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Asthma Awareness Month Ending but Important Message Remains

Global Initiative for Asthma (GINA), a collaboration of the National Heart, Lung, and Blood Institute, National Institutes of Health, and the World Health Organization, used this year's World Asthma Day to spread their important message: "You can control your asthma". Health care groups, asthma educators, and supportive companies around the world participated in a variety of ways during Asthma Awareness Month.

Montreal, Canada ([PRWEB](#)) May 28, 2008 -- Global Initiative for Asthma (GINA), a collaboration of the National Heart, Lung, and Blood Institute, National Institutes of Health, and the World Health Organization, kicked off Asthma Awareness Month in May with World Asthma Day, their annual campaign to help educate asthma sufferers around the world. Health care groups, asthma educators, and supportive companies who are interested in increasing asthma awareness were encouraged to participate in spreading this year's important message: "You can control your asthma".

One dedicated company involved in this global initiative is Smartsilk(TM), a Montreal-based asthma and allergy friendly(TM) certified bedding manufacturer. They joined this month-long effort to raise awareness with a bilingual educational campaign as well as a World Asthma Day giveaway. SmartSilk's efforts were aimed mostly at pediatric hospitals since the numbers of childhood asthma have been steadily on the rise.

As part of the initiative, asthma and allergy friendly(TM) bedding sets were donated by Smartsilk(TM) to top hospitals such as Children's Hospital Boston which is the primary pediatric teaching hospital of Harvard Medical School; Bridgeport Hospital of Yale New Haven Health; Lucile Packard Children's Hospital at Stanford University; The Hospital for Sick Children (SickKids) in Toronto; and the Montreal Children's Hospital.

Collaborating with GINA, Smartsilk(TM) also distributed postcards in English and French with tips for asthma sufferers on how they could control their asthma. According to GINA guidelines, the four steps that asthma sufferers can take to control their asthma are as follows:

- Take your asthma medications the way your doctor tells you to take them;
- Know the causes of your asthma symptoms and how to respond to them;
- Work with your doctor to control your asthma; and,
- Act quickly to treat asthma attacks.

Besides their work with the hospitals, Smartsilk(TM) also sponsored Seja's Run, a race held in Toronto which raised funds for the Asthma Society of Canada.

Smartsilk(TM) is committed to helping educate the public about all aspects of asthma and will continue their efforts throughout the year.

About Global Initiative for Asthma (GINA)

The Global Initiative for Asthma (GINA) works with health care professionals and public health officials around the world to reduce asthma prevalence, morbidity, and mortality.

Through resources such as evidence-based guidelines for asthma management, and events such as the annual celebration of World Asthma Day, GINA is working to improve the lives of people with asthma in every corner of the globe.

For more information about GINA and their guidelines go to www.ginasthma.com.

About SmartSilk(TM)

SmartSilk(TM) is a Montreal, Canada based asthma and allergy friendly(TM) certified bedding manufacturer. For more information about SmartSilk(TM), visit their website at www.smartsilk.com or call them toll free at 1-877-678-7455.

About Allergy Standards Limited

Allergy Standards Limited (ASL) is a physician led global certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthmatics and individuals with associated allergies.

ASL's management team possesses specialist skills in a variety of medical fields including asthma and other allergic diseases. ASL has devised a series of proprietary testing protocols and suitability specifications for products to meet in order to be eligible for certification as asthma & allergy friendly(TM). For more program information please visit www.asthmaandallergyfriendly.com.

About Asthma and Allergy Foundation of America

The Asthma and Allergy Foundation of America (AAFA), a not-for-profit organization founded in 1953, is the leading patient organization for people with asthma and allergies, and the oldest asthma and allergy patient group in the world.

AAFA provides practical information, community based services and support through a national network of chapters and support groups. AAFA develops health education, organizes state and national advocacy efforts and funds research to find better treatments and cures. For more information please visit www.aafa.org.

About Asthma Society of Canada

The Asthma Society of Canada is a nationally registered, voluntary health organization with a 32-year reputation of providing respiratory support services to patients and health professionals. Their vision is to ensure that every Canadian child and adult diagnosed with asthma, associated allergies and Chronic Obstructive Pulmonary Disease (COPD) enjoys a high quality of life.

For more information about the Asthma Society of Canada and their services, visit www.asthma.ca, or email them at info @ asthma.ca, or call their toll-free support line 1-866-787-4050.

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