



# ANNUAL REPORT 2016

Saving and Improving  
the Lives of  
People with Asthma



**The Asthma Society of  
Ireland's Mission is to save  
lives and improve the lives  
of people with asthma.**

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# Foreword



## Foreword from the Chair and CEO

**Oliver Carroll**  
Chairperson

**Averil Power**  
Chief Executive

2016 was a very busy year for the Asthma Society.

Our Adviceline nurses handled over 1,200 calls, providing advice on a wide range of issues. With the support of the HSE, we also expanded the service in July to formally cover COPD for the first time. Our nurses carried out face to face consultations with over 600 people at our pharmacy clinics. We also used the local and national media, [asthma.ie](http://asthma.ie) and our social media channels to educate patients and their carers about how to manage their condition better.

Our General Election campaign ‘Asthma Takes Every Last Cent’ highlighted the cost of asthma medication. We called on politicians to prioritise affordable and effective care for everyone with asthma. 178 candidates signed our pledge. Commitments in relation to asthma were included in the new Government’s programme.

Later in the year we met the new Ministers for Health and Environment to advocate on behalf of people with asthma of all ages.

Throughout 2016, we continued to work with healthcare professionals (HCPs) to improve their knowledge of asthma and the needs of patients. Our e-zines kept HCPs updated on developments in asthma research and care. With the support of GSK, we ran inhaler technique workshops to empower GPs and nurses to ensure their patients know how to use their inhalers properly.

Our schools programme, parents and carers workshops and outreach programme engaged with young people and their carers to help them manage their asthma and live life to the full. We also supported important research into the causes and treatment of asthma.

In order to make the organization as efficient as

possible, we restructured its operations and decreased its cost base significantly in 2016. This will help us protect core services going forward and safeguard the Society’s long-term future.

We also changed Chief Executive during the year when Sharon Cosgrave left the Society and was replaced by Averil Power. The board and staff at the Asthma Society would like to thank Sharon for all her hard work on behalf of asthma patients over the last few years.

We would also like to thank all our funders - our individual donors, statutory funders, corporate sponsors and everyone who makes our work possible. Without you, we wouldn’t be able to provide vital services and a voice for the 470,000 Irish people with asthma.

**Oliver Carroll**  
Chairperson

**Averil Power**  
Chief Executive

# VISION 2020

In 2015 we began implementation of our new and ambitious five year strategy, Vision 2020. The strategy was developed using insights from our members, our stakeholders, and particularly from those who use direct patient services such as our Adviceline and clinics.

Over the next 4 years we will focus our activity on 4 key strategic goals.

What we will do:

## Goal 1

We will empower all people with asthma to manage their condition at all stages of the patient journey

## Goal 2

We will lead the way in understanding the challenges faced by people with asthma in Irish society and will influence government and society for change

## Goal 3

We will continue to work with health care professionals to improve their understanding of the needs of people with asthma

## Goal 4

We will engage with young people to empower them (and their carers) and to help them manage their asthma and live life to the full

These goals are ambitious and we cannot do it alone. We look forward to working with people with asthma and our many partners and stakeholders to ensure the organisation makes this vision a reality for people with asthma.

# 1.

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ASI WILL EMPOWER ALL PEOPLE WITH  
ASTHMA TO MANAGE THEIR CONDITION  
AT ALL STAGES OF THE PATIENT JOURNEY.



In 2016 we empowered patients to manage their condition better through services such as our:

- Free Asthma Adviceline
- Asthma in the Pharmacy Clinics
- Public education campaigns
- Member communications
- Education events
- Information materials

## ASTHMA ADVICELINE

The Society has provided an Adviceline service for over 25 years. A team of asthma specialist nurses provide callers with personalised information, education and support in relation to their or their child's asthma. The service is accredited by the Helplines Partnership in the UK, an internationally recognised quality standard which defines and accredits best practice in helpline work.

It has been very positively reviewed by users, with 93% of callers rating it as 'excellent' or 'very good'. When asked in a survey what suggestions callers had to improve the service, respondents stated 'don't change a thing', 'promote it so that more people hear about it', and 'no suggestions for change as the service could not be better, kinder or more professional'.

In 2016, the HSE approved pilot funding for the Adviceline for a one-year period from 1<sup>st</sup> July 2017. This enabled us to expand the service, formally covering COPD for the first time in partnership with COPD Support Ireland and increasing the number of people receiving phone support from our nurses.

The Adviceline handled over 1,200 calls in 2016. The nurses advised callers on a wide range of issues, including the importance of developing a personalised self-management plan with their GP and watching out for signs their condition is worsening. Advice was also given on reducing exposure to asthma triggers, managing allergic rhinitis, the value of exercise for people with asthma and COPD and dealing with emergencies.

The Adviceline operates as a call back service. To arrange an appointment, patients and

/ or their carers can call the Society on **1800 44 54 64** between 9am and 5pm Monday to Friday. Our reception staff will take some details and schedule a telephone appointment with a nurse. Appointments are available throughout the week (including evenings and weekends).

Our Adviceline team can also be contacted by texting **'asthma'** to **086 0571838** or sending an email to [nurse@asthma.ie](mailto:nurse@asthma.ie).

## ASTHMA IN THE PHARMACY CLINICS

Through our 'Asthma in the Pharmacy' programme, patients or their carers can meet Asthma Society nurses face to face in the consultation room at their local pharmacy. Each consultation lasts up to 30 minutes. Up to 10 people can be seen by the nurse during a



6-hour period and appointments are allocated by the pharmacist.

Patients can complete an Asthma Control Test with the nurse to gain an understanding of their asthma symptom control and discuss potential ways of improving this score if necessary. The nurse can also advise them on how to use their prescribed medication properly and check their inhaler technique. The nurse can highlight the benefits of developing a personalised self-management plan with their doctor and give them a template to bring to their next GP appointment.

Information can also be provided on a range of topics; including, allergies, peak flow monitoring and smoking cessation. Where patients are identified as having poor asthma control they are advised to attend the appropriate health care professional.

Feedback about the programme from patients, carers and pharmacists has been very positive. Patients benefit from the opportunity to receive information and advice from an asthma specialist free of charge, while pharmacists see the value of providing this extra service to their customers.

The programme is kindly supported by GlaxoSmithKline (GSK). In 2016, over 600 people availed of free consultations with our nurses in almost 90 pharmacies nationwide.

To arrange a clinic in their store, pharmacists can contact our Health Promotion Team on **01 817 8886** or email [healthpromotion@asthma.ie](mailto:healthpromotion@asthma.ie)

“We found the event very beneficial and informative. We had a great response on the day and afterwards patients were very appreciative of this service”. (Belturbet, Co. Cavan)

“I just want to say a HUGE THANK-YOU to the Nurse I saw today at the Asthma in the Community clinic at the Turners Cross Pharmacy in Cork. Her advice was wonderful, I really felt listened to and she was a pleasure to deal with so I just wanted to say thank you and I very much appreciated her time and kindness”. (Co. Cork)

“Patients really found a benefit to the service. All who attended said afterwards they felt more confident in using their devices and had a better understanding of what their inhalers did for them”. (Bishopstown, Co. Cork)



## PUBLIC EDUCATION CAMPAIGNS

Throughout 2016 the Society used the local and national media, [asthma.ie](http://asthma.ie) and our social media channels to educate patients and their carers about how to manage their condition.

Seasonal campaigns included:

- World Asthma Day awareness campaign in May, including the distribution of information materials through Boots stores nationally.
- Our hay fever campaign from June to September, including our daily pollen forecast and hay fever management tips.
- Our back to school campaign, warning parents that hospital admissions for asthma spike at back to school time and advising them on how to protect their child.



- Our flu campaign, highlighting the increased risk presented by flu to people with asthma and advising them to get the flu vaccine.
- Our indoor homes campaign, including a new leaflet with tips on how to make your home asthma-friendly.

## MEMBER COMMUNICATIONS

As part of their free membership of the Society, our members received newsletters throughout the year with information on the

campaigns outlined above and other advice to help them manage their asthma.

They also received information about asthma-related news, supports available to them from the Society and events in their area.

## EDUCATION EVENTS

In September, our Chief Executive addressed a group of patients in Connolly Hospital Blanchardstown at the request of Professor Conor Burke. In October, she

was one of the main speakers at the 'Free From' asthma and allergy exhibition in Croke Park.

We also had an information stand at this event at which we distributed a wide range of educational materials. In November, our CEO spoke to a group of patients in Beaumont Hospital at the request of Professor Richard Costello. The event was part of Professor Costello's research study on inhaler compliance.

## INFORMATION MATERIALS

The Society's information booklets and videos also help people to manage their asthma. These include:

- 'Take control of your asthma', 'Asthma and your Child' and 'Asthma and Pregnancy' booklets

- ‘Reach your Peak’ booklet and posters on exercising with asthma
- ‘Asthma and Allergic Rhinitis’ booklet
- Inhaler technique videos on our website
- 5 step rule posters and wallet cards on dealing with an asthma attack
- New ‘Asthma Friendly Homes’ materials developed in 2016 with the support of Dyson
- ‘Asthma Friendly Schools’ booklet



# 2.

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ASI WILL LEAD THE WAY IN UNDERSTANDING THE CHALLENGES FACED BY PEOPLE WITH ASTHMA IN IRISH SOCIETY AND WILL INFLUENCE GOVERNMENT AND SOCIETY FOR CHANGE.



The Asthma Society is the only national charity representing the 470,000 Irish people living with asthma. As such, one of our key goals is to ensure the needs of asthmatics are understood and addressed. We do this by:

- Engaging with, listening to and responding to our members so we know the issues they are facing and what changes they want to see;
- Publishing policy papers and running advocacy campaigns on these issues;
- Supporting research on asthma and related matters; and
- Lobbying policymakers, including politicians and officials in relevant government departments and agencies, to secure

improvements in services and supports for people with asthma.

In 2016, we worked with our members to make asthma a priority in the general election and Programme for Government. We also ensured the voice of patients was heard on the working group of the National Clinical Programme for Asthma and we commenced work on a study on indoor air quality.

#### The 5 Commitments

- Have the National Clinical Programme for asthma implemented in full without delay!
- Have asthma recognised under the Long Term Illness scheme
- Implement a nationwide ban on smoky coal by October 2016
- Roll out real-time air monitoring in every county in Ireland
- Strive to introduce measures to reduce the use of all Tobacco Products in Ireland

#### Sign The Pledge

If elected, I will commit to working to implement the five commitments listed and will not vote against any measure implementing or part implementing these commitments:

## GENERAL ELECTION CAMPAIGN

The Society’s general election campaign theme was “Asthma Takes Every Last Cent”. We highlighted the cost of asthma medication and called on the Government to address this by adding asthma to the Long Term Illness Scheme.

We also called for:

- Full implementation of the National Clinical Programme for asthma;
- A nationwide ban on smoky coal;
- Real-time air quality monitoring in every county in Ireland; and
- Measures to reduce the use of all tobacco products in Ireland.

These five priorities were included on pledge cards, 6000 of which were posted to members to use in lobbying their local candidates.

Thanks to the engagement of our members, the campaign was very successful. 178 candidates signed our pledge. Some political parties also replied, setting out their party positions on the issues we raised.

The campaign also received significant media attention.

## PROGRAMME FOR PARTNERSHIP GOVERNMENT

The inclusion on commitments in relation to asthma in the incoming Government’s “Programme for Partnership Government” was further proof of how effective our general election campaign was in placing asthma on the political agenda.



The below commitments, if implemented, will see advancements in asthma care in Ireland:

- Lowering the cost of medications.
- The Development of a National Disease Registry including one for asthma.
- Delivery of 80 new Primary Care Units. These should assist with asthma management and the roll out of free asthma reviews as envisaged in the National Clinical Programme for asthma.

The programme also commits the government to increasing GP capacity to deal with Asthma, COPD, and heart failure through a new GP contract.

## PRE-BUDGET SUBMISSION & MINISTERIAL MEETINGS

In October 2016, we published our pre-budget submission calling on the Government to prioritise asthma in Budget 2017.

Our submission focused on the need to:

1. Reduce the cost of asthma medication;
2. Improve primary care for people with asthma;
3. Provide specialised secondary care for children;
4. Improve outdoor air quality;
5. Improve indoor air quality;
6. Reduce the threat from tobacco

We met with the Minister for Health Simon Harris and the Minister for Communications, Climate Action &

Environment Denis Naughten to discuss the issues in our pre-budget submission. At our meeting with Minister Harris, we also raised the need for the ministerial regulations regarding the administration of salbutamol in emergency situations to be revised to make it easier for schools and other community facilities to get reliever inhalers and assist people in emergencies.



## OTHER POLITICAL ADVOCACY WORK

Over the course of 2016, the Society also engaged in a wide range of other political advocacy activities.

We made a submission to the Oireachtas Committee on the Future of Healthcare and contributed to the submission made by the Health Reform Alliance. Our Advocacy and Communications Manager Kevin Kelly also appeared at the committee as part of the alliance's delegation.

We made a submission to the Environmental Protection Agency on air quality monitoring and participated in the launch of the Green Budget Europe initiative regarding diesel and petrol emissions. We partnered with Ash Ireland to lobby for the extension of the smoking ban to more public spaces.

We also briefed individual TDs and Senators on asthma

and related issues and assisted them in raising issues on the Dáil and Seanad.

## NATIONAL CLINICAL PROGRAMME FOR ASTHMA

Throughout 2016 we continued to represent patients on the working group of the National Clinical Programme for Asthma. One of the main achievements of the programme this year was the extension of the integrated care demonstrator project. By the end of 2016 there were six asthma specialist nurses working across the country under this initiative. The project aims to improve the diagnosis and management of asthma patients in the primary care setting through improved links between GP practices and specialist asthma services in local hospitals.

## INDOOR AIR QUALITY STUDY

The quality of the air we breathe can have a major impact on our health. Most people have at least some knowledge of negative effect outdoor air pollution may have on their asthma symptoms. However, many asthmatics have very little awareness of the importance of good indoor air quality.

Given that we spend most of our time indoors, it is very important asthmatics do everything they can to manage exposure to triggers such as dust, mould, high humidity, chemicals, and pet dander.

In November, we commenced a study on the air quality in the homes of a number of our members. This aims to evaluate whether use of an air quality monitor, the Cair unit by Nuwave, can help asthmatics assess their air quality in their homes. It also



aims to assess whether use of an air purifier, the Cliniair unit by Envirion, may help to improve air quality, alongside other measures.

## OUTDOOR AIR QUALITY

As a result of previous campaigns and advocacy work by the Society, the Government committed in 2015 to a nationwide ban on burning smoky coal. In 2016, we continued our work on this issue with a view to

ensuring the Government follows through on this commitment and implements the promised ban as soon as possible. We also highlighted other issues affecting outdoor air quality in Ireland, such as vehicle emissions and called for an end to the favourable tax treatment of motor diesel.

In addition, we highlighted the need for a nationwide network of real-time air quality monitoring stations and public availability of data from these stations. This would enable people with

asthma to get real-time information about air quality and take steps, where possible, to manage their exposure when pollution is particularly high.

We advanced these policy objectives through the media, our pre-budget submission and one-to-one meetings with elected politicians and Government Department officials. We also prepared a submission to the EPA's consultation on developing a 'Clean Air Strategy for Ireland'. We also met the Minister for the Environment Denis Naughten and his officials in November.

Our work on these issues was informed by the research and expertise of our scientific partners Professors John Sodeau and John Wenger from University College Cork.



# 3.

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ASI WILL CONTINUE TO WORK WITH HEALTH CARE PROFESSIONALS TO IMPROVE THEIR UNDERSTANDING OF THE NEEDS OF PEOPLE WITH ASTHMA.



Providing asthma-related education and support to GPs, nurses, pharmacists and other healthcare professionals (HCPs) is an important part of our work. In 2016, we kept our HCP members informed about developments in asthma care through regular e-zines. We delivered inhaler technique workshops and distributed resources with the support of GSK. Our e-learning programme also provided CPD accredited online training in asthma care.

## EDUCATION EVENTS FOR HCPs

Two healthcare professional educational meetings took place during 2016.

The first, 'Asthma - Hot topics in Primary Care' was held in April. Three expert speakers covered the following topics:

1. Asthma in the under 6s - a practical guide
2. Stress matters, and
3. Asthma treatment - one size does not fit all.

There were 27 HCPs in attendance and the event was sponsored by TEVA Respiratory.

The second meeting 'ACOS (Asthma/COPD Overlap Syndrome) - a new area of patient care' was held in October.

Three expert speakers covered the following topics:

1. ACOS - A new diagnosis,

2. New developments in asthma, and
3. Challenges in COPD management - putting the patient in charge.

There were 44 HCPs in attendance and the event was sponsored by A. Menarini Pharmaceuticals Ireland Ltd.

Feedback from both meetings was very positive. As part of our feedback form, we asked participants what they would like to see covered at future events. Interesting suggestions were collected which will feed into the development of our HCP education programme for 2017.

## SUPPORT TO GPs PARTICIPATING IN THE UNDER 6 PROGRAMME

The HSE contract with GPs for free care for children under 6 years of age included an emphasis on asthma management. To support GPs

in this work, we developed resources and educational materials on topics such as the correct use of asthma devices for children.

Our free asthma support pack includes a poster with inhalers used in children, a demonstration Aerochamber and placebo inhaler, sample patient publications and asthma action plans. GPs and Practice Nurses can order a pack by contacting the Society on **01 817 8886** or emailing [healthpromotion@asthma.ie](mailto:healthpromotion@asthma.ie)

## INHALER TECHNIQUE RESOURCES

Several studies have shown the majority of patients with asthma are not using their inhalers properly. This can result in poor asthma control and quality of life. It can also leave people at risk of potentially serious asthma attacks. Healthcare



professionals have a vital role to play in demonstrating correct inhaler use to patients and highlighting the importance of taking medication properly. It is therefore essential they know how to correctly use the range of inhalers available in Ireland at present.

In 2016, with the support of GSK, we delivered practical inhaler technique workshops for GPs and nurses across the country. Attendees were also given DVDs / USBs demonstrating the use of 22 inhaler and spacer devices and a Standard Operating Procedures booklet. These could be retained as reference materials.

We also distributed these materials at HCP conferences and events, including events organised by the National Association of General Practitioners (NAGP), ANÁIL Respiratory Nurses Association and the Irish Thoracic Society. In addition,

the DVDs and SOP booklets were posted to 950 GPs taking part in the HSE's Under 6 programme.

## E-LEARNING PROGRAMME FOR NURSES

In conjunction with the HSE National Clinical Programme for Asthma, we provide an accredited e-learning programme for practice nurses. By completing this programme, nurses can improve their knowledge of asthma management and the care they provide to patients. They can access the programme online any time and thereby fit it around their busy workload. We intend to update the current version of the programme in 2017 to reflect the latest guidelines from the Global Initiative for Asthma (GINA).

## ASTHMA.IE & OTHER RESOURCES FOR HCPs

Our website [www.asthma.ie](http://www.asthma.ie) contains a dedicated section for healthcare professionals. Throughout 2016 we also kept our HCP members informed about developments in asthma care through regular e-zines. In addition, we provide boxes of patient information booklets and other materials on request.

## ASTHMA SOCIETY / IRISH THORACIC SOCIETY BURSARY

In partnership with the Irish Thoracic Society we provided a bursary for new research to improve the quality of care provided to people with asthma and their families. The bursary was funded by Novartis and the successful application was chosen by a panel of respiratory consultants from ITS.

The grant was awarded to Professor Anthony O'Regan, a consultant respiratory physician in University Hospital Galway. The bursary will allow the Professor and his team to continue their investigation into 'The Prevalence and Impact of Nasal Disease in Persistent Asthma in the West of Ireland'. It is our hope that Prof. O'Regan's findings will lead to a better standard of care for asthmatics across the country.



# 4.

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ASI WILL ENGAGE WITH YOUNG PEOPLE TO EMPOWER THEM (AND THEIR CARERS) AND TO HELP THEM MANAGE THEIR ASTHMA AND LIVE LIFE TO THE FULL.



One in five Irish children have asthma. With proper care, having the condition need not impact on their quality of life or unduly restrict the activities they can enjoy. However, to achieve this, young people and their carers need to understand their asthma and know how to manage it properly.

ASI ran a number of programmes in 2016 aimed at achieving this objective:

- Asthma Friendly Schools programme
- Workshops for parents and carers
- Community Outreach programme

## ASTHMA FRIENDLY SCHOOLS PROGRAMME

Students with asthma currently miss an average of 10 school days a year due to their illness. Even mild symptoms can negatively impact their physical and mental health and educational performance. It is therefore essential schools know how to support students with asthma and how to make the school environment as asthma-friendly as possible. It is also vital teachers and the other school staff know what to do if a child has an asthma attack at school.

To assist them, we developed new resources for schools in 2016 and made them available on the schools page of [www.asthma.ie](http://www.asthma.ie). We also secured national lottery funding from 11 HSE districts to provide support directly to schools in their area.

Our schools resources now include:

- E-learning programmes for primary and secondary schools
- ‘Asthma Friendly Schools’ guidelines and booklet
- Sample school asthma policy
- Asthma record sheets so schools can collect information from parents about their children’s asthma
- ‘Reach your Peak’ booklets on exercising safely with asthma
- Wristbands

We have also developed an Asthma Friendly Schools Award to recognise and thank schools which make an effort to use our resources, increase asthma awareness, and engage with parents to better support students with asthma. The awards have three categories - bronze, silver and gold.

In 2016 we also provided asthma talks to schools on request.

## PARENTS / CARERS WORKSHOPS

In 2015 we organised information and support evenings for parents and carers of children with asthma. While these were very successful, we identified a need for more intensive support. Therefore, in 2016, we developed and delivered a 4-week / 12-hour educational peer support programme for parents and carers.

The programme was kindly supported by Pobal under the Dormant Accounts Fund. It was delivered by asthma specialist nurses in six locations nationwide and 43 parents / carers took part.

The programme covered topics such as asthma triggers, medications and



treatments, allergic rhinitis and exercising with asthma. It aimed to increase participants' ability to manage their children's asthma more effectively, thereby improving their quality of life. They were taught how to use various inhalers and devices correctly and what to do in the event of their child having an attack. They also benefited from the opportunity to meet other parents / carers and build supportive peer networks.

"I found the facilitator fantastic, very approachable, fantastic course would highly recommend it to all" (Wexford)

### ASTHMA COMMUNITY OUTREACH PROGRAMME

The Asthma Society also aims to help young people with asthma by educating public service staff who support families, particularly in disadvantaged communities.

In 2016, with the support of the HSE's National Office for Social Inclusion, we delivered an asthma education programme to traveller healthcare workers and outreach workers in homeless and addiction services.

73 traveller healthcare workers took part in a 5-week / 15-hour programme. This equipped them with the information and skills they

"I feel more confident how to deal with my son's asthma. I have a better understanding of his inhalers. I have made changes to his bedroom and removed some triggers which I learned a lot about. I can do peak flows which gives me a better understanding of how asthma is managed" (Cork)



need to empower their clients to manage their and their children's asthma better. In addition, half-day refresher training was provided to 59 Traveller Healthcare Workers who had completed the 5-week programme in 2015.

We also delivered a three-week / 9-hour programme for outreach workers in homeless and addiction services in three locations. This followed the success of a pilot initiative for outreach workers in areas of high levels of socio-economic

disadvantage in 2015. 22 outreach workers took part in 2016.

Participants from both groups reported the programme significantly increased their knowledge of asthma and their confidence in their ability to impart asthma management information to their clients. They particularly enjoyed the practical elements of the programme.

As a charitable organization that receives limited public funding, it would be impossible for us to do much of our vital work without the kind support of our donors and those who fundraise for us.

Our fundraising income mainly comes from the following sources:

- Lottery sales
- Superdraw
- Individual donations
- Community and events income
- Corporate donations & sponsorships

## LOTTERY SCRATCH CARDS

The Society has a license, granted annually by Dublin District Court, which permits us to sell lottery scratch cards on the street in any location in Ireland throughout the year.

Our on-street lottery promotion is run professionally by IEL according to a code of practice. Our ticket agents carry an I.D. card and a copy of the lottery license with them at all times.

Our gross income from this activity in 2016 was €66,552.

## SUPERDRAW

In November 2015, we added a monthly Superdraw to our fundraising activities. The draw is run by Bifta on our behalf. Prizes vary each month and include cash, travel vouchers and cars. Participation in the draw



grew throughout 2016. In the full year, our gross income from this activity was €137,300

## INDIVIDUAL DONATIONS & COMMUNITY EVENTS

The Society is grateful to all those who make individual donations to support our work, either as once-off amounts or through regular direct debits. We are also thankful to everyone who chooses to fundraise for us. In 2016, we received

€123,734 in individual donations, including regular giving. We also benefited from a wide range of other fundraising activities, including:

- People completing the Women's Mini Marathon or other sporting events in aid of ASI
- Schools organising fundraising events for us.

We did not receive any legacy income in 2016.

# CORPORATE SPONSORS



The contribution of the corporate sector to the funding particular aspects of the Asthma Society's work has become increasingly significant. We would like both to recognise this and extend our appreciation to all of our Corporate Partners who have supported our work in 2016.



**WORLD  
ASTHMA DAY  
2016**

**World Asthma Day takes place each year on the first Tuesday in May.**

**The day focuses on raising awareness about asthma and asthma control.**

We use the day to:

- Highlight the need for people with asthma to manage and control their condition effectively to improve their quality of life.
- Make people aware of the ways in which the Asthma Society can help them and their families.
- Increase awareness among key stakeholders, such as politicians, of the need to improve services for people with asthma.

While asthma cannot be cured, it can be controlled. However, issues such as the high cost of preventative medication, inadequate primary care services and poor air quality mean 60% of Irish asthmatics do not have their asthma under control. As a result, someone ends up in A& E every 26 minutes and fifty people die every year from the condition. With an Asthma Action Plan and proper management, 90% of these deaths could be prevented.

**World Asthma Day 2016 took place on Tuesday 3rd May.**

***Bubble Day*** was the theme chosen for World Asthma Day



2016 with a view to engaging families and children and encouraging people to think about their breath.

Boots Ireland sponsored the day and also provided free ***Lets Breathe Easy*** clinics in all their stores. Throughout the month of May, Boots pharmacists offered free asthma consultations and provided advice on asthma management and inhaler technique.



## FINANCIAL REVIEW

2016 was a difficult year for the Society, as it was for many charities. Challenges in the fundraising environment had an impact on its community fundraising income. The closure of the Charitable Lotteries Fund also removed a significant source of income.

The Charities Lottery Fund had been in place since 1997 and was a major annual source of funding for the Society. In 2012 the Government announced its intention to phase out this funding stream over the following three years, with reduced payments each year until it was closed

completely. The Society received €371,277 from this fund in 2012, €240,229 in 2013, €108,968 in 2014 and €51,742 in 2015. In 2016, it received no funding from this source. In accordance with the terms of the Charitable Lotteries Fund Scheme, the final funding received from the Department of Justice and Equality in December 2015 was fully utilised in the first half of 2016.

While the Society was successful in attracting increased funding from the HSE and other statutory bodies in 2016, this funding was primarily for projects, some of which had to be subsidised by the Society.

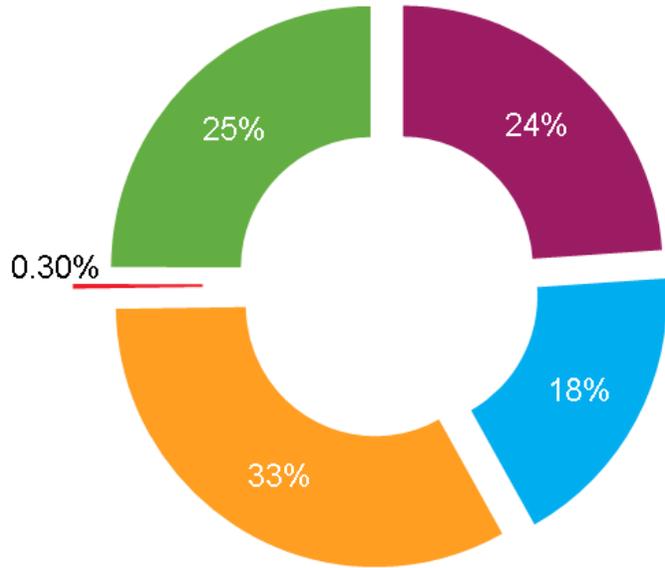
Taking into account the cost of fundraising, the Society's net income in 2016 was €602,702. Its expenditure was €885,653 which included restructuring costs of €59,231. Otherwise the total expenditure on charitable activities was €826,422 (2015: €905,024).

The Board's prudence in building up healthy reserves in earlier years provided a cushion against the drop in income from the Charitable Lotteries Fund from €371,277 in 2012 to Nil in 2016. However, by mid 2016, it was clear restructuring was required to reduce the Society's reliance on its remaining reserves and move toward breakeven as soon as possible. The directors therefore approved a plan to significantly reduce staffing and other costs while protecting core services.

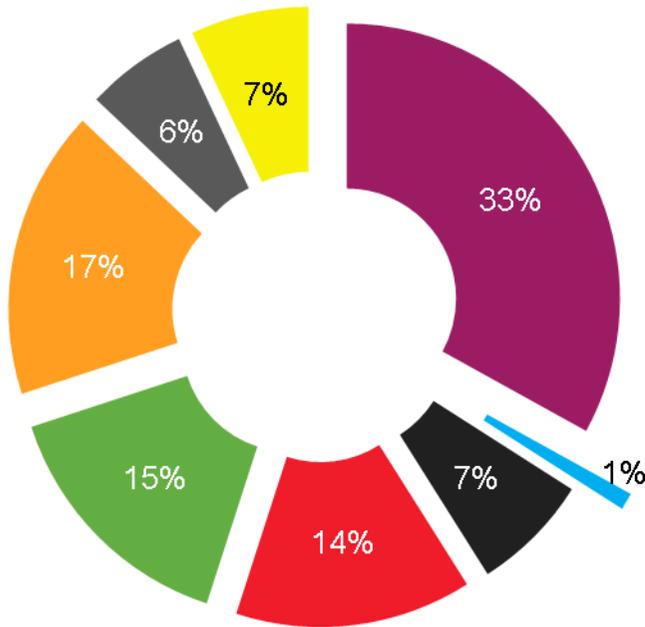
At the time of the restructuring (June 2016), a deficit target of €285,000 was set for 2016. The final deficit of €281,663 (including once-off restructuring costs) was slightly under this level and significantly lower than the deficit incurred in 2015 (€369,534).

2017 is set to be a much healthier financial year. The budget approved by the directors provides for a much lower deficit of €63,002 in 2017. This reflects the full year benefits of the restructuring carried out in 2016 and the success of the CEO and her team in further reducing expenditure and attracting new income. An outline budget for 2018 has also been prepared which shows the Society's ability to achieve breakeven during that period.





ANALYSIS OF GROSS INCOME		2016
Lottery and Superdraw Receipts		<b>24%</b>
Community Fundraising /Donations /Membership /Other Income		<b>18%</b>
HSE and Other Statutory Funding		<b>33%</b>
Investment Income		<b>&gt;1%</b>
Corporate Sponsorship and Charitable Trust Income		<b>25%</b>
<b>TOTAL</b>	<b>€849,123</b>	<b>100%</b>



ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES		2016
Health Promotion		<b>33%</b>
Health Promotion Materials		<b>1%</b>
Advocacy and Policy		<b>7%</b>
Research and Education		<b>14%</b>
Communications and Campaigns		<b>15%</b>
Programme Support Costs		<b>17%</b>
Governance Costs		<b>6%</b>
Restructuring Costs		<b>7%</b>
<b>TOTAL</b>	<b>€885,653</b>	<b>100%</b>

## GOVERNANCE

The Society has signed up to the Governance Code for Community and Voluntary Organisations, is registered with the Charities Regulatory Authority and has filed returns under the Regulation of Lobbying Act 2015.

## BOARD OF DIRECTORS

The 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 Directors are appointed to terms of office that comply with the Articles of Association of the Society.

The term of office is generally three years, but Directors may be reappointed.

All directors serve in a voluntary capacity and do not receive any remuneration for their participation on the board.

The Board of Directors met seven times in 2016. The Directors have responsibility for appointing the Chief Executive Officer who has decision making powers in relation to a range of day to day decisions. During 2016, a new Chief Executive Officer, Averil Power, was appointed. She took up office on 2 August 2016.

The Board is supported by its Medical Advisory Group, its Audit, Risk and Finance Committee and its Fundraising and Communications Committee.

The Audit, Risk and Finance Committee and Fundraising and Communications Committee both met six times in 2016.

**The Directors who served during 2016 are as follows:**  
 Oliver Carroll (Chairman)  
 Allan Kearns (served as a director throughout the year, was appointed Secretary on 4 October 2016)  
 Deirdre Ashe (resigned 21 June 2016)  
 Darragh McDonald

Gerardine Lally  
 Lorna Jennings  
 Professor Richard Costello  
 Caren Gallagher  
 Lorna Coleman (appointed 21 June 2016)  
 Michael McDermott (resigned as secretary on 4 October 2016 but remained as a director)  
 Bob Gee (resigned 10 May 2016)

## Medical Advisory Group

Our Medical Advisory Group, chaired by Professor Richard Costello, provided expertise, time, and support to our activities throughout 2016. We would like to extend our thanks to all the specialist nurses, doctors and scientists in this group for their help in 2016.



## ASI Board of Directors' Attendance 2016

	1.02.16	14.03.16	9.04.16	9.05.16	2.06.16	20.06.16	12.09.16	24.10.16	5.12.16	2016*
Oliver Carroll	√	√	√	√	√	√	√	√	√	100%
Allan Kearns	√	√	√	√	√	√	√	√	√	100%
Deirdre Ashe	√	√	X	√	X	X	N/A	N/A	N/A	50%
Darragh McDonald	X	√	X	√	√	√	√	X	√	67%
Gerardine Lally	√	X	√	X	√	√	X	√	√	67%
Lorna Jennings	√	√	X	√	√	X	√	X	X	56%
Prof. Richard Costello	X	X	√	√	X	X	X	X	√	33%
Caren Gallagher	√	√	√	√	√	√	√	√	√	100%
Lorna Coleman	N/A	N/A	N/A	N/A	N/A	N/A	√	√	√	100%
Michael McDermott	√	√	√	√	X	√	X	X	X	56%
Bob Gee	√	√	√	X	N/A	N/A	N/A	N/A	N/A	75%

### ASI Audit, Risk, Finance and Governance Committee - Attendance 2016

	21.01.16	7.03.16	5.04.16	18.07.16	9.11.16	2016*
Michael McDermott	√	√	√	√	X	80%
Darragh McDonald	√	√	√	√	√	100%
Allan Kearns	√	√	√	X	√	80%
Brendan Fanning (Treasurer)	√	√	√	√	√	100%

### ASI Fundraising and Communications Committee - Attendance 2016

	15.01.16	19.02.16	24.04.16	24.05.16	29.06.16	10.10.16	2016*
Bob Gee	√	√	X	N/A	N/A	N/A	67%
Deirdre Ashe	√	√	√	√	N/A	N/A	100%
Oliver Carroll	X	X	X	X	√	X	17%
Lorna Jennings	N/A	N/A	N/A	√	√	√	100%
Caren Gallagher	N/A	N/A	N/A	√	√	√	100%
Lorna Coleman	N/A	N/A	N/A	N/A	N/A	√	100%

\*percentage of eligible attendance