i>Asthma Awareness Campaigns</i>		99,482		64,398
Patient Support Services				
Asthma News	24,362		32,285	
Asthma Helpline	83,957		71,393	
Education Nurse Services	–		1,213	
Patient Education Materials	136,822		48,738	
Support Services Cost	<u>160,749</u>	405,890	<u>140,721</u>	294,350
Research				
Asthma in Ireland	12		230	
Database	605		605	
GINA (Demonstration Project)	24,107		155,533	
Óran Ó Mhuire Bursary	4,228		3,578	
		<u>28,952</u>		<u>159,946</u>
		649,327		608,314
Governance Costs				
Finance Costs		3,798		3,703
Audit		10,003		10,003
Annual Report		1,763		7,758
Board Meeting Expenses		2,325		3,195
Consultancy		19,454		15,237
Courier/Post		1,710		3,365
Insurance		2,617		2,617
Office Costs		33,444		23,472
Moving Costs		11,555		–
Premises Costs		34,355		40,594
Governance Staff Costs		<u>92,387</u>		<u>89,270</u>
		213,411		199,214
Total		<u>862,738</u>		<u>807,528</u>

Supplementary Financial Information

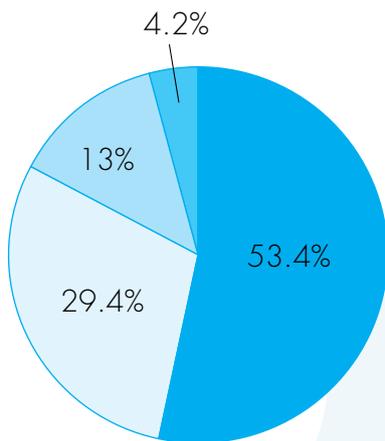
Income €m



Expenses (■) and direct costs (▨) €m

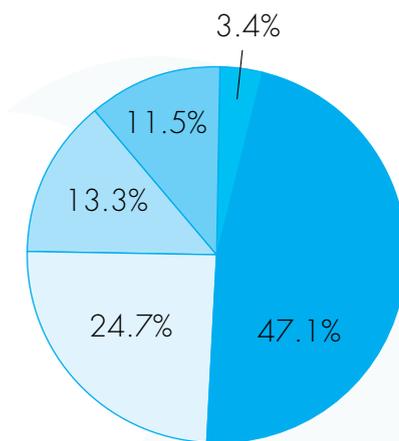


Income €1,238,000



- Gross lottery receipts
- Charitable lotteries fund
- Fundraising/donations/membership
- Corporate donations

Expenses €863,000



- Patient support services
- Governance costs
- Education and service development
- Asthma awareness campaigns
- Research



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