



**TO SAVE LIVES  
AND IMPROVE 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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## WELCOME



Foreword from the Chair and CEO  
Oliver Carroll

**Chairperson**

**The Asthma Society of Ireland**

Sharon Cosgrove

**Chief Executive**

**The Asthma Society of Ireland**



2015 was the first year of the new strategy 2015-2020, Vision 2020. This Strategy marked a new approach to health promotion and advocacy, with the development of new programmes, new campaigns and the prioritisation of children and their parents in our work.

We were delighted to see the successes of our advocacy work bearing fruit in 2015 – with the Under 6 GP contract containing the asthma cycle of care, the ban on smoky coal announced by the Minister for the Environment Alan Kelly and the passing of legislation on plain packaging of cigarettes. Regrettably there were a number of asthma deaths in 2015 a number of which young people – particularly tragic for parents, siblings, and friends from school and college devastated by the sudden loss of a loved one to asthma. Related to this there was a significant announcement by Minister Kathleen Lynch during the Seanad debate on asthma in November when she gave the go ahead for an asthma deaths study to be carried out by the HSE in 2016. We will be following this closely in 2016, so that we can learn from these tragedies.

The Asthma Society profile and brand continued to rise and our digital communications were highly successful in 2015. We ran our first ever TV advert in March as part of our Act on Asthma campaign. Our World Asthma Day campaign in May was a digital on-line campaign with a video

content, as well as celebrities and others posting their #breathtakingmoments on Twitter. In September we ran an Inhaler Technique campaign in partnership with the Irish Pharmacy Union with videos demonstrating inhaler technique for over 20 different types of device and a radio campaign highlighting the importance of using your device correctly. And in October we launched our Clean Air campaign in the school of medicine in UCC with local meetings around the country which runs until the Spring 2016.

Our services were busy with many calls to our nurse Adviceline and Asthma in the Pharmacy events held all around the country. Our health promotion programme was delivered in a further 4 regions. In addition, we began with some parent / carer support group activity, with asthma evenings held in a number of areas.

In 2015 we launched two studies of people with asthma – the Living with Asthma Study and the Health and Wellbeing Study – which both attracted much interest from the media. The findings of these studies were included in our political engagement work to communicate the seriousness of asthma and highlight the impact on daily lives and well being of our members.

2015 was a very challenging year for the Asthma Society and a challenging environment in which we operate. Despite more favourable conditions

and growth in the economy income from lottery sales and the Compensation Lottery Fund dropped significantly again in 2015. We are very grateful for funding from the HSE and corporate donors for the sponsorship of our research work, our services to people with asthma and to health care professionals. Individual donors and fundraising events around the country also helped with much needed funds to support our ongoing work.

Thank you to all our donors and fundraising for your continued support and generosity!

Oliver Carroll  
Chairperson

Sharon Cosgrove  
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 5 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 healthcare 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.

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In 2015  
the **Adviceline**  
helped **663**  
callers.

Some of our services have a more direct impact on people with asthma than others, helping ensure they are supported to become empowered patients, and enabling them to manage their condition along every step of the patient journey. Whether it's our Asthma Adviceline or our Asthma in the Pharmacy programmes, all our direct services provide a vital route to advice and information for people concerned about asthma, whether they have the condition themselves or are enquiring on behalf of family or a loved one.

## THE ASTHMA ADVICELINE

The national Asthma Adviceline has been operating for over 25 years and is an important service that empowers people with asthma to manage their condition at all stages of the patient journey.

The service went through a transformation in 2014 with the introduction of a call back appointment service. The new format is flexible and caller-centred and new service packages and supports are developed on an on-going basis in response to the needs of callers.

The Adviceline services are delivered by a team of asthma nurse specialists, providing callers with personalised information, education and support. Our aim is for everyone with asthma to get their asthma under control and to live life to the full, symptom free- the Adviceline complements the supports provided in primary and secondary care.

Callers can contact our Asthma Adviceline team on 1850 44 54 64 Monday to Friday 9am- 5pm. 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).

Clients can also contact our Adviceline team by texting asthma

to **086 057 1838** or by email to **nurse@asthma.ie**

## ASTHMA IN THE PHARMACY

Our Asthma in the Pharmacy programme provides in-store educational support to people with asthma. Asthma Society of Ireland asthma nurse specialists meet with people with asthma in the pharmacy consultation room for a 30 minute consultation and up to 11 people can be seen during a 6 hour period. The programme is an integral part of our work in communities across Ireland and is supported by GlaxoSmithKline (GSK). The service allows people with asthma an opportunity to ask the nurse questions and request tailored information and support

based on their needs. Patients can complete an Asthma Control Test; request information on medications, asthma action plans, allergies, inhaler technique, peak flow monitoring and smoking cessation. People with poor asthma control are advised to attend their healthcare professional.

698 adults and children had a consultation with a nurse in **91** pharmacies across Ireland in 2015.





26 asthma education events were held across Ireland in 2015.

## ASTHMA CLINICS

The goal of our clinics and public events is to empower people with asthma by giving them the support and information they need to take control of their asthma.

We achieve this by offering one-to-one consultations with an asthma nurse specialist to discuss symptoms, treatments and to provide information and advice. Without the support of the public's generosity, we would not be able to provide these services. All clinics are open to everyone and are completely free of charge.

Asthma clinics were held in shopping centres in three locations in Dublin, and in Galway, Waterford and Dundalk in February and March 2015 encouraging people to get an Asthma Action Plan. The Asthma Society also provided consultations and information talks at Asthma and Allergy Free shows in Dublin and Cork in October and November 2015 and at an event in Tallaght over the August bank holiday weekend. A number of community events were also held as part of World Asthma Day 2015.

## ASTHMA COMMUNITY OUTREACH PROGRAMME

As part of our remit to address health inequalities, the Asthma Society's Health Promotion team delivered an asthma education programme to Traveller and Community Healthcare Workers across Ireland in partnership with the Health Service Executive.

The Traveller Health asthma education programme is a 5 week/ 15 hour programme that utilises literacy friendly teaching methods and materials. On completion of the programme and programme assessment participants receive a certificate of achievement at a local Award Ceremony. 80 Traveller Healthcare Workers were trained in 2015.

The asthma education programme was delivered to 7 Community Healthcare Workers in a disadvantaged inner-city Dublin location (Rialto) in 2015 over three weeks/ 9 hours. The community outreach programme was successfully evaluated and the programme will be extended to more disadvantaged community groups in 2016.

The outreach programme has been formally evaluated and ongoing process and outcome evaluations demonstrate that the programme increases knowledge and



understanding relating to asthma control. Participants have consistently reported that they particularly enjoy the practical elements of the programme.

**"I didn't know how serious asthma is and how important it is to take inhalers. I have family members that have asthma and I know now more about it in order to help them".**

(Participant from HSE West Traveller Health Unit)

**"I thought it was very much needed training in the Travelling community, as most don't know how to use inhalers and are not explained by GP or don't understand the jargon"**

(Participant from South East Traveller Health Unit)

**87 Traveller and Community Healthcare Workers across Ireland were trained in 2015**





# 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.

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Launch of 2 research papers, 'The Living with Asthma study' and 'The Health & Wellbeing Report', documenting the real impact of asthma on Irish people

Despite the fact that over 470,000 Irish people have asthma, it is a condition that is often overlooked and trivialised. This makes our advocacy work crucial, as without a strong voice the needs of asthma patients and their carers can often be overlooked.

2015 saw a significant uplift in the direct Advocacy engagement undertaken by the society which has already yielded results on long standing society objectives. As an organisation we refocused our advocacy activities to establishing a strong presence in Government buildings and Leinster House to help progress our advocacy objectives. This work was underpinned by excellent research papers like 'The Living with Asthma study' and the 'The Health & Wellbeing report' which documented in a factual way the true impact of a diagnosis of asthma.



## PRE-BUDGET SUBMISSION

July saw the launch of our Pre-budget submission in Buswells Hotel. Over 40 Oireachtas members attended a very successful event where we called for action in the following areas.

### BUDGET PRIORITIES:

- Stop unnecessary asthma deaths
- Reduce the cost of living with asthma
- Fund Asthma Society of Ireland advice line
- Let everyone breathe freely by improving air quality
- End the threat from Tobacco

As the most common chronic disease in Ireland, asthma has a massive impact on our health. Asthma also has a hugely negative financial impact; both on people's monthly outgoings and on the State's finances. Asthma costs the Irish economy more than half a billion Euro per annum.

Following on from the publication of our submission we had detailed meetings with Minister of State at the Department of Finance Simon Harris and both Minister Leo Varadkar and Kathleen Lynch at the Department of Health in advance of the budget announcement in October. Each Minister was positively disposed to funding the society Advice line as part of the HSE Service plan 2016 and indicated this to the officials concerned.

We would like to acknowledge Minister Varadkar's intention to extend the free GP Care scheme up to 12 years. Assuming agreement can be reached with the GP unions the scheme will become operational from September 2016.

This budget announcement marked an advocacy victory for the society and comes on the back of us successfully advocating for the inclusion of the asthma cycle of care in the under 6 contract which came into effect at the start of July 2015. We view any extension of the age cohort as a positive step on the road to seeing everyone with asthma having a free annual review of their asthma with their GP as per the National Clinical Programme which was agreed over four years ago.





## SEANAD DEBATE SUCCESS

November saw the society secure a dedicated two hour debate in the Seanad on asthma which Minister Kathleen Lynch attended. The motion was proposed by Independent Senators Mary Ann O'Brien and Averil Power. The motion called for improved services and care for people with asthma in Ireland. For further information please visit:

<http://oireachtasdebates.oireachtas.ie/debates%20authoring/debateswebpack.nsf/takes/seanad2015111800002#MM00100>

The debate that ensued was excellent as the society was complemented on its outstanding work on behalf of people with asthma by Senators from all sides of the house and a range of our publications and research papers were referred to throughout the discussion. A number of Senators shared personal stories of having asthma or people they know that have the condition. Most importantly of all was the two new commitments that Minister Kathleen Lynch gave in her speech in response to the debate. On behalf of the Government she confirmed that the Department of Health will fund the 'Asthma deaths study' something that was promised in the National Clinical Programme for asthma in 2011 but never was acted upon.

## THE COST OF ASTHMA

Also, the Minister agreed to include the cost of asthma medication on the agenda for the latest round of Government talks with the Pharma Sector acknowledging the high cost of asthma medication in Ireland. Someone with asthma pays up to four times as much for their asthma medication than someone in Northern Ireland. We know from surveys that this causes 40 per cent of those surveyed to not take their medication as

## New guidelines for HCP's on Management of an Acute Attack in Adults

prescribed which negatively effects asthma management.

Over the course of 2015 we submitted consultation responses to the Department of Health, Justice and the Environment on matters relating to asthma management and the work of the society. We also assisted many of our members with queries about asthma services through engaging with Oireachtas members. This took many forms the most common was having parliamentary questions submitted. Through this method we secured a replacement asthma nurse for our members in Wexford after learning the HSE had no plans to replace the nurse following a retirement.

## NATIONAL CLINICAL PROGRAMME FOR ASTHMA

Our work with the National Clinical Programme for asthma continued throughout 2015. However, despite some progress we remain frustrated that the programme has not been implemented in full a frustration shared by our members. Despite, this progress has been made.

A major positive was the recruitment of two nurse specialists to assist with the roll out of the integrated care demonstrator project across two initial sites. These are linked to the catchment areas of the Midland Regional Hospital in Mullingar and Connolly Hospital in Dublin. The demonstrator project will improve the diagnosis and management of asthma patients in the primary care setting with links to specialist adult asthma services. Its aim is to improve health outcomes and reduce service demand.

Minister Varadkar also launched new guidelines that give advice to healthcare professionals on Management of an Acute Asthma Attack in Adults. The aim is to reduce mortality in this potentially fatal but treatable condition, as 37 people died following an asthma attack in 2014. In 2011 the figure was 53.

The society was also pleased to see the Minister sign a Ministerial order to allow trained members of the public to administer lifesaving drugs in emergency situations like in the case of an asthma attack. The new law will also see drugs being more readily available as they can be stored in schools and in colleges which is something the society has advocated for.

## ENDING THE THREAT FROM TOBACCO

Another positive development was the announcement by the Minister for Children and Youth Affairs Dr James Reilly of a ban on smoking in cars where children are present which came into effect on New Year's Day 2016. People with asthma, whether smokers or non-smokers, are under threat from tobacco. Tobacco is one of the most common and dangerous triggers of asthma symptoms. Breathing tobacco smoke increases the risk of developing asthma. For every 1% increase in smoking prevalence, asthma admissions rise by 1%.

## CLEAN AIR CAMPAIGN

The society's work in the area of Clean Air has largely been focused on calling on the Government to introduce a National Smoky coal ban on the island of Ireland. Minister Alan Kelly's announcement at the end of September that he would introduce a nationwide ban by the autumn of 2018

marks a huge policy achievement for the society. The Minister has referenced the 'good work' of the society in calling for a nationwide ban on multiple occasions.

We view this as a first step in the long road to securing 'clean air' for all. In November, the Asthma Society of Ireland launched our 2015 Clean Air Campaign in University College Cork. The Society has broadened its focus beyond the dangers of smoky coal burning to examining both air quality and monitoring practices in Ireland.

Air pollution is often considered as an environmental issue, rather than a health matter, when in fact over 400,000 Europeans die prematurely from the effects of air pollution every year. The burning of any sort of fuel like coal, wood, peat, diesel and petrol has direct impacts on our health particularly for the at-risk population who have respiratory diseases such as asthma.

2015 saw the society commence a long term plan to deliver Ireland's first ever Clean Air Act which places health at the centre of our environmental policies. We have built strong links with Professor John Sodeau and John Wenger in University College Cork as well as with other environmental experts to help us achieve our goal of clean air for all.



Ministerial order signed which allows trained members of public to administer lifesaving drugs in emergency situations, including asthma attacks.

# 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.

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22 new  
videos were  
recorded.

Since the formation of the society we have partnered with, and supported, a range and supported healthcare professionals working with people with asthma. In 2015 we continued this work, in order to equip the asthma healthcare professional community to champion good asthma care and support them in supporting their patients

## INHALER TECHNIQUE CAMPAIGN

The Asthma Society partnered with the Irish Pharmacy Union to develop a new portfolio of inhaler technique videos. 22 new videos were recorded and supporting healthcare professional and patient downloadable information was developed to complement the new resources. Videos are available on the Asthma Society website and an educational Inhaler Technique Campaign was rolled out to healthcare professionals across Ireland during October, November and December.

22 new videos were uploaded to asthma.ie with 2,978 views between September and December 2015. 1,000 inhaler technique guidance (SOP) booklets were printed. 500 booklets were distributed. 68 Healthcare Professionals were trained in 5 locations across Ireland.

## HEALTHCARE PROFESSIONAL MEETINGS

Two healthcare professional educational meetings took place during 2015. The first 'The Challenge of Obstructive Lung Disease' was held in January, with four expert

speakers covering areas related to the diagnosis and treatment of Asthma/COPD. 58 healthcare professionals attended.

The second meeting 'Dealing with Asthma and Allergic Rhinitis' was held in conjunction with World Asthma Day in May. There were 3 speakers speaking on areas – Difficult to treat asthma, Adherence to asthma medication, and Allergic Rhinitis, with 38 attendees.

Feedback from both the meeting was very positive. As part of our feedback form we asked participants what they would like to see covered at future events, and some interesting suggestions were collected which will help us tailor our 2016 programme.

These meetings were funded by unrestricted educational grants from AstraZeneca.

## ASTHMA SOCIETY/ IRISH THORACIC SOCIETY BURSARY

This bursary was suspended in 2014, but a grant was secured from Novartis to reinstate it in 2015. The call for applications and a call to ITS members was made in August of this year. There were 6 applications (the highest number to date),



and following consideration from a panel of Respiratory Consultants from the ITS, the grant was awarded to Dr. Patrick Mitchell, currently working in Canada. His project 'The role of IL-33 and its receptor and GPL-1 and its receptor on eosinophils in a mild allergic asthma cohort following a bronchial allergen challenge' was deemed to be of high standard, and the results deemed to be important for the ongoing treatment and care of asthma patients. He received 10,000€ to continue his work, and we look forward to updating you on this research in the future. By investing in research we

Videos were  
viewed 2,978  
times between  
September and  
December 2015.

500 inhaler technique guidance (Standard Operating Procedure) booklets distributed to healthcare professionals.

## HEALTHCARE PROFESSIONAL MEMBERSHIP

In 2015 we launched an exciting new membership programme, tailored to the needs of healthcare professionals. All healthcare professionals working in the area of asthma and who contacted the Society for any reason were encouraged to sign up. The programme launched in October and by the end of 2015 we had 639 members, and the numbers continue to grow. The member benefits include regular updates on our activities, our tailored communication e-zine, access to our publications and support materials and exclusive invites to our education events.

## HEALTHCARE PROFESSIONAL ENGAGEMENT

Our healthcare professional e-zine goes out at least once a month. 14 e-zines were sent out to 1,579 HCPs on our mailing list during 2015. Our e-zine was also circulated by Irish Pharmacy Union (IPU) to their members,

and by Institute of Clinical Measurement Science (IICMS) Respiratory Faculty to Physiologists working with patients with Respiratory disease. This is an important communication tool which helps us engage with, and support, healthcare professionals working with asthma patients.

The Asthma Society had an information stand at the AGM of ANAIL, the Association of Respiratory Nurses. The event took place in the Aisling Hotel in Dublin in March. In April we attended the AGM of the IICMS, the representative body of professionals working in the field of physiological or clinical measurement science in Ireland.

The Asthma Society gave an educational talk to classes of student nurses in Dublin City University (DCU) and in University College Dublin (UCD) on the 7th and 8th October 2015. These were requested by the Tutors of the nursing students and were seen to be of value to the students for their understanding of Asthma and care of patients.



69 Healthcare Professionals were trained at the Inhaler Technique workshops in 5 locations across Ireland.

# 4.

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.





Parent and carer support groups were delivered in 9 regions across Ireland. 8086 ASI members received an e-zine about the programme.

## PARENT AND CARER SUPPORT PROGRAMME

Having identified the information and peer support needs of parents and carers, the Health Promotion Team developed a new educational peer support programme for parents/ carers of children with asthma. With the support from the Health Service Executive, ASI piloted nine information and support evenings for parents/carers in 2015. Information events were delivered in locations across Ireland with participants attending sessions facilitated by ASI health promotion staff and asthma nurse specialists. One parent commented 'I very much appreciate today's session – it really helped and I feel more confident I can help my son in the future' The programme was evaluated with learnings being taken on board for an extended roll out of the programme in 2016.

'I very much appreciate today's session – it really helped and I feel more confident I can help my son in the future'

## ASTHMA FRIENDLY SCHOOLS AWARD

In response to schools need for more information and support in relation to asthma, the Health Promotion team has developed an educational support programme for schools; the Asthma Friendly School Award. The programme is suitable for primary and secondary schools across Ireland and there are three levels of award; bronze, silver and gold. A set of criteria has been developed for each level. Schools are supported by the Asthma Society through the application and accreditation process. The Award recognises the important role that schools play in supporting students with asthma and encourages and enables them to better support students through a range of educational resources, information and policies. Dedicated resources including eLearning programmes for both primary and secondary students have been developed to support schools. The programme is interactive and engaging with creative media projects being encouraged for schools applying for a gold award. An inaugural Asthma Friendly School Award ceremony will take place in 2016 to present winning schools with their Award.



16 schools with almost 3,000 students engaged with the Asthma Society Asthma Friendly School support programme.

## FUNDRAISING 2015

For the Asthma Society of Ireland, 2015 marked the year for change, diversity and new paths for the whole organisation, particularly those in the fundraising team. As a virtually new fundraising team had come on board, our objective for the year was to reengage with current members, while also building relationships within local communities. Our community engagement and fundraising activities have certainly grown throughout the year, while also developing alternative ways to appeal to our members and members of the public.

## RUNNING EVENTS

Running events have proven in the past to be the most popular fundraising activity for our members. This year certainly proved to be no different. We had almost 30 members take part in a variety of running events such as:

- VHI Women's Mini Marathon
- Limerick Mini Marathon
- Hell & Back
- Airtricity Dublin Marathon

## SCHOOLS ENGAGEMENT

This year, we developed a schools engagement programme. This is the first time the Asthma Society has engaged with schools in a fundraising capacity. Through this programme relationships were made with these schools, and can certainly be built upon for the future. Our objective with this programme was to advocate about our Clean Air Campaign to students and teachers and mobilise them to take action, and also to fundraise and support our cause. During this programme we reached the following:

- 14 schools visited
- Spoke to 36 classes

- Reached approx 1,000 students
- 3 schools hosted fundraisers for ASI

## AMBASSADORS

Another exciting development for 2015 was recruiting another team member Nate 'The Great' Kelly as our Asthma Ambassador. As a semi professional athlete, combined with his 12,000 followers on social media and being just 10 years old, Nate has proven to be an excellent ambassador for our organisation. Nate has proven that asthma does not have to be a limit for anyone, even those who exercise and compete at a very high level. A highlight for the year was in October when we partnered with MyMind for the Dublin Marathon, and Nate kindly supported this campaign for us and was able to get a picture of our Asthma/MyMind t-shirt with Conor McGregor. This was a huge success for the organisation and gained a lot of attention on social media.

## MY STORY...

We started a monthly series entitled 'My Story...' which looks at how asthma affects not only the person with asthma, but also their loved ones and family members. Each month I would get in contact with either a member of the organisation or a fundraiser and asked



them to tell their story about their battle with asthma. This has proven to be an effective way to engage members of the public while also highlighting real-life issues and struggles many of the Irish public face when it comes to asthma.

To individual members, members of the public and schools who have fundraised for us this year, or volunteered your time for us, we would like to thank you whole-heartedly for your efforts. And as always, we thank you for your continued support and kindness.

Fundraising is literally the oxygen of our organisation, and our work would not be possible without it!

ASTHMA  
SOCIETY  
OF IRELAND

WORLD  
ASTHMA  
DAY 2015



## WORLD ASTHMA DAY

**1 in 5** children in Ireland has asthma

Drop into your local Boots pharmacy for a free 'Let's Breathe Easy' consultation and advice on managing asthma

**ASTHMA SOCIETY OF IRELAND**

### WORLD ASTHMA DAY

FACTS, FIGURES AND SOME TIPS TO HELP WITH YOUR ASTHMA

- Vacuum regularly** as they can absorb potential triggers
- Wash Soft Toys Regularly** as they can absorb potential triggers
- Get your child's asthma reviewed** by a doctor at least once a year
- Boots Ireland's team** is always on hand for asthma support
- Children under 4** should always use a spacer device. Discounts on devices when you sign up to our free membership
- Half of all parents** worry about their child managing asthma while at school
- The Asthma Society** provides free talks to schools by a trained asthma nurse
- Asthma Adviceline:** 1850 44 54 64 Mon - Fri: 10am - 1pm

**Boots** Sign up for the Repeat Prescription Service in Boots pharmacy so your medicines are always ready when you need them

**The Asthma Society of Ireland. Fighting asthma with every breath.**

Charity registration number: 0095389 (Ireland)  
Asthma Society of Ireland, 42/43 Ardara Street, BT

### World Asthma Day takes place each year on the first Tuesday in May. The aim is to improve asthma care and awareness of asthma around the world.

In 2015 we chose the theme of 'breathtaking' to show how debilitating asthma is and how it can be managed. To most people 'breathtaking' means unique or spectacular, to those with asthma the meaning is different; Asthma can literally take your breath away. To mark World Asthma Day, the Asthma Society of Ireland encouraged everyone with asthma to get an asthma action plan in place to minimise the impact the disease can have on them and their families.

Ireland has the fourth-highest incidence of asthma in the world affecting 1 in 10 people and 1 in 5 children. Every 26 minutes someone visits A&E because of asthma and one person a week will die from it. You are four times more likely to go to hospital with your asthma if you do not have an asthma action plan. This places additional strains on already overstretched hospitals that could be reduced substantially through improved access to asthma care at a community level.

We once again partnered with Boots Ireland on the campaign. During the month of May they offered their 'Let's Breathe Easy' clinics and support packs in stores nationwide. The campaign activity encouraged parents and patients to visit their local Boots pharmacy to check if the correct inhaler technique was being used; get advice on how to get the most out of their medicines; as well as advice on ways to make positive changes to asthma management. All services were offered free of charge by Boots pharmacies throughout Ireland.

"Although an important first step has been taken with the inclusion of an asthma cycle of care in the new under 6's GP contract, the majority of people with asthma in Ireland are outside this age group. The most proactive step that anyone with asthma can take this World Asthma Day, is to put a personal asthma action plan in place. Studies have shown that having an asthma action plan in place reduces hospital admissions and emergency room visits. We find that 79% of visitors to our asthma nurse clinics did not have an action plan." Sharon Cosgrove, CEO of the Asthma Society of Ireland



## CORPORATE PARTNERS

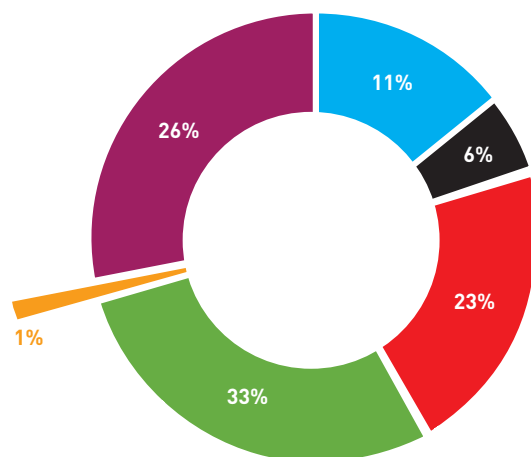


Kindly Supported  
By Boots Ireland



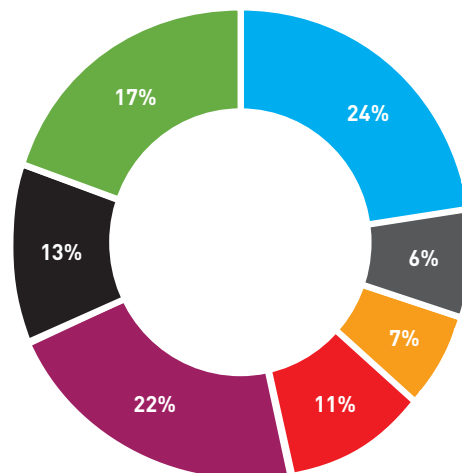
The contribution of the corporate sector to the funding particular aspects of the Asthma Society's work has become increasingly significant. We would like both to recognise this and extend our appreciation to all of our Corporate Partners who have supported our work in 2015.

## GOVERNANCE AND FINANCES



## ANALYSIS OF GROSS INCOME

Gross Lottery Receipts	11%
Department of Justice & Equality - Charitable Lotteries Fund Scheme	6%
Community Fundraising / Donations / Membership / Other Income	23%
Government and HSE Grants	33%
Investment Income	1%
Corporate Donations	26%
<b>TOTAL</b>	<b>€830,531 100%</b>



## ANALYSIS OF EXPENDITURE

Health Promotion	24%
Health Promotion Materials	6%
Advocacy and Policy	7%
Research and Education	11%
Communications and Campaigns	22%
Support Costs	13%
Governance Costs	17%
<b>TOTAL</b>	<b>€905,025 100%</b>

## BOARD OF DIRECTORS

### Medical Advisory Group

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Our Medical Advisory Group, chaired by Prof Richard Costello, provided expertise, time and support to our activities throughout 2015. We would like to extend our thanks to all of the specialist nurses, doctors and scientists on our Medical Advisory Group for their help in 2015.

### Board of Directors

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Oliver Carroll ([Chairperson, elected June 2015](#))

Deirdre Ashe

Bob Gee

Darragh McDonald

Lorna Jennings

Geraldine Lally

Prof Richard Costello

Maeliosa OhOgartaigh ([Chairperson; resigned 27 April 2015](#))

Lynn Carberry ([resigned 27 April 2015](#))

Michael Tyndall ([resigned 31 October 2015](#))

Caren Gallagher ([appointed 1 May 2015](#))

Michael McDermott ([appointed 1 May 2015](#)) ([Company Secretary as of 31 October 2015](#))

Allan Kearns ([appointed 30 November 2015](#))

Maeliosa OhOgartaigh retired as Chairperson on 27 April 2015. The Company Secretary, Michael Tyndall, was delegated the duties and authorities of the Chairperson on the 27th April until 29 June 2015, when Oliver Carroll was elected as Chairperson.

Michael Tyndall, Company Secretary, resigned on 31 October 2015 and was replaced by Michael McDermott as Company Secretary on the same date.





The Asthma Society of Ireland  
**Fighting asthma with every** breath

Charity registration number CHY6100 (Ireland). Asthma Society of Ireland. 42/43 Amiens Street, Dublin 1, Ireland.

