



asthma.org.uk



Accessible Asthma Information

Claire Randolph 14 November 2007

Asthma is widespread,
serious and controllable



There is a person
with asthma in 1
in every 5
households

90% of deaths
from asthma
are
preventable

An estimated 75% of
hospital admissions
are avoidable

Asthma - the cost



Asthma costs the NHS around £889 million per year



~~Working~~ days

Over 12.7 million working days are lost to asthma each year

Caring for people who experience an asthma attack costs 3.5 times more than for those whose asthma is well controlled

Hospitalisation among children and adults



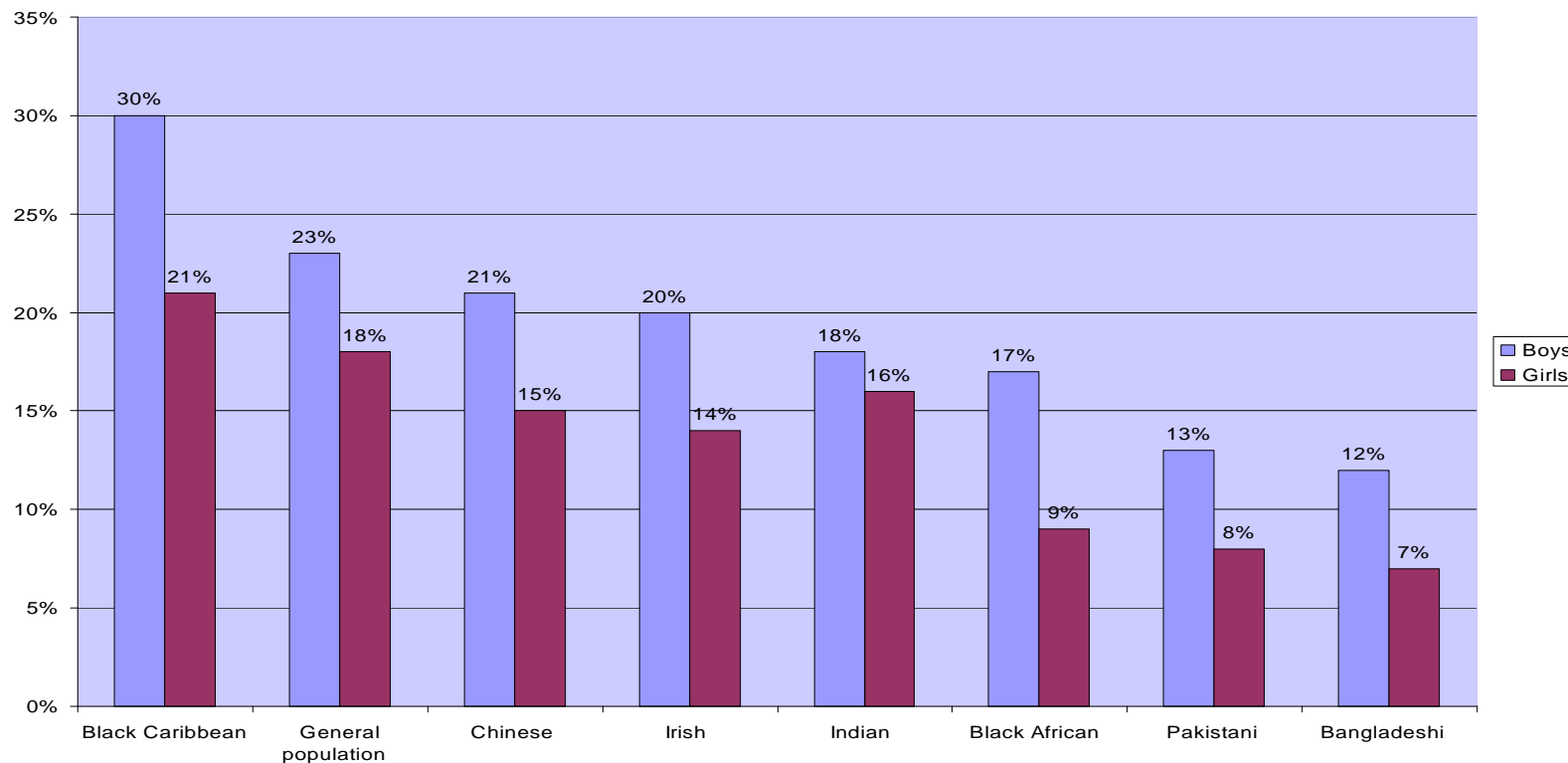
Compared to the white population,

South Asians are three times more likely and black people are two times more likely to have an emergency hospital admission for their asthma

Asthma in Boys and Girls (0-15)



Black Caribbean boys and girls were more likely than boys and girls in the general population to have had asthma diagnosed by a doctor



Asthma UK's Vision : 'Control over asthma today, freedom from asthma tomorrow.'



- Is the only national charity in the UK dedicated to improving the health and well-being of people with asthma
- Brings together the views of people with asthma and professional experts to address the key concerns over asthma
- Is the source of independent advice and information on asthma for everyone
- Funds nearly £3m of asthma research each year
- Is funded by voluntary donations

Increasing diversity within Asthma UK



- Diversity of Speak up for Asthma speakers and hosts
- Increased network of BME and other orgs
- Asthma information in 25 community languages
- Asthma information in other formats

Asthma Information in 25 languages

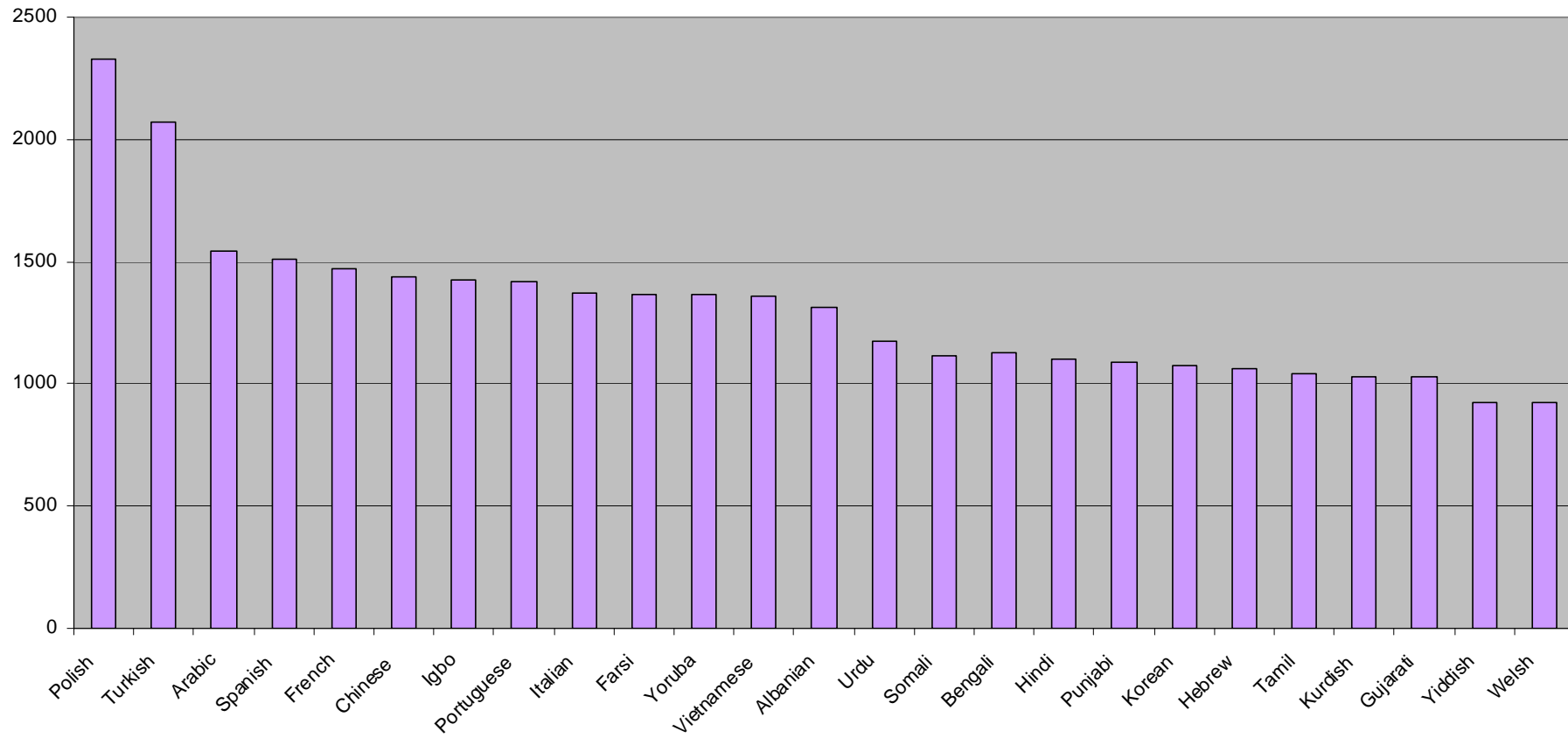


- Launched in Nov 2004 with 16 languages: Arabic, Bengali, Chinese, French, Gujarati, Hindi, Italian, Kurdish, Polish, Portuguese, Punjabi, Somali, Spanish, Turkish, Urdu, Welsh
- Tamil added Mar 2005
- Korean added July 2005
- Hebrew, Igbo, Vietnamese, Yiddish, Yoruba added Nov 2005
- Albanian, Farsi added July 2006
- Over 58018 downloads in total

Popularity of Languages



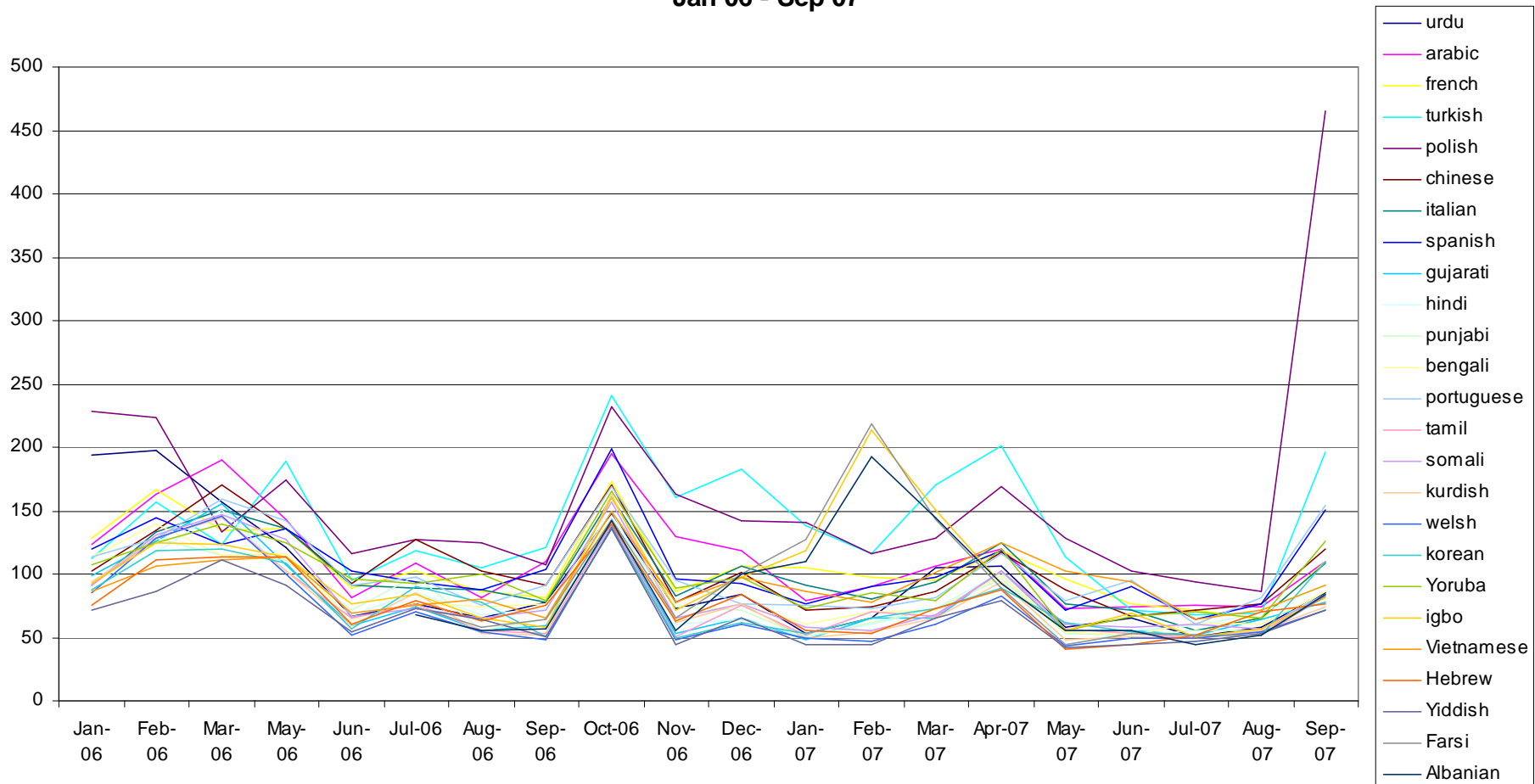
July 06 - Sep 07



Popularity of languages



Jan 06 - Sep 07



www.Black-History-Month.co.uk



Saturday 4 & Sunday 5 Sept 2004



Future plans



- Community language postcards in Arabic, Bengali, Cantonese, French, Gujarati, Hindi, Igbo, Turkish, Urdu, Polish, Somali, Yoruba
- Specific community targeting
- Emergency care
- Black and minority ethnic community
- Dedicated web pages



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