

# Annual Report



**National Asthma Council Australia  
Annual Report 2017/18**

## Who we are

The National Asthma Council Australia is a not-for-profit organisation and is a collaboration of four member bodies:

- Australasian Society of Clinical Immunology and Allergy
- Australian Primary Health Care Nurses Association
- The Pharmaceutical Society of Australia
- The Royal Australian College of General Practitioners

## Our purpose

To reduce the health, social and economic impacts of asthma.

## Our actions

As a leading organisation for asthma, we:

- write the national treatment guidelines for asthma
- educate and support health professionals to deliver best-practice asthma diagnosis and management
- develop and disseminate evidence-based tools and resources for health professionals
- promote best-practice care to people with asthma and their families
- work to address the impacts of asthma through advocacy and collaboration with policy makers and stakeholders.

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## Chairman's message



The National Asthma Council Australia (NAC) is moving forward with a clear sense of purpose in the new asthma landscape, which has arisen following the merger of Asthma Australia with several of the state-based Asthma Foundations last year.

After long and careful deliberation, the NAC Board decided to withdraw from the merger process; however, we are committed to a strong asthma sector and are continuing to work with the other asthma organisations in a spirit of goodwill and collaboration.

Our focus remains on improving Australia's capabilities to help people with asthma to breathe well, expanding on our well-established programs and relationships to influence policy and practice. Front of mind are the interests of our member bodies, the Australasian College of Clinical Immunology and Allergy (ASCIA), the Australian Primary Healthcare Nurses Association (APNA), the Pharmaceutical Society of Australia (PSA) and the Royal Australian College of General Practitioners (RACGP).

The Board and I were delighted to welcome to the role of CEO Ms Siobhan Brophy, following the retirement of inaugural CEO Ms Kristine Whorlow AM in July 2017.

Development of a strategic plan for 2018–2020 was an early priority in this year of transition. In reflecting on our work, we acknowledged the tremendous success of our flagship treatment guidelines (the *Australian Asthma Handbook*), health professional education program and many other related resources and activities. However, we recognise that we need to look further – beyond those who already know and value the NAC's work – to identify and address the needs of all people with asthma and the health professionals caring for them. Several initiatives in new and existing programs are being developed to ensure our work remains relevant, accurate and impactful.

Our own strategic plan was influenced by the new National Asthma Strategy, which is Australia's blueprint for tackling asthma over the next 5 years. The NAC was proud to lead its development with contribution from individuals and organisations across the asthma and respiratory community. I was pleased to help launch the Strategy with The Hon Greg Hunt MP, Minister of Health, at a highly successful event for media and stakeholders in January 2018.

Throughout this activity, the NAC Board has continued to ensure the NAC is run with good governance. A new Governance Committee was created in early 2018 to review our policies and structures and has already completed a number of tasks. One example is the new terms of reference and a common charter for our committees and advisory groups that will be rolled out in coming months. I thank the Governance Committee members for their diligent contribution.

Reflecting on this past financial year, I am pleased to report that the NAC remains in a strong financial position. We have returned a surplus of \$343,000 and equity now stands at \$3.17m.

Solid financial progress does not happen without hard work from our team and ongoing support from our many partners and stakeholders. I would like to thank our Finance Committee for overseeing our finances so rigorously. I would also like to thank all those organisations who help us carry out our important role.

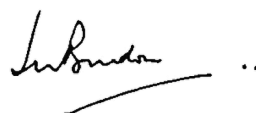
We continue to work with the pharmaceutical industry, including welcoming new companies into the asthma space. Our Sensitive Choice program continues to grow in value and reach, including in international territories. A new supporter in 2017 was the Victorian Government, which provided funding for the NAC to deliver essential education and training on thunderstorm asthma for Victorian health professionals.

I am very pleased that, after our concerted efforts, the intended cut of some 60% from the Australian Government funding for our health professional education program over the next 2 years will not occur. Our program's excellent outcomes and demonstrated change in practice are the envy of many countries, and we are heartened that the Government could renew its support for such effective education.

I am looking forward to seeing our new initiatives come to fruition alongside the continued development of the NAC and our work.

I would like to thank my fellow directors for their hard work and for creating a Boardroom that is both stimulating and supportive. We are all grateful for the contribution of our committees, working groups, presenters and other volunteer health professionals who are integral to the success of this wonderful organisation.

I would also like to thank our dedicated staff who have continued to maintain the high standard of professionalism, expertise and practicality for which the NAC is renowned. In particular, our CEO Siobhan Brophy, deserves special thanks for her hard work in taking over the running of the NAC and taking us into a 'normal' running mode after the turbulent times of the merger negotiations. It is pleasing to see that she has overseen the transition to normal trading, settling in new staff and being pivotal in the development of the NAC Strategy plan for the next five years.



Dr Jonathan Burdon AM

MBBS, MD, M Hlth and Med Law, FRACP, FCCP, FACLM, FAICD

Chairman



## Chief Executive Officer's message



It was my privilege to take the reins of the NAC in this year of transition and growth for the organisation. With renewed drive and a clear strategic plan, we are exploring new opportunities to expand our reach and impact while maintaining our successful core business activities.

The *Australian Asthma Handbook*, our national treatment guidelines for asthma, remains a cornerstone of our work. We are indebted to the dedicated health professionals who are contributing to the current revision with an unrelenting commitment to quality and practicality. Online version 2.0 (or the 8th edition) will be published in early 2019 and include updates on paediatric asthma, severe/difficult asthma and acute treatment. There will also be a section dedicated to management challenges, highlighting the multifaceted nature of asthma and the complexities of living with the condition.

Understanding and acknowledging the experiences of people living with asthma is a key component of our strategic plan. Our new National Asthma and Allergy Network was launched in June 2018 to capture the input of people with asthma and those caring for people with asthma. We hope this network will provide us with feedback and advice to enrich our resources for people with asthma and their treating health professionals.

We are also keen to ensure that a diverse range of health professionals are engaged in our work, so our activities remain relevant, appropriate and useful. To this end we have revitalised our health professional Asthma Advisory Groups (one each for general practitioners, nurses and pharmacists) and created a new Health Professional Network for ad hoc involvement. Calls for expressions of interest to join these bodies will be made in late 2018.

Meanwhile our health professional education program, funded by the Australian Government, is going from strength to strength. Since it began in 2001, more than 21,000 health professionals have been trained by the NAC in best-practice asthma management. Evaluation results remain excellent as the program has been expanded and adapted in response to feedback over the years. I was extremely pleased that the decision to cut funding for this program was (mostly) reversed.

This funding renewal was announced at the relaunch of the Parliamentary Friends of Asthma, a joint event of the NAC and Asthma Australia. First established by the NAC in 1999, the Friends aim to raise awareness of asthma with federal parliamentarians from all sides of politics. It was good to meet with co-convenors The Hon. Tony Pasin MP and Dr Mike Freeland MP, and other members of parliament, to discuss the challenges and opportunities for asthma management in Australia.

The NAC has a long history of effective collaboration with other organisations, from fellow respiratory charities through to corporate supporters, and in leading whole-of-sector initiatives such as our development of the National Asthma Strategy. I have enjoyed revisiting these relationships in my new capacity as CEO and look forward to continuing our partnerships into the future.

One of our main areas of corporate partnership is through the Sensitive Choice program. As well as providing essential funds for the NAC, the Sensitive Choice program creates a novel avenue for us to promote good asthma and allergy care. A new awareness campaign, including a community service announcement for television, was launched in mid 2018. Expect to see the blue butterfly and our messaging in many more places.

We are very grateful for the ongoing financial support of our partners. I would like to thank all of our supporters – Australian and Victorian Government, pharmaceutical industry and Sensitive Choice – without whom the NAC could not deliver its important work.

Our current sound financial position is built on the organisation's solid foundations, a testament to inaugural CEO Ms Kristine Whorlow AM. Kristine led the organisation with flair and determination for more than 25 years, and her contribution to NAC and the broader asthma community has been invaluable. I am honoured to continue her good work in building a strong and dynamic organisation.

Working with the NAC Board in my new capacity has been a very rewarding experience. The NAC is fortunate to have such a constructive, strategic and amiable Board providing stewardship of the organisation. I thank them all for their guidance and support, particularly the Chairman, Dr Jonathan Burdon, AM.

Throughout this year of transition, the NAC staff have been tremendous. I thank them for their hard work, commitment, good humour and enthusiasm. I look forward to implementing our many new and enhanced strategic initiatives with them in the coming year.

Siobhan Brophy  
Chief Executive Officer

# Special features



(L – R) Matt Hall (APNA), Siobhan Brophy (NAC), Amelia Barden (AFLW Collingwood player), Oscar Zosel, The Hon. Greg Hunt, MP, Minister for Health, Joe Demarte (PSA), Shane Jackson (PSA), Dr Zena Burgess (RACGP) and Dr Simon Judkins (ACEM).

## National Asthma Strategy

After three years of consultation, the new National Asthma Strategy was launched in January 2018 by Federal Health Minister, the Hon Greg Hunt, MP.

We are proud to have led the development of the National Asthma Strategy, in partnership with Asthma Australia and with funding from the Australian Government Department of Health.

The development of the new Strategy enabled asthma stakeholders to work together to create a national plan for reducing the impact of asthma on individuals, the community and the economy – taking Australia to the next stage of improvement in asthma health outcomes and research endeavours.

Our principal Advisory Group consisted of representatives from:

- National Asthma Council Australia
- Asthma Australia
- Australasian Society of Clinical Immunology and Allergy
- Australian Centre for Airways Disease Monitoring (formerly ACAM)
- Australian Primary Health Care Nurses Association
- Pharmaceutical Society of Australia
- Pharmacy Guild of Australia
- Royal Australian College of General Practitioners
- Thoracic Society of Australia and New Zealand

The five objectives of the Strategy are:

1. Support effective self-management practices
2. Develop the health professional workforce
3. Enhance asthma care and management
4. Create supportive community environments
5. Promote research, evidence and data.



Amelia Barden (AFLW Collingwood player)

Special guest of the Strategy launch was ALFW Collingwood player Ms Amelia Barden, who not only has asthma herself, but also works part time as a nurse. Amelia spoke about how she didn't know she had asthma before joining the Collingwood footy club. Upon diagnosis, she was given a strict management plan to follow. Now her asthma is well managed, and she leads a successful career in the AFLW.

## Thunderstorm asthma

The November 2016 thunderstorm asthma event shocked the Australian asthma community, it reminded us that there can never be complacency in asthma.

With the support of the Victorian State Government Department of Health and Human Services we developed and delivered training packages to health care professionals on prevention of thunderstorm triggered asthma, before the 2017 pollen season.

These packages were developed in consultation with an expert panel and designed to upskill health professionals on the identification and treatment of patients at greatest risk of having an asthma attack triggered by a thunderstorm event, as well as asthma and allergic rhinitis best practice management.

The training package included three webinars with the Australian Primary Health Care Nurses Association, the Pharmaceutical Society of Australia and the Australian College of Rural and Remote Medicine, one online learning module with the Royal Australian College of General Practitioners and multidisciplinary face-to-face workshops throughout Victoria. The workshops used our existing education model and expert presenter network.

Evaluation of the project was overwhelmingly positive. Between August to October 2017, we conducted **31 face-to-face workshops** reaching 810 health professionals. Out of everyone who partook the survey, 91 per cent indicated our workshops were relevant to practice and meeting their learning needs entirely. Presenter characteristics were rated "excellent" or "very good" by 90 per cent of the responders.

**Three webinars and one online training module** were completed by 804 health care professionals. Survey results from respondents indicated that more than 93 per cent of participants rated the education as "relevant and meeting their learning needs".

**Our health professional thunderstorm asthma information paper and pharmacy protocol** were distributed in print and online. Hard copies went to 5,500 health care professionals and there were nearly 2,500 downloads from our website during this period.

An evidence-based information paper and supporting pharmacy protocol were also developed. See page 13 for more information on these resources.

Thank you to all our presenters, expert contributors, and Primary Health Network hosts for helping us deliver a successful program. As a result of that, health professionals are better equipped to manage asthma and hay fever according to the Australian guidelines.

## Parliamentary Friends of Asthma

Parliamentary Friends of Asthma was founded in 1999 by the National Asthma Council Australia. Since then, it has served as an excellent vehicle for Members and Senators of the Australian Parliament to meet representatives of the two national asthma organisations and to be briefed about the latest developments in asthma and its effect on the Australian community.

The current Parliamentary Friends co-convenors are:

- Mr Tony Pasin, MP, Member for Barker, SA, LP
- Dr Mike Freeland, MP, Member for Macarthur, NSW, ALP

On June 27, 2018, the National Asthma Council Australia and Asthma Australia co-hosted a luncheon at Parliament House, Canberra for a number of Members of Parliament, Senators and their advisors as well as representatives of the National Asthma Council Australia and Asthma Australia. A range of stakeholders also attended, including the Pharmacy Guild of Australia, the Pharmaceutical Society of Australia, Diabetes Australia and the National Heart Foundation of Australia.

We heard renewed commitment from our politicians, with the Minister for Health, the Hon. Greg Hunt MP announcing the additional funding of \$8 million to support our health professional education program and Asthma Australia's programs.



(L - R) The Hon David Simmons OAM, Dr Joanna Wriedt, Dr Mike Freeland MP, Dr Jonathan Burdon AM, the Hon Greg Hunt MP, Ms Siobhan Brophy, Mr Tony Passin MP, Ms Michele Goldman



# Ongoing activities



Spirometry Training Course, Queensland

## Asthma & Respiratory Education Program

From July 2017 to June 2018, the Asthma Best Practice for Professionals (ABP) program funded by the Australian Government Department of Health continued its success from previous years. The ABP program provides education, resources and peer-led training for primary care health practitioners to increase best-practice management of asthma and linked chronic respiratory conditions.

The Program continued to receive positive feedback from attendees, presenters and host organisations as reported by our independent evaluators. This evaluation concluded that both presenters and participants perceive the ABP program as high quality, well able to meet their needs and entirely relevant to their practice.

Partnering mostly with the Primary Health Networks across Australia to host workshops, we completed 56 workshops with significantly less funding than years prior.

We are very grateful to the 100 plus presenters we work with who assisted in the delivery and development of these workshops across urban, rural and remote Australia this year.

### Workshop types

Under this program we offer six workshop types which are delivered face-to-face by our team of expert health professionals using standardised material adapted for local needs.

#### *Primary Care Asthma Update (2.5 hrs)*

Provides an update and refresher on the best-practice essentials for all primary care health professionals. This session starts with the principles of diagnosis and management, each session then covers 2-3 elective topics including medications, allergy, paediatric asthma, exacerbations, device technique and COPD. The long-lasting benefits of this workshop was measured at the six months post workshop follow up. Over two-thirds of participants confirmed they had made one or more changes to their practice to better align with best practice principles from the session.

*"Thank you for delivering such an informative workshop for better asthma management control"*

**General Practitioner, Primary Care Asthma Update workshop attendee**

#### *Asthma and Respiratory Management Seminar for Practice Nurses (6 hrs)*

Provides role-specific education for practice nurses, now with an optional extra module on nurse led clinics, providing role specific education on creating and running asthma and respiratory clinics in general practice (1 hr). This year, 84 per cent of followed up participants indicated that they had made changes to the way they provide patients with self-management information and how they teach correct device use.

#### *Spirometry Training Course (6 hrs)*

Provides comprehensive training in the application, measurement and interpretation of expiratory spirometry in general practice. Includes hands-on components to allow participants to apply their new knowledge in a practical setting. This combination of practical and theory-based learning has proven an excellent tool in ensuring the education provided is sustained. 99 per cent of workshop participants reported in their 6-month follow up of having entirely or partially retained the knowledge gained from the workshop.



### *Spirometry Training Update (2.5hrs)*

Provides refresher training in the application, measurement and interpretation of spirometry in general practice for GPs and practice nurses who have undertaken formal spirometry training previously. The effectiveness and suitability of this workshop can be measured by the 92 per cent of participants who have reported that the key learning objective for increasing their knowledge of the role of spirometry in primary care was entirely met during the session.

*"This workshop was excellent. I have learnt a lot about spirometry and especially how to interpret properly. Very happy with the presentation by the presenters."*

**Nurse, Spirometry Training Course attendee**

### *Asthma and Spirometry Update for Aboriginal Health Workers and Practitioners (4 hrs)*

Provides an overview of asthma and spirometry content tailored to the specific needs of Aboriginal health workers and Aboriginal Health Practitioners. Topics include asthma, medications, correct inhaler device use, written asthma action plans, emergency management and spirometry. It's worth noting that 92 per cent of all AHW sessions were delivered in non-metropolitan areas of Australia.

### *Asthma Update for Pharmacists (2.5 hrs)*

Provides role-specific education on best-practice asthma and respiratory management for pharmacists. Starting with the principles of management, each session then covers action plans, medications, device technique, adult asthma, COPD, paediatric asthma, asthma and allergy, and emergency management. With medication adherence and correct device use being a key area of focus in self-management, it is a great to note that 94 per cent of participants reported confidence in checking medication and device use six months after attending the workshop as well as having either 'entirely' or 'partially' retained the knowledge.

## Professional development recognition

Our workshops have received professional development recognition from a range of relevant professional associations including:

- Royal Australian College of General Practitioners
- Australian College of Rural and Remote Medicine
- Australian Primary Health Care Nurses Association
- Australian Pharmacy Council (via the Pharmaceutical Society of Australia and the Pharmacy Guild of Australia)

*"A well spent evening, reminding me the things I know and teaching me the things I didn't."*

**Pharmacist, Asthma Update for Pharmacists attendee**

## Evaluation

Independent evaluation of the ABP program for 2017/2018 has offered good insight. Most workshop types were held in non-metropolitan areas (59 per cent) and all key performance indicators were met. The report indicated that the ABP workshops still held huge satisfaction, relevance, behavioural change and education for its participants in the current delivery model with 99 per cent of participants indicating their "knowledge and awareness of current, evidence-based best practice asthma and respiratory management" was entirely or partially met.

We will consider the suggestions in the final report to find ways to modify and refine the program and continue delivering effective education on best practice asthma treatment and management.

Shortly before the program's funding period ended, following an extensive period of government relations activities, we were successful in securing increased funding for the 2018-2020 round of programs. We are looking forward to continuing to deliver the program throughout the coming years.

## Australian Asthma Handbook

The *Australian Asthma Handbook* is the national guidelines for asthma management.

Fulfilling NAC's commitment to remain at the forefront of asthma guidance in Australia by providing a more readily updated online resource, version 1.3 of the *Australian Asthma Handbook* was published in December 2017, just over a year after the previous update.

This revision included important and timely guidance on the prevention and management of thunderstorm asthma, the clinical interrelationship between asthma and allergic rhinitis, and the diagnosis and management of patients with asthma-COPD overlap.

The update's development was overseen by the Guidelines Committee. The update included amendments to the existing recommendations and development of new recommendations subjected to the same rigorous standards as the original version.

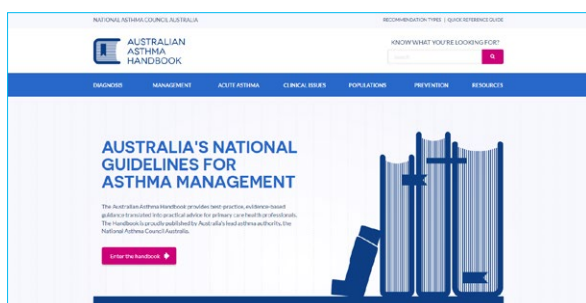
The *Australian Asthma Handbook* has been developed by an interdisciplinary team of experts and incorporates feedback from primary care providers.

The *Australian Asthma Handbook* continues to be endorsed by:

- Royal Australian College of General Practitioners
- Australian Primary Health Care Nurses Association
- Thoracic Society of Australia and New Zealand
- Pharmaceutical Society of Australia

We would like to acknowledge the support of the sponsors of version 1.3 of the *Australian Asthma Handbook*, Boehringer Ingelheim and Novartis Australia.

Planning and development is underway for V2.0 of the *Australian Asthma Handbook*, the first major update since V1.0 was published in 2014. The key areas identified for revision are acute asthma, paediatrics, primary prevention, and difficult-to-treat and severe asthma. Publication is planned for early 2019.



*Australian Asthma Handbook website homepage*

## Website statistics

The Handbook is published as a custom-built website. It attracted over 225,000 unique visitors from over 210 countries over the year, an increase of over 20 per cent from previous year. The number of page views increased by almost 25 per cent, reaching over 970,000 views this year, demonstrating strong and continued engagement with our health professional audience.

The NAC website continued to be the top referrer of visitors to the Handbook site, however there were significant increases in referrals from Google, Facebook and GP learning portals, which indicates an increasing awareness of the Handbook and a broadening of its audience.

## Sensitive Choice

The Sensitive Choice program commenced in 2006 with the objectives to identify products and services that may be a better choice for people with asthma and allergies, encourage manufacturers and distributors to develop or distribute products that have fewer asthma and allergy triggers, and communicate messages to people with asthma and allergies about better managing their conditions while raising revenue for the NAC. Over a decade later, it is a well-established program with hundreds of approved products and services from a wide variety of partners - from small businesses through to international household names.

The Sensitive Choice program is a very important generator of funds to enable our organisation to carry out our work. Unlike most other funding, revenue generated by the Sensitive Choice program is not tied to a particular program or project but is available for NAC initiatives. In financial year 2017/2018, Sensitive Choice generated over \$1 million in revenue, some of which was shared with the Asthma and Respiratory Foundation New Zealand. In addition to covering the costs of running the program, these funds are used to support the ongoing work of the NAC, including development of the *Australian Asthma Handbook*, health promotion work and media campaigns.

2017 also saw the retirement of Adam Trumble as Program Manager after 7 years at the helm, and Adele Taylor stepped into the role from July 2017.

The number of partners in the program has been increasing steadily over the last 12 months, reaching 60 partners in June 2018. Interests from consumers and prospective partners continues to rise, with an increased focus from organisations outside Australia and New Zealand.



We appreciate the support of all partners both in financial terms and for their assistance in communicating messages to consumers about better managing asthma and allergies.

## Community Service Announcement

A broader goal for Sensitive Choice during 2017/ 2018 was to support our growth and brand awareness. One of the key projects delivered was a new community service announcement (CSA) which will start airing in September 2018. The new CSA was designed to increase brand awareness of Sensitive Choice combined with driving consumers to the website.



*Screen grab of Sensitive Choice Community Service Announcement*

## Partner forums & New Zealand activities

In 2017 we held two separate partner forums in Melbourne and Sydney. NAC Chairman Jonathan Burdon AM (Melbourne) and long-standing NAC Director Stephen Hughes (Sydney) were pleased to welcome 23 of our Australian partners to the forums.

The more casual partner forums provided an opportunity for partners to meet Adele, the new Program Manager and hear about Sensitive Choice's strategic growth plans and objectives for the year.

We renewed our agreement with the Asthma & Respiratory Foundation NZ in 2018, strengthened by continuous training, ongoing support and regular interactions between the organisations, to increase the reach of the health messages created by the program.

## Website

The Sensitive Choice website is an information hub for people with asthma and allergies. People visit the website to learn how to manage their symptoms, as well as finding products which may help reduce their exposure to allergy triggers. Our visitor numbers are rising steadily – in the past year we welcomed 84k visitors, which is an increase of 16 per cent from the previous year. Most visitors to the Sensitive Choice website use a mobile device, showing that it is capturing the 'on-the-go' audience who are seeking information whilst commuting, shopping and relaxing at home.

The most searched for topics by people who visit the website include indoor air quality and flooring options for people with asthma and allergies. The 'Products and Services' directory page is the second most popular landing page, which shows an ongoing interest from consumers in learning about asthma and allergy-aware products.

## Social Media

Throughout the past year, Sensitive Choice social media has introduced an increasing number of people to the program through a balance of our asthma and allergy resources and information on partner products. The Sensitive Choice Facebook page has gained 2k new fans over the last year and has a total following of 5k. The most popular posts cover how to choose asthma and allergy products, information on particular product specifications (such as HEPA filters) and awareness campaigns on topics such as allergy triggers.

There have been several campaigns on Sensitive Choice Facebook, including an ekoWorx giveaway for the National Asthma Week 2017, a 'shake off winter allergies' series of posts for World Asthma Day, and a top five countdown of the most popular resources on the Sensitive Choice website.

Sensitive Choice Facebook has driven many visitors to the Sensitive Choice website. Our online community will diversify in the new year with the introduction of an Instagram page to better showcase our partners' products through high quality images.

The monthly Facebook social promotion started in November 2017 to increase brand awareness for Sensitive Choice through an engaged audience, and also to increase the reach of our Partners. It provides them an opportunity to introduce a Sensitive Choice approved product on #ProductThursday and also provide some useful tips and tricks for our consumers through our #TipsTuesday promotion.

These activities resulted in a steady increase in followers and brand awareness for each highlighted partner, with most posts reaching 700+ consumers.

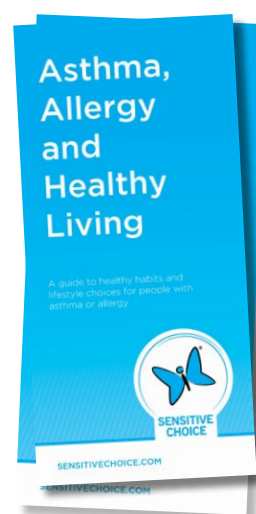


*An example of a Sensitive Choice partner promotion post*

## Asthma, Allergy and Healthy Living booklet

The Asthma, Allergy and Healthy Living booklet was created in November 2017 as a compact resource to explain the Sensitive Choice program and share asthma and allergy information such as allergic triggers.

The booklet was designed as a Trade Show giveaway and has been very positively received by audiences at five trade shows to date.



*Asthma, Allergy and Healthy Living booklet*



## Home Shows and Mind Body Spirit Festival

Sensitive Choice hosted its first trade show stand for several years at the Melbourne Mind, Body, Spirit (MBS) Festival, with the goal of increasing brand awareness of the program to a targeted audience. We spoke to many interested consumers and provided information about the program.

Leading from the success of the MBS Festival, so far in 2018, Sensitive Choice has hosted stands at both the Melbourne and Sydney Home Shows. The statistics from the Home Shows indicate such exhibitions can be of great value:

- Over 500 specific requests for further information on displayed products
- Spoke to 700+ consumers about the program at the show
- Close to 400 entries to the raffle and nine prizes were awarded
- Facebook traffic increased by over 30 per cent compared to previous months with social media engagement of over 6,600.

We have plans to host stands at the Brisbane Home Show and Sydney Essential Baby and Toddler Show in September 2018, and Melbourne Home Show again in May 2019.



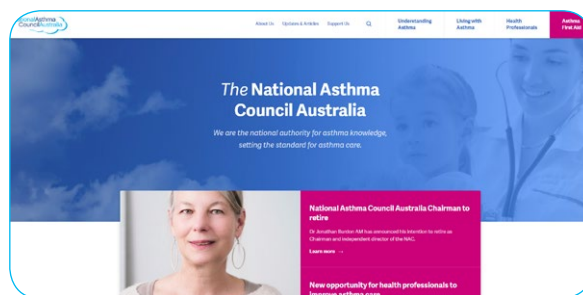
Sensitive Choice at the Mind Body Spirit Show (top),  
Sensitive Choice at the Brisbane Home Show (bottom).

## Online presence

### Website

The NAC website continues to engage both health professionals and the community with current asthma news and resources. An increasing number of people are turning to the NAC for asthma information, with a 150k increase in visitors during the past year. Of our 600k visitors, most access the website via desktop computer, however rising numbers are using a tablet device.

The Asthma Action Plan page continues to be the most popular resource, gaining 75k pageviews (5 per cent of total website traffic). The 'how-to' videos maintain their popularity with the most visited being 'how to use a standard MDI and spacer'. This year we added a DuoResp Spiromax how to video.



National Asthma Council website homepage

### Social media

Social media remains a vital part of our digital communications strategy, as it continues to engage a diverse range of stakeholders Australia-wide. It is also a strong driver of website traffic – Facebook and Twitter have driven a combined 3.5k visitors to the NAC website.

The Asthma Experts Facebook page continues to provide the latest asthma news, articles and resources to people with asthma or allergies. The most popular posts are including information on inhaler and spacer use, medication news and air quality warnings.

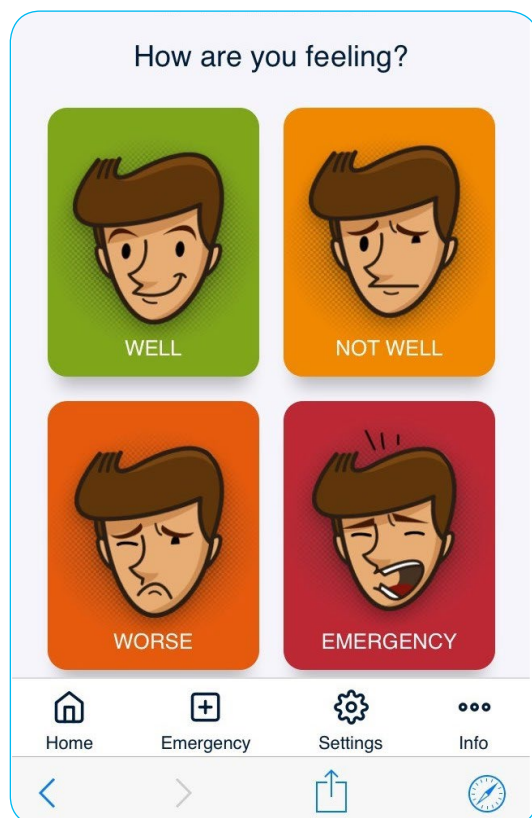
The NAC Twitter feed provides health professionals with the latest in NAC resource and news, as well as sharing wider developments in the asthma world. NAC media releases, resources and links to the *Australian Asthma Handbook* still have the highest engagement of all content, which shows that Twitter is instrumental in expanding the reach of our work. We have also launched a LinkedIn site to better connect with health professionals around professional development and consumer opportunities.

### Asthma Buddy mobile website launch

We launched the Asthma Buddy mobile website in October 2017. It is a mobile-only website which is easy to update, so Asthma Buddy can keep current with best practice. Users can personalise it by inputting their Asthma Action Plan and refer to it to know what day-to-day asthma medication to take.

It will also help them recognise if their asthma is getting worse and give them advice on what you should do in response.

We have promoted Asthma Buddy via traditional media, social media and newsletters since its launch. Development of Asthma Buddy was supported by an untied education grant from GlaxoSmithKline (GSK).



Screen grab of the Asthma Buddy mobile website

## Media relations

We enjoyed an ongoing high profile in both health industry and consumer media throughout the year, reinforcing our positioning as the authority for asthma knowledge and asthma care standards.

Our focus was on educating Australians about the prevention, treatment and management of asthma and allergies. Media relations activities included providing official comment, information and images to journalists; arranging spokesperson interviews; proactively distributing monthly news releases and holding a major media event. We responded to urgent media queries weekdays, weekends and public holidays, and express gratitude to our spokespeople for their help in meeting the media's needs.

Health industry media we worked with included those reaching pharmacists and pharmacy assistants; GPs; practice nurses and medical specialists. Consumer media with whom we worked ranged from general news to parenting, older persons, health and home related media for Sensitive Choice.

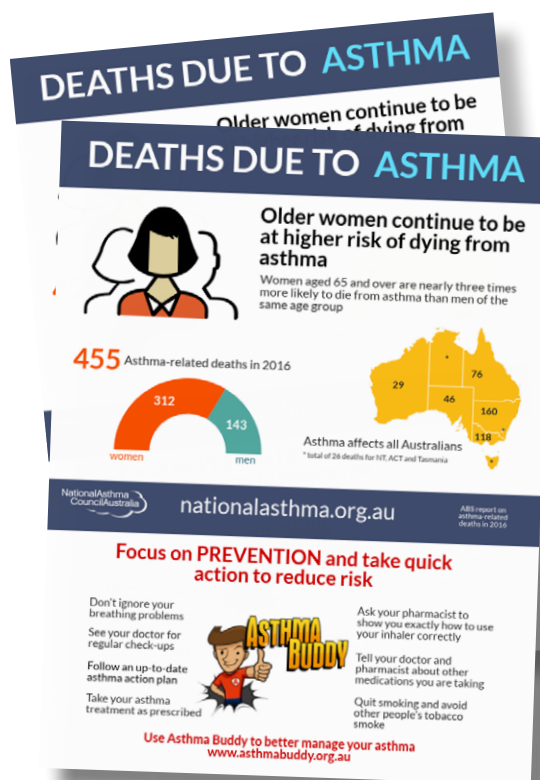
Our experts were sought to provide commentary on new research studies and issues such as the effects of smoke haze on asthma; seasonal asthma triggers from pollen to thunderstorms; the impact of mould on asthma and allergies; GP diagnosis and management of asthma and COPD and paediatric asthma. This service has allowed us to maintain a strong relationship with the media and to be the first port of call for industry media and mainstream journalists seeking asthma-related input.

We launched a media campaign in response to the 2016 asthma mortality statistics in October. In total, 455 deaths were recorded in 2016, older women continue to be at higher risk of dying from asthma. Our media messages encouraged women over 65 to focus on preventative treatments.

A highlight of the year was a media event for the launch of the new National Asthma Strategy by the Federal Minister for Health, the Hon. Greg Hunt MP. Amelia Barden, a Collingwood AFL Women's player and nurse provided an asthma patient's perspective. The launch achieved extensive television news coverage as well as a major article in The Age and Sydney Morning Herald.

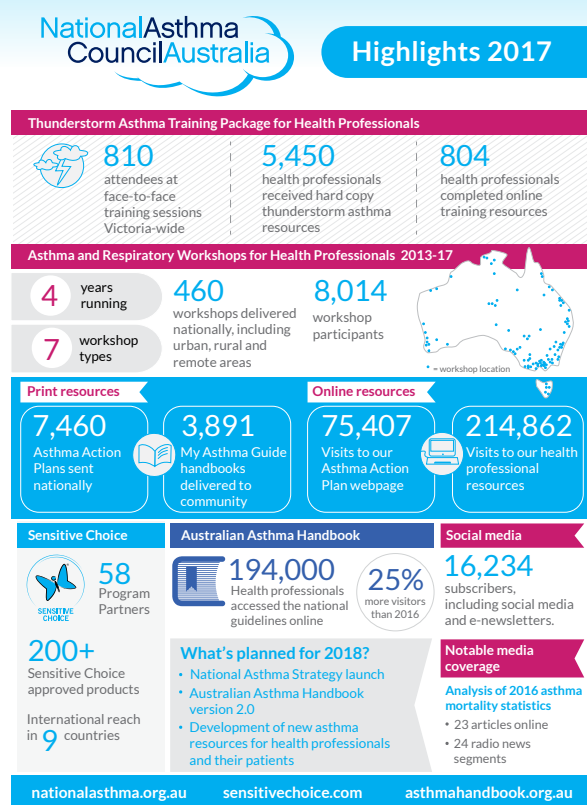
We also worked closely with the Victorian Government Department of Health and Human Services to promote the thunderstorm asthma community awareness campaign and our education and training in response to the 2016 thunderstorm asthma event in Melbourne in Spring 2017.

During the 12 months' reporting period high levels of television, radio, print and online coverage were achieved.



Asthma mortality infographic 2016

# Activity highlights



Highlights infographic for 2017

## Asthma awareness and advocacy

### World Asthma Day

We marked World Asthma Day with a week-long campaign on the Asthma Experts Facebook channel in May covering how people with asthma can prepare themselves for winter, including visiting a GP for a lung health check and creating and following an asthma action plan.

Sensitive Choice Facebook featured a 'Shake off winter allergies' campaign, which shared tips and tricks on avoiding winter allergens, including dusting with an electrostatic cloth and airing the house to reduce mould.

The campaign received very good response.

### National Asthma Week

During National Asthma Week in September 2017, the Sensitive Choice Facebook had great engagement. An ekoWorx giveaway gave Sensitive Choice extra reach and visibility. The Asthma Experts Facebook channel also enjoyed high traffic during National Asthma Week. We supported our audiences with information on thunderstorm asthma and asthma/allergy risks during pollen season.

We issued health professional focused media releases to remind them to get their practice and patients ready for the thunderstorm asthma season. Our health professional resources, including the *Epidemic Thunderstorm Asthma information paper*, *Thunderstorm Asthma Flowchart for Pharmacists*, and *Managing Allergic Rhinitis in People with Asthma* were amongst the most popular resources downloaded during the National Asthma Week 2017.

## Asthma and allergy network

The National Asthma and Allergy Network (the Network) was launched in June, giving people affected by asthma the chance to get involved with our work.

The Network is a community of people who have asthma, or who live with or care for someone with asthma, and who want to help improve asthma resources and services. The Network will be consulted for ideas and feedback to ensure the patient perspective is included throughout NAC projects.

Community involvement helps improve the understanding and effectiveness of asthma care in Australia, for both the community and health professionals. It's important to hear about people's experiences, to make sure the guidance given is practical, cost-effective and sustainable in the real world.

In addition to NAC resources, the Network will also support the organisation's work with policymakers and other organisations, to advocate for better funding and services to help people live better with their asthma.

All people with asthma, their families, carers and other supporters, are welcome to join the Network. Once registered, Network members receive an email whenever community opportunities are available, and members are free to participate as much or as little as they like.



## Program and workshops

### Pharmacy Trial Program

The Pharmacy Trial Program – Asthma and Rhinitis Control has been funded by the Australian Government under the Six Community Pharmacy Agreement, to trial new approaches for pharmacy services. The program is designed to address the need to improve patient outcomes by expanding the role of pharmacists in delivering a wider range of primary health services through community pharmacy.



We worked with the Pharmaceutical Society of Australia on the pharmacist education components of the Pharmacy Trial Program. We are the secretariat for the trial's Advisory Group.

The Group includes representation from the NAC, Pharmaceutical Society of Australia, Pharmacy Guild, Royal Australian College of General Practitioners, Australian Primary Health Care Nurses Association, TSANZ and Australasian Society of Clinical Immunology and Allergy. A consumer representative from Tasmania is also involved.

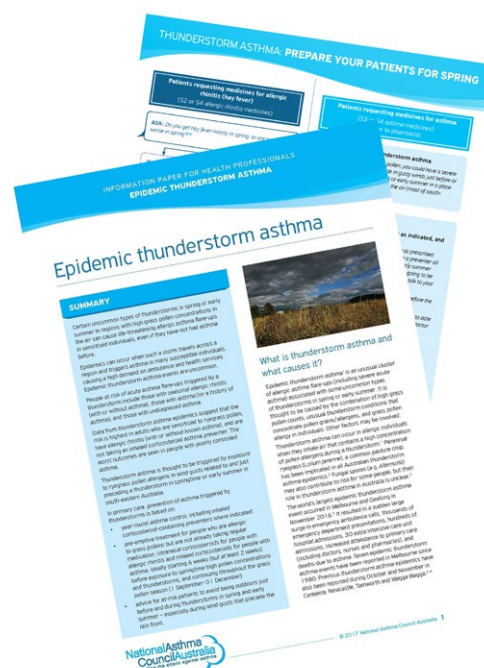
The secretariat role reinforces the NAC's position as the lead authority in asthma for health professionals.

## Asthma management workshop for pharmacists

We delivered an asthma management workshop for pharmacists in Perth in May 2017. The workshop was presented by Dr Kim Watkins, a local community pharmacy proprietor and pharmacy academic. The workshop was designed to increase participants' knowledge and awareness of current, evidence-based best practice in asthma and respiratory management, develop their practical skills to support the use of procedures and practices, such as device use and client communication, and strategies to incorporate this knowledge into routine care.

The workshop attracted 45 local pharmacists and was highly regarded by all attendees. Workshop delivery was supported by an untied education grant from Cipla.

- Professor Amanda Barnard, general practitioner
- Dr Danny Csutoros, general practitioner
- Professor Nick Freezer, paediatric respiratory physician
- Dr Jenny Gowan, pharmacist
- Associate Professor Mark Hew, allergy and respiratory physician
- Dr Joel Ten, general practitioner
- Ms Judi Wicking, asthma and respiratory educator



## Education resources

### Thunderstorm asthma resources

We launched a suite of resources on thunderstorm asthma in August and September 2017 to prepare health professionals and their practices for the grass pollen season.

Certain types of thunderstorms in spring or early summer in regions with high grass pollen concentrations in the air can cause life-threatening allergic asthma flare-ups in sensitised individuals, even if they have not had asthma before. Epidemic thunderstorm asthma can occur when such a storm travels across a region and triggers asthma in many susceptible individuals at once.

This information paper provides evidence-based guidance on identifying and managing patients at risk of thunderstorm asthma for GPs, asthma educators, practice nurses and pharmacists.

A related flowchart for pharmacists was also developed.

Development of the resources was supported by the Victorian Department of Health and Human Services and guided by an expert working group including the following health professionals:

*Epidemic thunderstorm asthma information paper and Thunderstorm asthma flowchart for pharmacists.*

### Allergic rhinitis resources update

Our suite of health professional and patient resources on managing allergic rhinitis in people with asthma was revised in September 2017.

A comprehensive approach to asthma management includes investigation for allergic rhinitis and effective treatment. The updated 'Managing allergic rhinitis in people with asthma' information paper provided information on the clinical interrelationship between asthma and allergic rhinitis for GPs, asthma educators, practice nurses and pharmacists.

The accompanying 'Intranasal spray technique for people with allergic rhinitis' information paper provided an overview of current evidence for optimal technique when administering intranasal sprays, which are used in the long-term management of allergic rhinitis.

The revised 'Hay fever (allergic rhinitis) and your asthma' patient brochure was developed for patients to help them understand allergic rhinitis and how its effective treatment can help keep their asthma under control.

These resources were prepared in consultation with the following health professionals:

- Professor Richard Harvey, rhinologist and ear, nose and throat surgeon
- Associate Professor Janet Rimmer, respiratory physician and allergist
- Professor Connie Katelaris, allergist and immunologist
- Professor Peter Smith, allergist and immunologist
- Dr Miranda Sandars, general practitioner
- Dr Simon Young, general practitioner
- Dr Jenny Gowan, pharmacist
- Ms Cheryl Tite, pharmacist

The 'Managing allergic rhinitis in people with asthma' information paper is endorsed by the Australasian Society of Clinical Immunology and Allergy.

The revision of these resources was supported by an untied education grant from Seqirus Australia.



*Managing allergic rhinitis in people with asthma, Intranasal spray technique for people with allergic rhinitis, and Hay fever (allergic rhinitis) and your asthma resources.*

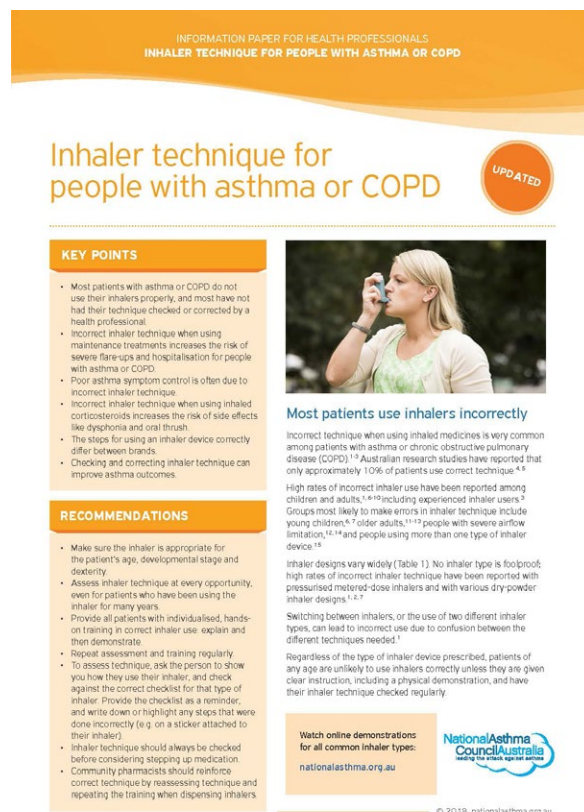
## Inhaler technique information paper

In an effort to counteract research showing 90 per cent of patients were incorrectly using their inhalers, we revised our 'Inhaler technique for people with asthma or COPD' health professional information paper. The information paper has been an extremely popular resource since it was first published in 2008, and the updated version provides clearer practice recommendations and incorporates new medicines and devices that have come to market since it was last updated two years ago.

The following multidisciplinary panel members contributed to developing the information paper:

- Professor Sinthia Bosnic-Anticevich, pharmacist
- Dr Tim Foo, general practitioner
- Professor Helen Reddel, respiratory physician
- Ms Judi Wicking, asthma and respiratory educator

The information paper revision was supported by an untied education grant from Teva Pharma Australia.



*Inhaler technique for people with asthma or COPD information paper*

## Asthma-COPD overlap information paper

The NAC and Lung Foundation Australia together released a new evidence-based resource for primary care health professionals to help diagnose and manage patients with asthma-COPD overlap.

Developed by a panel of experts, the new 'Asthma-COPD overlap' information paper was prompted by the growing recognition of asthma-COPD overlap as a clinical entity and an emerging body of evidence around its prevalence, diagnosis and treatment. NAC and Lung Foundation Australia recognised the need for GPs and other primary care health professionals to have up-to-date information and advice to appropriately manage patients with asthma-COPD overlap.

Dr Kerry Hancock, GP and contributor to the paper, noted that "Patients with asthma-COPD overlap should be identified and treated differently from people with COPD or asthma alone because they have more

symptoms, more flare-ups, greater use of health services, and higher mortality than patients with either condition alone."

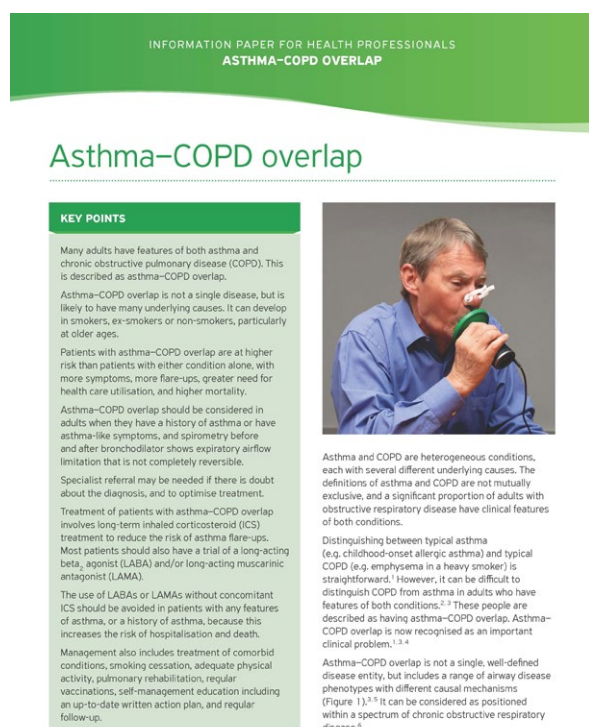
The paper was developed based on the latest available evidence and implications for practice in primary care. While asthma-COPD overlap is a growing issue, there is limited evidence to guide pharmacological treatment for people with asthma-COPD overlap because these patients are excluded from most major studies of asthma or COPD treatment.

This information paper provides interim advice for primary care professionals until firm guidelines can be developed from future research in this group of patients.

The following multidisciplinary panel members contributed to developing the information paper:

- Dr Kerry Hancock, general practitioner
- Ms Rhona MacDonald, asthma and respiratory educator
- Professor Christine McDonald, respiratory physician
- Professor Helen Reddel, respiratory physician
- Associate Professor Bandana Saini, pharmacist

Development of the information paper was supported by an untied education grant from AstraZeneca Australia.



## How to videos for DuoResp Spiromax

We continue to upload new content to the 'how-to' videos section of the website to meet growing demand. The latest video is the DuoResp Spiromax instructional video to accompany our revised inhaler technique info paper. Incorrect inhaler technique prevents people with asthma or COPD from receiving the full benefit from their medications, the inhaler technique videos are an accessible and easy-to-understand way to support good asthma management.

Development of the video was supported by an untied education grant from Teva Pharma Australia.

## Updated Asthma & COPD Medications Chart and Allergic Rhinitis Treatments Chart

The enormously popular Asthma & COPD Medications chart was updated to include the latest inhaler medications available on the Australian market, including a first-time triple therapy combination inhaler. In keeping with the recently revised format, each medication's Pharmaceutical Benefits Scheme reimbursement status was included.

Development of the Asthma & COPD Medications Chart was supported by Boehringer Ingelheim, GSK Australia, Mundipharma and Teva Pharma Australia.

The recently developed Allergic Rhinitis Treatments Chart was also updated to feature the main intranasal treatment options available in Australia for allergic rhinitis. Since its inception, the chart has become a popular and handy health professional tool, helping to promote effective allergic rhinitis management to patients and its positive effects on good asthma control.

Development of the Allergic Rhinitis Treatment Chart was supported by Mylan Health.



Asthma & COPD medications chart and allergic rhinitis treatment chart.



## Conferences

### TSANZ Annual Scientific Meeting 2018

As a long-standing partner of the TSANZ, we have regular involvement with the TSANZ Annual Scientific Meeting, which was held in Adelaide in March 2018. We hosted a 1.5-hour symposium titled "Thunderstorm Asthma: Risk, Impact, Responses". The symposium was chaired by Ms Siobhan Brophy and Associate Professor Mark Hew, and was presented by Associate Professor Janet Davies, Professor Frank Thien, and Ms Judi Wicking.



(L - R) Professor Frank Thien, Associate Professor Janet Davies, Ms Judi Wicking, Ms Siobhan Brophy and Associate Professor Mark Hew.

### APNA National Conference 2018

Our partnership with APNA continues to flourish. We were invited to present at the APNA National Conference, held in Brisbane in May 2018. Our asthma and respiratory educator Ms Judi Wicking presented "Asthma Best Practice: A National Asthma Education Program Changing Primary Health Care Practice", and a poster on "Thunderstorm Asthma: Preparing Health Professionals to Prevent and Respond".

### GPCE Sydney 2018

We continued our regular presence at the General Practitioners Conference and Exhibition (GPCE) events. At the Sydney GPCE in May 2018, our asthma and respiratory educator Ms Judi Wicking presented at two one-hour Inhaler Master Classes.

## Asthma awards

We fund annual asthma awards to encourage research on asthma. The awards are presented at stakeholder organisations' annual/biennial scientific meetings or conferences.

### ASCIA Award

In 2018, we supported and presented the ASCIA Asthma and Respiratory Allergy award to Melbourne Allergy Specialist Professor Jo Douglass, for her research on dupilumab in daily asthma-related symptoms in patients with uncontrolled, moderate-to-severe asthma.



Professor Jo Douglass and Dr Elizabeth da Silva

### TSANZ award

At the Annual Scientific Meeting of the TSANZ in Adelaide in March 2018, Dr Stephanie Byrne received our Asthma and Allergy SIG award for her research on poor-inflammatory diet and its association with poorer lung function in current and remitted asthmatics.

### TSANZ fellowship

For the fifth year, we were very pleased to collaborate with the TSANZ to support the Asthma and Airways Career Development Fellowship. The \$60,000 Fellowship aims to enable mid-career investigators to establish themselves as independent, self-directed researchers and foster the development of research in respiratory medicine in Australia and New Zealand. The 2018 recipient was Dr Haylee Scott for her research on exercise, diet and obesity for asthma management.

This is a small but significant way for us to acknowledge the ongoing support of the many experts who provide advice and expertise to us in the development of our resources and educational programs for primary care health professionals and people with asthma.



Dr Haylee Scott and Dr Jonathan Burdon AM.

## International activities

### Bangladesh Lung Foundation conference

Our inaugural CEO Kristine Whorlow, AM played a significant role in establishing the Bangladesh Lung Foundation (BLF). She was invited to speak at Pulmocon 2017, BLF's biennial international medical conference in Dhaka in November 2017.

Kristine was the only presenter and attendant from Australia, and she presented on thunderstorm asthma. There was a lot of interest in this topic with some Bangladeshi doctors saying they had recognised something similar occurring at the start of the monsoon season and had been intending to complete further work on it. The chairman of this session, Dr Osman Yusuf (a well-known Pakistani allergist) also talked about a similar phenomenon in Pakistan.

We contributed USD \$1,000 towards BLF's Travel Awards to sponsor researchers with the best posters to travel to the Asia Pacific Society of Respiriology Conference. Kristine presented the following 2017 recipients with their awards:

- Dr Mustafijur Rahman for his poster titled "Effect of Hyponatremia in Hospitalized Acute Exacerbation of COPD Patients"
- Dr Md. Shahjada Tabrez for his poster titled "Effect of Addition of Inhaled Corticosteroid with Conventional Therapy in Stable Chronic Obstructive Pulmonary Disease with Higher Blood Eosinophil Count",
- Dr Samprity Islam for his poster titled "Association of Serum Vitamin D (25OHD) Level with Acute Exacerbation Of Chronic Obstructive Pulmonary Disease".

### International Primary Care Respiratory Group

The International Primary Care Respiratory Group (IPCRG) is a clinically-led charitable organisation with the prime mission of carrying out and promoting research into the care, treatment and prevention of respiratory diseases and tobacco dependence in the community. We are the Australian member organisation.

In May 2018, our CEO Ms Siobhan Brophy and Asthma and Respiratory Educator Ms Judi Wicking attended the 9th IPCRG world conference in Portugal. There were over 1,000 attendees from 48 countries, the theme of the conference was 'adding value in a resource-constrained world'. Ms Judi Wicking presented on "Asthma Best Practice: A National Asthma Education Program Changing Primary Health Care Practice and joined Ms Siobhan Brophy and Professor Amanda Barnard in the poster presentation on "Thunderstorm Asthma: Preparing Health Professionals to Prevent and Respond."



Professor Amanda Barnard, Ms Siobhan Brophy and Ms Judi Wicking at the IPCRG world conference.

# Our people



## Board

### Chairman

- **Dr Jonathan Burdon AM**  
*Respiratory Physician*  
Independent director

### Directors

- **Ms Julianne Badenoch**  
*Registered Nurse, Registered Midwife*  
Australian Primary Health Care Nurses Association representative
- **Professor Robert Heddle**  
*Pathologist and Physician*  
Australasian Society of Clinical Immunology and Allergy representative
- **Mr Stephen Hughes**  
*Community pharmacist*  
Pharmaceutical Society of Australia representative
- **Professor Bastian Seidel**  
*Clinical Professor and general practitioner*  
The Royal Australian College of General Practitioners representative
- **Dr Joanna Wriedt**  
*Lawyer*  
Independent Director

## Finance Committee

- Mr Stephen Hughes (Chair)
- Mr Peter Norman
- Mr Alasdair Norton
- Mr Robert Yeo



## Asthma Handbook Guidelines Committee

The *Australian Asthma Handbook* Guidelines Committee steers development of the Handbook.

- Prof. Amanda Barnard  
General Practitioner (Chair)
- Dr Ian Almond  
General Practitioner
- Ms Naomi Fenton  
Nurse Practitioner
- Dr Jenny Gowan  
Pharmacist
- Prof. Adam Jaffé  
Paediatric Respiratory Physician
- Prof. Helen Reddel  
Respiratory Physician
- Assoc. Prof. Janet Rimmer  
Respiratory Physician and Allergist
- Prof. Peter Wark  
Respiratory Physician

## General Practitioners' Asthma Group

The General Practitioners' Asthma Group works to coordinate the expertise, enthusiasm and skills of general practitioners who have a special interest in the management of asthma.

The group activity was on hold in 2017 and 2018 as we developed our new strategic direction, although individual members continued to be involved in specific NAC activities. We are reinvigorating the group in late 2018.

- Dr Kerry Hancock (Chair)
- Prof. Amanda Barnard
- Dr David Batt
- Assoc. Prof. Ian Charlton
- Assoc. Prof. H. John Fardy
- Dr Victoria Smith
- Assoc. Prof. Noela Whitby AM
- Dr Russell Wiseman

## Pharmacists' Asthma Group

The Pharmacists' Asthma Group works to coordinate the expertise, enthusiasm and skills of community and hospital pharmacists who have a special interest in the management of asthma.

The group activity was on hold in 2017 and 2018 as we developed our new strategic direction, although individual members continued to be involved in specific NAC activities. We are reinvigorating the group in late 2018.

- Mr Marcus Weidinger (Chair)
- Prof. Carol Armour
- Mr Kingsley Coulthard
- Mr Mark Feldschuh
- Mr Peter Holder
- Mr Stephen Hughes
- Ms Karalyn Huxhagen
- Mr Grant Kardachi
- Ms Jan Ridd (ex-officio)
- Dr Bandana Saini
- Mr Kevin De Vries (ex-officio)

## Sensitive Choice Product Advisory Panel

The Sensitive Choice Product Advisory Panel considers products and services for acceptance into the Sensitive Choice program.

The Panel consists of the following experts:

- Engineer (Chair)
- Respiratory Physician
- Allergist
- General Practitioner
- Pharmacist
- Environmental Chemist

## Staff

- Ms Siobhan Brophy, Chief Executive Officer
- Ms Natalie Bourne, Project Coordinator
- Ms Rhonda Cleveland, Operations Manager
- Ms Claire East, Digital Communications and Marketing Officer
- Ms Madeline Leonard, Project Officer
- Ms Jennifer Norbury, Health Promotion and Evaluation Officer
- Ms Rebecca Percoco, Administration Officer Sensitive Choice
- Ms Julia Ren-Daumas, Communications Manager
- Ms Adele Taylor, Sensitive Choice Program Manager
- Ms Michaela Walsh, Executive Assistant to the CEO
- Ms Judi Wicking, Program Manager

# Acknowledgements



The NAC is able to carry out our important work thanks to the generosity of our sponsors and supporters. The Australian Government Department of Health continues to provide invaluable backing for our Asthma and Respiratory Education Program.

We thank the Department for their ongoing support of the NAC and asthma management more widely.

We are pleased to acknowledge the support of the Victorian Government DHHS for our work in thunderstorm asthma.

Our sponsors from the pharmaceutical and spirometry industry are important allies in spreading the best-practice respiratory management message. We were able to develop many of our latest resources as a result of unrestricted educational grants from these companies and we look forward to their continued support.

We are also grateful to our many Sensitive Choice Partners who continue to raise awareness of asthma in the community and support our important educational activities.

Finally, we extend our thanks to the many tireless health professionals who help us in all facets of our work. You truly are the cornerstone of the NAC.

## National Asthma Council Supporters

### Government



### Corporate Sponsors



### In-kind Supporters

Allens > < Linklaters



## Sensitive Choice Partners





### Thunderstorm Asthma Training Package for Health Professionals



**810**

attendees at face-to-face training sessions Victoria-wide

**5,450**

health professionals received hard copy thunderstorm asthma resources

**804**

health professionals completed online training resources

### Asthma and Respiratory Workshops for Health Professionals 2013-17

**4**

years running

**7**

workshop types

**460**

workshops delivered nationally, including urban, rural and remote areas

**8,014**

workshop participants



#### Print resources

**7,460**

Asthma Action Plans sent nationally



**3,891**

My Asthma Guide handbooks delivered to community

#### Online resources

**75,407**

Visits to our Asthma Action Plan webpage



**214,862**

Visits to our health professional resources

#### Sensitive Choice



**58**

Program Partners

**200+**

Sensitive Choice approved products

International reach in **9** countries

#### Australian Asthma Handbook



**194,000**

Health professionals accessed the national guidelines online

**25%**

more visitors than 2016

#### What's planned for 2018?

- National Asthma Strategy launch
- Australian Asthma Handbook version 2.0
- Development of new asthma resources for health professionals and their patients

#### Social media

**16,234**

subscribers, including social media and e-newsletters.

#### Notable media coverage

##### Analysis of 2016 asthma mortality statistics

- 23 articles online
- 24 radio news segments







[www.nationalasthma.org.au](http://www.nationalasthma.org.au)