



**National
Asthma
Council**
AUSTRALIA



The leading authority for asthma knowledge

Annual Report 2021

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Contact

National Asthma Council Australia
ABN 61 058 044 634

Suite 104, Level 1
153-161 Park Street
South Melbourne, Victoria 3205 Australia

Phone (03) 9929 4333 | Fax (03) 9929 4300
Email nac@nationalasthma.org.au
Web nationalasthma.org.au

About Us

We are the national authority for asthma knowledge, setting the standard for asthma care.

The National Asthma Council Australia exists to build capabilities for people to breathe well. We set and disseminate the standards of care through our evidence-based asthma guidelines, practice resources and education program.

Through our Sensitive Choice program, we provide the public with information about asthma and allergy management and empower consumers to identify asthma and allergy-aware products and services.

Our organisation 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

Chair's message

For many of us the last year has been a time of challenges and change. Here at the National Asthma Council Australia (NAC) we have remained steadfastly focused on supporting our health professionals across Australia to deliver the best possible asthma management for people and families living with asthma. Although there is currently no cure for asthma, there are clearly defined interventions that can reduce its impact on individuals and the community. The NAC is the national authority for asthma knowledge and we set the standards for asthma care, including writing the treatment guidelines for asthma in primary care. We launched our most recent Australian Asthma Handbook (AAH) in September 2020 and it is readily accessible on the NAC website.

Another important role for the NAC is providing education and training for health professionals in diagnosis and management of asthma. Since 2002, we have been fortunate to have funding support from the Australian Government Department of Health, which has enabled us to conduct free workshops (both face-to-face and online). These workshops are for the whole primary care team, including GPs, primary healthcare nurses, community pharmacists, asthma and respiratory educators, and Aboriginal and Torres Strait Islander health workers and practitioners. This highly effective education and training reflects the most recent AAH guidelines and means thousands of health professionals have participated in the training over the years.

The NAC Board is proud of the work that the small team at the NAC has successfully delivered during the year, which has been in line with our 2020-2022 strategic plan. I am particularly grateful for the ongoing active contribution of our directors who have provided strategic oversight, guidance and direction. Their support has been invaluable to me as Chair, and I thank them for contributing their knowledge, expertise and experience so willingly to the work of the Board. As a result, we have strong governance and financial systems and we are in a stable financial position and have adequate levels of reserves for the future.

Our organisation has been ably led by Ms Rhonda Cleveland as the Acting CEO and the Board is grateful for her taking on this leadership role whilst we undertook the recruitment process for our next CEO. We were delighted to welcome Mr Bill Petch to the role of CEO at the end of August and the Board looks forward to working constructively with him in the years ahead.

I'd also like to acknowledge the dedication and voluntary contribution of many of Australia's leading asthma, respiratory and primary care experts in assisting with our work. They provide valuable expertise to our Committees and Advisory Panels, which in turn helps to ensure Australia remains at the forefront of contemporary asthma management and care.

Finally, we have experienced some staffing changes over the year, yet our team has adapted to these changes in personnel as well as working from home for much of the time. I thank them for their efforts and commitment to the work of the NAC. The Board is looking to the future and is confident in the organisation's ability continue to reduce the health, social and economic impacts of asthma in Australia.



Dr Joanna Wriedt





CEO's message

The National Asthma Council Australia's (NAC) purpose is to improve Australia's capabilities in helping people and children with asthma to breathe well. Our work is guided and assisted by a hard-working group of experts who volunteer their time to ensure that the Australian Asthma Handbook provides relevant, accurate and up to date guidelines and advice for health professionals. The most recent Australian Asthma Handbook (AAH) was launched in September 2020. It is available on the NAC website and can be readily revised whenever significant new evidence on better treatment and management of asthma becomes available.

During the last 12 months of disruption from COVID-19 across Australia and beyond, the NAC continued to provide important sector leadership by ensuring that the health professional community had access to high standard resources including information papers, medication and treatment charts and videos that demonstrated how to use asthma medication devices correctly. Also, much of our education and training activities

needed to quickly transition from face-to-face workshops delivered across Australia, to online engagement with staff and educators working from home.

The NAC is fortunate to have a very skilled Board who continued to support the organisation during this challenging and tumultuous time. As the Acting CEO I am particularly grateful for their guidance, advice and their ongoing focus on maintaining sound governance and strong financial oversight. I would also acknowledge our Chair, Dr Joanna Wriedt, who provided valuable expertise and time as she was always available to support and assist me when I needed it most.

Our risk management framework and organisational procedures also served us well as staff embraced the challenge of working remotely for many months at a time. Despite several staffing changes, I am proud of what our team was able to achieve throughout the year. I thank all our staff members for their flexibility, grace and determination to get the job done. You have been amazing.

Finally, I must reiterate that the success of the NAC is the direct result of the many individual primary care experts, health professionals and asthma and respiratory specialists who are passionate about evidence-driven, best-practice treatments and management of asthma. The NAC is deeply grateful for their ongoing involvement with our work. Together we help people and children with asthma to breathe well.

My time as Acting CEO came to an end on 30 August 2021, and I would like to congratulate Mr Bill Petch on his appointment as CEO. It has been rewarding to lead the NAC during this time of transition and uncertainty in the face of the pandemic. I look forward to working with the Board, our CEO, staff and our many stakeholders as we focus on our opportunity to thrive in a post-COVID world and ensure the future success of the NAC.

A handwritten signature in white ink on a dark blue background.

Rhonda Cleveland

Australian Asthma Handbook (AAH)

Version 2.1

The Handbook continues to set the standard for evidence-based, practical advice for asthma management in primary care and V2.1 of the Handbook presented a significant update on asthma management for adults and adolescents in Australia.

Lead by a multidisciplinary team of leading health professionals dedicated to asthma, including primary care clinicians and respiratory specialists, V2.1 included a comprehensive review of evidence from recent clinical trials, consideration of the Australian health system context and deliberation on how recommendations would be implemented in primary care. The new recommendations were supported by strong evidence from four randomised controlled trials totalling almost 10,000 adults and adolescents.

The Guidelines Committee had oversight of the revision and after an extensive review of the most recent published research, a draft version was then shared with key stakeholders. This included peak medical bodies, including relevant colleges and associations of health professions and other asthma-related organisations. The feedback provided during the consultation process was then reviewed by the Guidelines Committee before content was finalised.

Version 2.1 Launch

Over 750 health professionals attended the evening webinar launch of the *Handbook* which took place on 1 September 2020. The Guidelines Committee Chair gave a brief overview of the changes before inviting Committee members to present and contribute to a live Q&A throughout the hour-long session. The audience was very engaged throughout the event and a complete Q&A document from the event was circulated to registrants following the event with 79% of recipients opening and downloading the document. This is a great result compared to the industry average of 19.7%.

In addition, the NAC partnered with NPS MedicineWise on a subsequent webinar to further discuss the changes



in the guidelines. This was also very well attended with 970 people participating in the event on 29 September 2020.

The launch of the Handbook Version 2.1 also generated strong interest from medical media, with interviews with Professor Amanda Barnard resulting in articles in publications including *The Medical Republic*, *Australian Doctor*, *newsGP*, *Retail Pharmacy*, *The Australian Journal of Pharmacy*, *Australian Pharmacist* and the *Limbic's* e-newsletter.

In the lead up to National Asthma Week, a media release was also sent out to consumer media about the Handbook updates and National Asthma Week. An interview with Dr Lyn Roberts resulted in a news grab played on 140 stations across the Nine Radio network nationally including those in major metropolitan areas 3AW (Melb), 2UE (Syd), 4BC (Bris), 2CC (Canberra) as well as numerous regional stations on 1 September 2020.

AAH Guidelines Committee Membership

There have been some changes to the Guidelines Committee membership during the last year.

[Professor Amanda Barnard](#) stepped down as Chair of the Committee. Amanda was the inaugural Chair and founding member of the Guidelines Committee and she was instrumental in making the AAH the world class, practical living guidelines it is today. The NAC is indebted to Amanda for the outstanding leadership, commitment and contribution she made to the development of our guidelines.

[Professor Nick Zwar](#) has replaced her as Chair and he is the Executive Dean of the Faculty of Health Sciences and Medicine

at Bond University and adjunct Professor of General Practice in the School of Population Health at UNSW. Nick has a national and international reputation in health services research on prevention and management of chronic illness, with a focus on respiratory and cardiovascular diseases. Having contributed to the AAH previously, we are delighted that he has taken up this important role and we look forward to working with him on the next AAH version.

[Associate Professor Janet Rimmer](#) (allergist and respiratory physician) and [Professor Adam Jaffe](#) (paediatric respiratory physician), also stepped down as Committee members at the end of 2020. Once again, we are very grateful for their contribution to the AAH and their support of the work of the NAC.

New members include [Dr Gregory Katsoulotos](#) and [Dr Louisa Owens](#). [Dr Katsoulotos](#) is a Consultant Physician in Respiratory Medicine, Allergy & Sleep Disorders and a Senior Lecturer with the St George & Sutherland Clinical School at UNSW. Greg is passionate about making spirometry testing more available in general practice. [Dr Louisa Owens](#) is a Paediatric Respiratory Specialist and Consultant at Sydney Children's Hospital and a Conjoint Lecturer with the School of Women and Children's Health at UNSW. She is known to the Committee and NAC project team, having contributed to the AAH version 2.0 paediatric section update as well as acting as [Professor Jaffe's proxy](#) at Committee meetings throughout AAH version 2.1. The other long standing members of the Guidelines Committee, [Professor Peter Wark](#), [Professor Helen Reddel](#), [Dr Ian Almond](#), [Dr Jenny Gowan](#) and [Ms Naomi Fenton](#), have continued to provide their invaluable expertise.

Setting the standard

Health professional resources

The National Asthma Council Australia's health professional resources provide primary care professionals with the tools they need to deliver best-practice asthma care.

Visit nationalasthma.org.au

Work-related asthma joint position paper and primary care resource

With ongoing concern about work-related asthma, a joint position paper between the National Asthma Council Australia (NAC) and the Thoracic Society of Australia and New Zealand (TSANZ) was published in the *Respirology* journal in October 2020. Authors of the special interest paper included past NAC Chair and respiratory physician Dr Jonathan Burdon AM and respiratory sleep physician Dr Ryan Hoy. The NAC also published a summary paper on work-related asthma for the primary health care audience within the same week.

Update of thunderstorm asthma for pharmacists flowchart

The Victorian Department of Health (DH) approached the NAC to create an updated "Thunderstorm Asthma for Pharmacists" resource in early October 2020. Dr Jenny Gowan from the NAC Guidelines Committee worked with the NAC team to ensure it also reflected the relevant updates from V2.1 of the Australian Asthma Handbook. The online version of the flowchart has now been promoted through various channels by the NAC and the Department of Health.

Monoclonal antibody therapy for severe asthma information paper

An expert working group was convened in October 2020 to oversee content update, which included newly updated PBS information and the addition of one new therapy. The updated information paper was published in November 2020.

How-to videos

The National Asthma Council Australia's "how-to" video library is a comprehensive collection of asthma, COPD and allergy medication device technique videos, demonstrating the correct technique for using each device and have been viewed over 835,000 times. Updated on a regular basis, we are grateful to our network of health professionals who help us to create and film these videos. The NAC library now includes six new device videos, including three demonstrating how-to self-administer injectable therapies.

Medications and treatment charts

The Asthma and COPD medications chart was updated at the end of 2020 and our popular Allergic Rhinitis Treatments chart was updated in early 2021. Both are in constant high demand from our primary health network.

My Asthma Guide

The popular My Asthma Guide provides practical strategies to help people with asthma and their families and is a well-used resource. Content is regularly updated to remain consistent with the current Australian Asthma Handbook guidelines and our latest addition was released in February 2021 in time for our annual Back to School push. This featured AFLW West Coast Eagles player, Kate Orme and urged parents to check that children with asthma have a healthy and safe start to the school year and avoid the February "back-to-school asthma spike".

Allergic rhinitis treatments

CORTICOSTEROID	ANTIHISTAMINE/CORTICOSTEROID	SALINE
<p>Flixonase fluticasone propionate 50mcg</p> <p>Avamys* fluticasone furoate 27.5mcg</p> <p>Omnaris* ciclesonide 50mcg</p>	<p>Ryaltris* olopatadine/mometasone 600mcg/25mcg</p> <p>Dymista* azelastine/fluticasone propionate 125mcg/50mcg</p>	<p>FESS Saline Spray (nasal spray) Sodium chloride 9mg/mL</p>
<p>Beconase beclometasone 50mcg</p> <p>Rhinocort Hayfever - Rhinocort* budesonide¹ 32mcg - 64mcg</p> <p>Nasonex Allergy - Nasonex* mometasone¹ 50mcg</p> <p><i>*generic brands also available</i></p>	<p>Azepe azelastine 125mcg</p>	<p>Zyrtec levocabastine[§] 0.5mg/mL</p> <p><i>Multiple brands available</i></p>
<p>MORE RESOURCES</p> <p>National Asthma Council Australia ‘How-to’ videos for nasal spray technique Clinical recommendations for asthma & allergies Patient advice, factsheets and brochures nationalasthma.org.au</p> <p>This chart shows the main intranasal treatment options available in Australia. CheckTGA-approved product information for indications and precautions. Developed independently by the National Asthma Council Australia with support from Seqirus Australia and Care Pharmaceuticals.</p> <p>© National Asthma Council Australia 2021</p>	<p>ANTIHISTAMINE</p> <p>Livostin levocabastine 0.5mg/mL</p>	<p>ANTICHOLINERGIC</p> <p>Atrovent Nasal - Atrovent Nasal Forte ipratropium 22mcg - 44mcg</p>
<p>HOW-TO VIDEOS</p>	<p>DECONGESTANT</p> <p>Decongestant xylometazoline</p> <p>Decongestant oxymetazoline</p> <p><i>Multiple brands available</i></p> <p>Spray Tish tramazoline 82mcg</p> <p>Otrivin Plus xylometazoline - ipratropium 0.5mg/mL - 0.6mg/mL</p> <p><i>Short-term use only</i></p>	

*Available by prescription only. PBS subsidisation is not available on most nasal sprays. RPBS subsidisation is available for selected nasal sprays - check current criteria.

Asthma & COPD medications

sABA Relievers	Ics PREVENTers	Ics/IABA COMBINATIONS	IAMA Medications
<p>Ventolin Inhaler †[^] salbutamol 100mcg</p> <p>Asmol Inhaler †[^] salbutamol 100mcg</p>	<p>Flixotide Inhaler † fluticasone propionate 50mcg* • 125mcg • 250mcg *Flixotide Junior</p> <p>Flixotide Cipla Inhaler † fluticasone propionate 125mcg • 250mcg</p>	<p>Seretide MDI ^a fluticasone propionate/salmeterol 50/25 • 125/25 • 250/25 ^c</p> <p>Fluticasone + Salmeterol Cipla Inhaler ^a fluticasone propionate/salmeterol 125/25 • 250/25 ^c</p>	<p>Spiriva Respimat # †/β tiotropium 2.5mcg</p> <p>Spiriva Handihaler # tiotropium 18mcg</p>
<p>Bricanyl Turbuhaler ^a ^c terbutaline 500mcg</p> <p>Airomir Autohaler † # salbutamol 100mcg</p>	<p>Flixotide Accuhaler † fluticasone propionate 100mcg* • 250mcg • 500mcg</p> <p>qVAR Inhaler † beclometasone 50mcg • 100mcg</p>	<p>Seretide Accuhaler ^a fluticasone propionate/salmeterol 100/50 • 250/50 • 500/50 ^c</p> <p>Flutiform Inhaler ^a fluticasone propionate/formoterol 50/5 • 125/5 • 250/10</p>	<p>Braltus Zonda # tiotropium 13mcg</p> <p>Bretaris Genuair # acridinium 322mcg</p>
<p>ResouRces</p> <p>TREATMENT GUIDELINES Australian Asthma Handbook: astmahandbook.org.au</p> <p>COPD-X Plan: copd.org.au</p>	<p>SAMA Medication</p> <p>Atrovent Metered Aerosol †[^] ipratropium 21mcg</p> <p>Pulmicort Turbuhaler † budesonide 100mcg • 200mcg • 400mcg</p>	<p>Symbicort Turbuhaler ^a budesonide/formoterol 100/6 • 200/6 • 400/12 ^c</p> <p>DuoResp Spiromax ^a budesonide/formoterol 200/6 • 400/12 ^c</p>	<p>Seebri Breezhaler # glycopyrronium 50mcg</p> <p>Incruse Ellipta # umeclidinium 62.5mcg</p>
<p>INHALER TECHNIQUE How-to videos, patient and practitioner information nationalasthma.org.au</p> <p>Inhalers/MDIs should be used with a compatible spacer</p>	<p>NoN steRoidAI PREVENTer</p> <p>Montelukast Tablet ^a montelukast 4mg • 5mg • 10mg Generic medicine suppliers</p> <p>Alvesco Inhaler † ciclesonide 80mcg • 160mcg</p>	<p>Symbicort Rapihaler ^a budesonide/formoterol 50/3 • 100/3 • 200/6 ^c</p> <p>Breo Ellipta ^a fluticasone furoate/vilanterol 100/25 • 200/25</p>	<p>IAMA/IABA COMBINATIONS</p> <p>Spiolto Respimat ^c umeclidinium/olodaterol 2.5/2.5</p> <p>Brimica Genuair ^c umeclidinium/formoterol 340/12</p>
<p>How-to Videos</p>	<p>IABA Medications</p> <p>Oxis Turbuhaler † formoterol 6mcg • 12mcg</p> <p>Serevent Accuhaler † salmeterol 50mcg</p> <p>Onbrez Breezhaler # indacaterol 150mcg • 300mcg</p>	<p>Fostair Inhaler ^a beclometasone/formoterol 100/6 all units in mcg</p> <p>Ultibro Breezhaler ^c indacaterol/glycopyrronium 110/50 all units in mcg</p>	<p>Ics/IAMA/IABA</p> <p>Anoro Ellipta ^c umeclidinium/vilanterol 62.5/25</p> <p>Trelegy Ellipta ^c fluticasone furoate/umeclidinium/vilanterol 100/62.5/25mcg</p>

Setting the standard

Asthma Right Care

The National Asthma Council Australia was chosen to implement a program called “Asthma Right Care” (ARC) in Australia. ARC is a global social movement to create a desire for change in the management of asthma, devised by the International Primary Care Respiratory Group (IPCRG). ARC was launched in the United Kingdom in 2017 and has expanded to other countries including Spain, Portugal and Canada.

Visit nationalasthma.org.au

The first priority for ARC in Australia was a focus on the over-reliance on symptom relief with SABAs in line with international and national asthma guidelines – including the Australian Asthma Handbook V2.1 update in September 2020.

Putting pharmacists at the heart of this initiative, the goal is to train over 250 pharmacists using a ‘cascade approach’.

Tier 1 of the project involved developing a faculty with knowledge and teaching skills to deliver effective workshops that are relevant to the local situation and can be embedded in community pharmacists’ practice and pathways.

Tier 2 of the project involved NAC training a network of national teachers through ‘Teach the Teacher’ workshops and was delivered in November 2020, with 15 registered pharmacists from across the country participating in a virtual training session. The evaluation of this training workshop was extremely positive.

Tier 3 of the project was then implemented, with the content of the ARC presentation *Rethinking Asthma Management in Pharmacy* finalised and CPD accredited for pharmacists. The Tier 3 briefing for the national group of ARC pharmacist presenters was held in March 2021. This was followed by the first presentation successfully delivered as a webinar in collaboration with The Australasian College of Pharmacy to a total of 46 attendees.

The project goal for 2021 was the training of a greater diversity of pharmacists across the country with the aim of 250+ pharmacists. While COVID-19 restrictions have impacted the national roll-out of this program, the initial evaluation is complete. The ARC team is now exploring further opportunities to deliver the webinars to a broader audience in 2022.



Pharmacy Asthma Trial

Asthma affects approximately 10 per cent of the Australian population and when assessed, half of these people have poorly controlled asthma. Now Australians living with asthma and other chronic respiratory conditions will soon get more coordinated, effective care from their local pharmacist thanks to a new specialist taskforce.

The Pharmacy Trial Program – Asthma and Rhinitis Control (PTP-ARC) study, also known as the ‘*Getting asthma under control using the skills of the community pharmacist*’ trial, addresses the need to improve clinical outcomes for the Australian population at risk of uncontrolled asthma.

The taskforce, chaired by Woolcock Institute of Medical Research, will ensure community pharmacists are better supported to educate people about respiratory conditions, support correct medication use and identify those high risk patients who need additional medical care. Part of the Pharmacy Trial Program (PTP), the initiative was funded by the Australian Government under the Sixth Community Pharmacy Agreement

to trial new approaches for pharmacy services.

The National Asthma Council Australia is proud to be one of eight organisations involved in the project. The NAC also provided secretariat services to the Expert Advisory Group. The trial took place in pharmacies across New South Wales, Western Australia and Tasmania. It commenced in July 2018 and was completed in February 2020 with the final report submitted in March 2021. For further details on the trial go to:

<https://www.nationalasthma.org.au/health-professionals/ptp-arc>

Dr Simon Craig, the 2020 Asthma and Airways Career Development Fellowship recipient, is working to establish a set of global standards for the way outcomes are measured in clinical trials involving children with acute severe asthma. It is an ongoing project through the Paediatric Research in Emergency Departments International Collaborative (PREDICT) Network and its counterparts around the world.

Dr Craig’s work in medical education and research draws on his background as an emergency physician and his

research seeks to build a foundation for developing knowledge in acute paediatric asthma care. The National Asthma Council offers the Asthma and Airways Career Development Fellowship in partnership with the Thoracic Society of Australia and New Zealand.



Asthma and Respiratory Education Program

Asthma Best Practice for Professionals (ABP) is the National Asthma Council Australia's asthma and respiratory education program.

Funded by the Australian Government Department of Health, 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.

Visit nationalasthma.org.au

Asthma Best Practice

The NAC continued to deliver the Asthma Best Practice for Professionals Program via a wide range of workshops and webinars, providing direct education to primary healthcare professionals, including Aboriginal and Torres Strait Islander People(s), on managing asthma and linked respiratory conditions.

With a patient-centred approach that is multidisciplinary and inclusive, the ABP program promotes upskilling and capacity building and takes into consideration practicality, cost-effectiveness and sustainability.

Adapting to COVID-19 restrictions, we were able to quickly modify the program from face-to-face workshop delivery to online webinars to continue to meet the ongoing demand for health professional education across Australia.

During 2020-21, over 2000 health professionals participated in 68 workshops/webinars tailored to specific disciplines. Training programs were delivered in rural, remote and urban areas and include training for GPs, primary healthcare nurses, community pharmacists, asthma and respiratory educators and Aboriginal health workers and practitioners.

Recent independent evaluation for 2018-2020 conducted by HealthConsult concluded that the ABP program is highly valued by participants, rated as high quality and resulted in knowledge and skill gains that were retained by the majority of attendees six months post attendance.

Webinar series

The webinar sessions were a popular method of delivering training and support to healthcare professionals in urban, rural and remote settings. They covered five essential areas: an update on asthma management in 2020, medications and devices, asthma and allergies, paediatric and adult asthma. The one-hour sessions were recognised by the Royal Australian College of General Practitioners (RACGP) and the Australian College of Rural and Remote Medicine (ACRRM) as CPD activities.

Uptake was strong with over [1000 health care professionals](#) from urban, rural and remote locations attending one of the [18 webinars](#).

Asthma Webinar Series	Completed
Adult Asthma Management - What's New?	6
Little Lungs - A Paediatric Asthma Update	5
Take a Breath - Asthma/COPD Medications and Devices	2
Asthma & COPD - They Do Overlap	4
Asthma in Spring - Allergies & Thunderstorms	1
Total:	18





Setting the standard

Sensitive Choice®

Sensitive Choice® helps people live better with asthma and allergies. The National Asthma Council Australia created the program to identify products and services that are asthma and allergy-aware, through the trusted Blue Butterfly. Products and services that carry this symbol have been reviewed and approved by an expert panel that determines their potential benefit to people with asthma or allergies.

Visit sensitivechoice.com



Sensitive Choice® makes a difference in the lives of millions of people with asthma and allergies by helping them to identify products and services that are asthma and allergy aware through the trusted Blue Butterfly symbol.

Since the program was created by the National Asthma Council Australia in 2006 it has helped to better educate people on how to manage their asthma and allergies and empower them to identify asthma and allergy-aware and eco-friendly products and services for themselves and their families.

The Sensitive Choice® Blue Butterfly is now found on hundreds of products around the world – from bedding to building products, cleaning agents to carpets, air purifiers to vacuum cleaners and even paint.

In the past twelve months the Sensitive Choice® program continued to grow, further expanding its reach through the addition of new partners and products. The program added 28 new products to its range of approved products and services as well as six new partner brands.

In addition to helping to educating people about the importance of managing their asthma, Sensitive Choice® also plays an important role in encouraging manufacturers and suppliers to produce products and services that are asthma and allergy friendly.

Funds raised by the Sensitive Choice® program also contribute to research and education led by the National Asthma Council to reduce the health, social and economic impacts of asthma and allergies both in Australia and overseas.

Importance of the role of PAP

The Product Advisory Panel (PAP) continued to play a key role in the Sensitive Choice® program. The PAP includes experts with a variety of skills and experience across allergies, law, GP, clinical immunology, epidemiology, environmental chemistry and respiratory health.

Panel members added their expert and independent advice to the rigorous assessment of every product that carries the Sensitive Choice® Blue Butterfly logo. Each member volunteers their time and expertise to review evidence to determine that a product or service is not harmful and demonstrates a potential benefit for people with asthma or allergies.

Consumer education

Despite the challenges caused by COVID-19 and lockdowns, we were able to further develop our consumer education programs. This included a new video filmed in early 2021 with partner brand Delonghi, featuring their Tasciugo AriaDry Pure DDSX220WF 2 in 1 Air Purifier and Dehumidifier. Our social media channels provided regular information for followers about topics ranging from tips on carpet cleaning, exercise for people with asthma and practical ways to create a healthy home to help your family breathe cleaner, fresher air and potentially reduce allergic reactions or allergy-related asthma attacks.

Key digital statistics + media mentions

Sensitive Choice® also conducted several engaging digital campaigns during the year involving partners including FESS, Panasonic and Philips. Each campaign enjoyed a high engagement rates reaching thousands of people looking for key information and generated above average likes and shares across social media platforms.

Sensitive Choice® also secured significant media coverage this year with stories timed for key asthma and allergy seasons. This included tips to stop mould creeping into your home after heavy rains that resulted in extensive coverage in print, online and radio. Sensitive Choice® was also part of a media release on the results of the FESS Better Breathing survey about Australian attitudes towards better breathing that generated a high level of media interest.

Key metrics



6 new partners joined the program



28 new products were approved



107,975 website visitors



391,503 website pageviews



17,500 social media followers



6,405 email subscribers

Governance

Board directors



Dr Joanna Wriedt
Lawyer, Independent Director, Chair of the Board of Directors



Ms Julianne Badenoch
Registered Nurse, Registered Midwife, Australian Primary Health Care Nurses Association Nominee Director



Prof. Amanda Barnard
General Practitioner, Royal Australian College of General Practitioners Nominee Director



Dr Sara Barnes
Clinical Immunologist and Allergy Specialist, Australasian Society of Clinical Immunology and Allergy Nominee Director



Mr Robert Farrier
Pharmacist, Pharmaceutical Society of Australia Nominee Director



Dr Stephen Hughes
Community Pharmacist, Pharmaceutical Society of Australia Nominee Director, Independent Director



Prof. Peter Wark
Adult Respiratory Physician, Independent Director

Board Sub-Committees

We would like to acknowledge the work of our two Board sub-committees.

The Finance Committee, which oversees NAC's financial management and advises the Board, and the Governance Committee, which ensures the NAC's governance aligns with contemporary best practice.

Finance Committee

- Mr Robert Farrier (Chair)
- Dr Stephen Hughes
- Mr Peter Norman
- Mr Robert Yeo

Governance Committee

- Dr Joanna Wriedt (Chair)
- Ms Julianne Badenoch
- Ms Rhonda Cleveland
- Ms Michaela Walsh (to Jan 2021)

Committees and Advisory Bodies

Australian Asthma Handbook Guidelines Committee

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

- Professor Nick Zwar
General Practitioner (Chair)
- Dr Ian Almond
General Practitioner
- Ms Naomi Fenton
Nurse Practitioner
- Dr Jenny Gowan
Pharmacist
- Dr Louisa Owens
Paediatric Respiratory Physician
- Professor Helen Reddel
Respiratory Physician
- Dr Gregory Katsoulotos
Respiratory Physician and Allergist
- Professor Peter Wark
Respiratory Physician

General Practitioners Asthma Advisory Group

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

- Professor Amanda Barnard
- Dr David Batt
- Dr Ian Charlton
- Dr Joel Ten
- Dr Sanjiva Wijesinha
- Dr Russell Wiseman

Nurses Asthma Advisory Group

The Nurses Asthma Advisory Group (NAAG) works to coordinate the expertise, enthusiasm and skills of practice nurses who have a special interest in the management of asthma.

- Ms Charlotte Allen
- Ms Julianne Badenoch
- Ms Lisa Collison
- Ms Pauline Hughes
- Ms Elisabeth Leahy
- Ms Roslyn Scholz
- Ms Veronica Stevenson
- Ms Katherine Wheatley
- Ms Narelle Williamson

Pharmacists Asthma Advisory Group

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

- Prof. Carol Armour
- Ms Helen Bowden
- Mr Kevin De Vries
- Mr Robert (Rob) Farrier
- Mr Mark Feldschuch
- Ms Katie Hayes
- Dr Stephen Hughes
- Ms Karalyn Huxhagen
- Ms Jiamin Liao
- Mr Joshua Perry
- Ms Toni Riley
- Assoc. Prof. Bandana Saini
- Dr Kim Watkins

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:

- Allergist
- Chemist
- Engineer
- General Practitioner
- Pharmacist
- Respiratory Physician

Stakeholders

Our work is informed by the contributions from a tireless network of health professionals, whose expertise helps the National Asthma Council Australia continue setting the standard for asthma care. Thank you to all who contributed to our important work this year.

National Asthma Council Australia Supporters



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Sensitive Choice® partners

AH Bear	Colgate Palmolive	Graphenstone	Plush-Think Sofas
Acco Brands	CP Group	Homedics	PPG Industries Australia
Air Clean Products	CSR	Hydrokleen	Robert Bosch Australia
Asko Appliances	Daikin	InovaAir	Samsung Electronics
Ausclimate	De'Longhi	Jaspa Herington	Sebo Australia
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