

# AIR PASSAGES

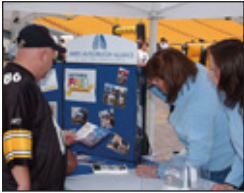
THE NEWSLETTER OF THE AMERICAN RESPIRATORY ALLIANCE OF WESTERN PENNSYLVANIA

FALL 2009



AMERICAN RESPIRATORY ALLIANCE  
OF WESTERN PENNSYLVANIA  
*We're All About Breathing®*

## Special Events Raise Awareness And Funds For The American Respiratory Alliance



### APRIL: Steelers Fan Blitz

What could be better than thousands of Pittsburgh Steelers fans

celebrating the NFL Draft? Having a booth placed at the entrance to the Steelers Fan Blitz on NFL Draft Day, where all those thousands of Steelers fans could stop to learn more about lung diseases. This year, the Alliance raffled off a Casey Hampton autographed helmet, and raised almost \$1,500 for children and adults with lung disease. This event is great exposure for the organization, and provides us with an opportunity to reach thousands of people with our healthy lung message.

lungs healthy. Steelers players signed autographs, and the Steelers Experience was on hand to keep children active and energized. Doctors, nurses, and respiratory therapists provided testing and medical advice. Throughout the day, door prizes were handed out to people who attended this free event, and Chef Ricky Kirsop from McCormick & Schmick's SouthSide Works cooked up some healthy and delicious crab fondue.

### JULY: Jerome Bettis Asthma Camp

The Bus, a.k.a. Jerome Bettis, made a stop in Pittsburgh and joined some of his former teammates, the Respiratory Alliance, and Children's Hospital to host a two-day camp for children with asthma. Jerome Bettis was diagnosed with asthma when he was 14 years old, and we all know that this disease did not hamper his success with the Pittsburgh Steelers. His entire family is dedicated to helping



### ASTHMA FAIR and Healthy Lung Village MAY: Asthma Fair & Healthy Lung Village

Once again, the Respiratory Alliance held its annual Asthma Fair & Healthy Lung Village in the Coca-Cola Great Hall, which provided a spectacular backdrop for children and adults to learn about asthma, allergies, COPD, smoking cessation, and get general information about keeping their

### OUR MISSION

*Dedicated to the prevention and control of lung disease through education, training, direct services, research funding, and advocacy.*

*Air Passages* is published by the American Respiratory Alliance of Western Pennsylvania. Your comments and suggestions are welcome.

**1-800-220-1990**  
**www.healthylungs.org**

Cranberry Professional Park  
201 Smith Drive, Suite E  
Cranberry Township, PA 16066

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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## Letter From The Director:



*“No matter the amount you give: \$8, \$80, or \$8,000, you are helping people get their 8,000,000 (breaths, that is) by sustaining the programs of the American Respiratory Alliance.”*

Dear Friends,

Did you know that the average person takes 8 million breaths a year? Most of us never give breathing any thought at all. We take each breath for granted. But persons with lung disease count each breath as a miracle because they know exactly what it is like NOT be able to breathe.

On behalf of the American Respiratory Alliance of Western Pennsylvania, I want to thank you for taking the time to read our materials and consider a donation to our organization. As much as we enjoy the special events you read about on the front page of this newsletter, we count on the donations from this ONE donor appeal sent to you at the holidays to raise the bulk of the funds we use to support our programs for children and adults with lung disease.

Special events raise a lot of awareness about lung disease but it is never enough. We also need your financial help to continue providing premier lung health services to all residents of western Pennsylvania who suffer from chronic lung diseases as well as those who wish to quit smoking.

We hope you are able to breathe easy, but no matter what you need to keep your lungs healthy, the Alliance is here to help. Through education, training, direct services, research funding, and advocacy, the Alliance cares because *We're All About Breathing™*.

No matter the amount you give: \$8, \$80, or \$8,000, you can feel good about doing so because you are helping people get their 8,000,000 (breaths, that is) by sustaining the programs of the American Respiratory Alliance.

*Christine Weaver*

Christine Weaver  
Executive Director, American Respiratory Alliance



## Once Upon The Enchanted Rhine

AMA Waterways and East Coast Touring have put together a once-in-a-lifetime cruise package called “Along The Enchanting Rhine River” aboard the MS Amalegro during wine harvest season from October 7-15, 2010. A portion of the proceeds (10%) from each cruise sold will benefit the American Respiratory Alliance’s programs and services for children and adults with lung disease.

Cruisers will join this year’s winning chef from “Savor Pittsburgh” (Pittsburgh’s premier culinary competition) who will be featured as the guest chef on board the MS

Amalegro and have the opportunity to prepare the item that won the title of “Dish of the Year”...a Chocolate Cashew Bomb!

Imagine the beauty you will see as you sail the Rhine River and combine the sites of Holland, Germany, France, and Switzerland with nightly European cuisine accompanied by regional wines and unparalleled service.

This is a first class, seven-night, small ship cruise with limited availability, and an optional six-day land tour extension. The trip cost includes roundtrip air, all meals, daily sightseeing, onboard



entertainment, use of bicycles to explore the countryside, and much much more.

Please contact the American Respiratory Alliance to find out more, or call East Coast Touring at 1-800-943-0071, and be sure to mention you want 10% to go to support the American Respiratory Alliance! ~

## Breathe Cleaner, Healthier Air Indoors

Indoor air quality is one of the top five environmental risks to public health. Few people realize the potential dangers associated with poor indoor air, but there are easy steps you can take to improve the air in your home.

- Cover pillows and mattresses with protectors that block dust mite droppings, pollen, fungal and mold spores, and pet dander. Cases made by Aller-Ease work well for people who suffer from allergies and asthma.
- Ask smokers to smoke outside. There should be a no smoking policy in the home.
- Prevent mold by fixing leaky pipes and faucets immediately and by having any current mold remediated.
- Purchase an air cleaner. There are many types and sizes of air

cleaners on the market, ranging from relatively inexpensive table-top models to sophisticated whole-house systems. Some air cleaners are highly effective, while others, including most table-top models, are much less so. One leader in air cleaning technology is the Trane CleanEffects™ whole-house air filtration system. This technology eliminates up to 99.98% of the dust, pet dander, bacteria, mold, and other air borne particles from all the air that passes through it.



In addition, researchers from Harvard and EH&E (Environmental Health & Engineering, Inc.) have concluded that Trane CleanEffects™ also removes more than 99% of the flu virus, including influenza A, B and C, avian influenza, and the swine flu virus, or H1N1, from the filtered air. You could even be eligible for a federal tax credit up to \$1,500 by purchasing a new filtration system before December 31, 2010. Please visit [www.Trane.com](http://www.Trane.com) for further details. ~



### Asthma Won't Stop Ashley!

Ashley Kilp is quite the success story. Not just her own, but a success story for the American

Respiratory Alliance as well. Ashley was diagnosed with asthma at age 6, and grew up with a daily regimen of breathing tests and inhalers. A tiny cold could keep her out of school for a week, and it wasn't uncommon for Ashley to wake up in the middle of the night literally gasping for air between coughs.

Over time, she became educated about her asthma and how to control it, but it had a pretty tight grip on her life. Ashley attended the American Respiratory Alliance Camp Huff-n-Puff, a summer camp specifically designed for children with asthma. She returned every summer as a



camper until she was old enough to serve as a camp counselor and mentor to other asthmatic children. While at camp, she learned techniques to manage her asthma that kept her out of the hospital and potentially saved her life.

Ashley will tell you that it is not only the education that makes Camp Huff-n-Puff such an amazing place. Though education is an essential part of asthma management, the most crucial thing she learned there was that she was not alone, and that asthma does not have to control her life. She was challenged to do things at camp that she might not have otherwise done, and she proved to herself that she can live a full, active life regardless of her asthma.

From that point forward, asthma did not stop Ashley. She has since graduated from high school, gone on to attend the college of her dreams, and is hoping to pursue a vocation that will allow her to pay forward all that

she has learned. In 2007, she ran the Great Race (something she never thought she would be able to do) and in the summers of 2008 and 2009, she traveled to West Africa to take part in Unite For Sight as a Global Impact Fellow. She has written about her experiences in Ghana, West Africa, in her internet blog [ashleygoestoghana.blogspot.com](http://ashleygoestoghana.blogspot.com) <<http://ashleygoestoghana.blogspot.com>>, and credits the American Respiratory Alliance with helping her reach goals that once seemed unattainable.

The American Respiratory Alliance is proud of Ashley – not just because of what she has accomplished, but also because she is a shining example of what our organization strives to do. And that is to ensure that every child with asthma lives a life without limitations. Asthma should never hold anyone back from the things they want to do, and it certainly it has not stopped Ashley Kilp. ~

## Special events raise awareness and funds for the Respiratory Alliance

Continued from front cover

children understand the importance of proper asthma management. No child should die from an asthma attack nor should they miss out on sports and other activities because of their disease. The camp was free and was attended by 55 inner city children with asthma who learned how to be physically active in a safe environment.



### AUGUST: Steelers Training Camp

The American Respiratory Alliance benefits

from a very long and fruitful partnership with the Pittsburgh Steelers. Our organization is one of only two that have been given the opportunity to set up an information booth every day open to the public during Steelers Training Camp in Latrobe, PA. This year, attendance at Training Camp averaged 10,000 per day, and provided the Alliance with an outstanding opportunity for public education. Our booth featured games for children and adults, with chances to win great Steelers autographed memorabilia for a suggested donation to help sustain our programs and services. Coupled with our presence at Steelers Women's Training Camp, we raised over \$3,000 from donations in three weeks.

### SEPTEMBER: Savor Pittsburgh

Top chefs from twenty of the finest restaurants in town grilled, smoked, baked, chopped, and chilled their best dishes for a culinary competition that raised over \$75,000 for the American Respiratory Alliance. Presented by McCormick & Schmick's Seafood Restaurant and

SouthSide Works, this event even featured mouthwatering creations such as Dirty Shrimp with Sweet Potato Grits, Kobe Beef Ravioli, Pan-Seared Chilean Sea Bass with Chipotle and Smoked Chili Butter, and the Milk Chocolate Cashew Bomb, which won "Dish of the Year." Over 600 people attended this event and danced the night away under a perfect harvest moon to the sounds of No Bad Ju Ju.



### SEPTEMBER: Black & Gold Extravaganza

Keller Williams held the 3rd Annual Black & Gold Extravaganza at Jay's Southpointe on Sunday, September 27th during the Steelers vs. Bengals game to raise money for KW Cares and the American Respiratory Alliance. The event raised over \$5,000 for the Alliance through ticket sales, a Chinese auction, a silent auction, a 50/50 raffle, and sponsorships. John Bettis (brother of Jerome Bettis) attended the event and is shown here with Barbara Kubala



from the American Respiratory Alliance. Barbara was part of the planning committee for the event. Special thanks to Renee



Rose-Modrak of Keller Williams and the rest of the planning committee for putting on such a fun, fabulous fundraiser.

**OCTOBER: Take a Breather with the Steelers** Pittsburgh Steelers', #9 Dan Sepulveda was on hand for the 2nd Annual "Take a Breather with the Steelers: A Super Happy Hour at McCormick & Schmick's" to benefit the American Respiratory Alliance. The event took place at McCormick & Schmick's Seafood Restaurant Downtown Pittsburgh at Piatt Place. WDVE's Michele Michaels emceed and mingled with the crowd to help raise funds for children and adults with lung disease. An autograph session with Jeff Reed and a Chinese auction of Steelers autographed items benefitted the Respiratory Alliance along with proceeds from the sale of "BreatheEZ-tinis" and specialty appetizers.

### NOVEMBER 13, 2009: Dine with the Pittsburgh Steelers



Last year, Hines Ward was the headlining player to appear at the Alliance's annual fundraising event, and he made a big

impression by auctioning off one of his personalized jerseys. This year, we hope to raise over \$100,000 for the programs and services of the Alliance at this unique event that provides an opportunity for people to get up close and personal with some of their favorite Pittsburgh Steelers players past and present. L.C. Greenwood is our Honorary Chairman, Craig Wolfley is the Emcee, and new this year is John Parker and the John Parker Band who will provide music for the evening. Visit [www.healthylungs.org](http://www.healthylungs.org) for more information or give us a call at 1-800-220-1990. Tickets start at \$200 per person. ~



## Tobacco: A Long Odyssey

The history of Tobacco is fascinating. First cultivated in the Andes around 7000 BC, it was probably initially chewed and snuffed. Early South and Central Americans used it for both medicinal and spiritual purposes: rubbed on gums to dull toothaches, steeped into tea to cure snakebites, turned into eye drops to improve night vision, spread over fields and women to ensure fertility, and crushed for use as pesticide. Shamans used it to induce trances in their religious rituals, and smoke was blown in the faces of warriors to instill them with courage in the face of battle.

American Plains Indians used it much like their southern counterparts did. Tobacco was considered a gift from the Spirit world, and was smoked in a Peace Pipe to mark every important life and tribal event.

Christopher Columbus brought tobacco back to Europe as a gift from the New World to Queen Isabella of Spain, and by 1500 AD, tobacco was grown in Western Europe, and used for pleasure. In the early 1800s, snuffing tobacco was so popular that Dolly Madison (wife of President James Madison)

would give lovely snuff boxes to her guests at White House social gatherings. Cigarettes replaced snuffing when the rolling machine was invented in 1880. Smoking became a symbol of sophistication and affluence.

1913, the year R.J. Reynolds introduced the Camel brand, is often characterized as the birthday of the modern cigarette, and big names in tobacco (Philip Morris, R.J. Reynolds, Benson and Hedges, etc.) thrived and became powerhouse companies.

Concerns about links to cancer started in the early 1940s. But the first official blow came in 1964 when Surgeon General Luther Terry issued his report on Smoking and Health, linking lung cancer in men to smoking. By the end of the 1990s, concern about tobacco use and secondhand smoke caused smoking to be banned on airplanes and in many public places. Tobacco advertising on television and billboards was also banned. As a result, smoking rates dropped precipitously in both men and women to their lowest level since 1964.

In 1998, Attorneys General in forty states reached a landmark settlement with major tobacco companies to recover Medicaid financial losses due to illness caused by smoking and provide funds for tobacco education and interventions.

In exchange for retiring cool Joe Camel, removing billboard ads, and coughing up \$360 billion over a twenty-five year time period, sharp limits were put on the liability of tobacco companies in future litigation.

As tobacco continues to have a life threatening grip on those who smoke it, the Respiratory Alliance continues to dedicate a significant portion of its resources to tobacco education and smoking cessation. Free school-based programs provide tobacco education and awareness and Smokeless Saturday is an educational alternative to suspension and fines for students caught on school grounds with tobacco products. Each year more than 800 high school students are referred by Principals and District Judges for this program that provides some straight talk about the dangers of tobacco. The Alliance also helps adults who wish to quit smoking through Smoke Free For Life, an eight-session group approach to quitting. The 21-Day Personal Smoking Reduction Program is our web-based DO-IT-YOURSELF cessation program available at [www.healthylungs.org](http://www.healthylungs.org).

If you smoke, set your quit date NOW for January 1, 2010, and let the American Respiratory Alliance help you quit – it too can be a long odyssey. ~

### *Steelers Autographed Items Raise Money For The Alliance*

*The Asthma Fair & Healthy Lung Village was held at Heinz Field on May 9, 2009. During the event, the Alliance sold raffle tickets for a Steelers football autographed by #83 Heath Miller. Ticket sales generated \$225 for the programs of the Alliance.*

*As luck would have it, the winner of the Heath Miller autographed football was a 12-year-old boy with asthma named Terry Terhune. And even more amazing is that Terry's favorite Steelers player is Heath Miller!*

*The staff of the Alliance is pleased that Terry won this special prize and we are glad that the football went to a child with asthma. ~*



# COUNT ON US FOR THE RESOURCES that can help you better manage your asthma!

The AMERICAN RESPIRATORY ALLIANCE is dedicated to helping individuals with asthma lead a symptom free life. Below are four of our most popular products. For more information on these and other products and services we offer, please contact us at 1-800-220-1990, or visit us online at [www.healthylungs.org](http://www.healthylungs.org).



**INSPIRED, My Personal Asthma Journal** provides a simple, convenient way to track daily asthma triggers and symptoms. Each spiral bound, 200-page journal provides over 6 months of entry pages, and includes tips, facts, trivia, and product information – all in a compact, convenient 5”x7” size!

*Available for just \$7.00 — order yours today and start managing your asthma better! Bulk orders are also available.*

**NEW**  
...and getting rave reviews!



**NEVER RUN OUT AGAIN!**  
**Scratch-A-Dose** is an easy method to track the number of doses left in your inhaler (MDI) – simply stick it on your inhaler and scratch off a number with every puff. You'll easily know when you're running low.

*Call today for your FREE sample!*

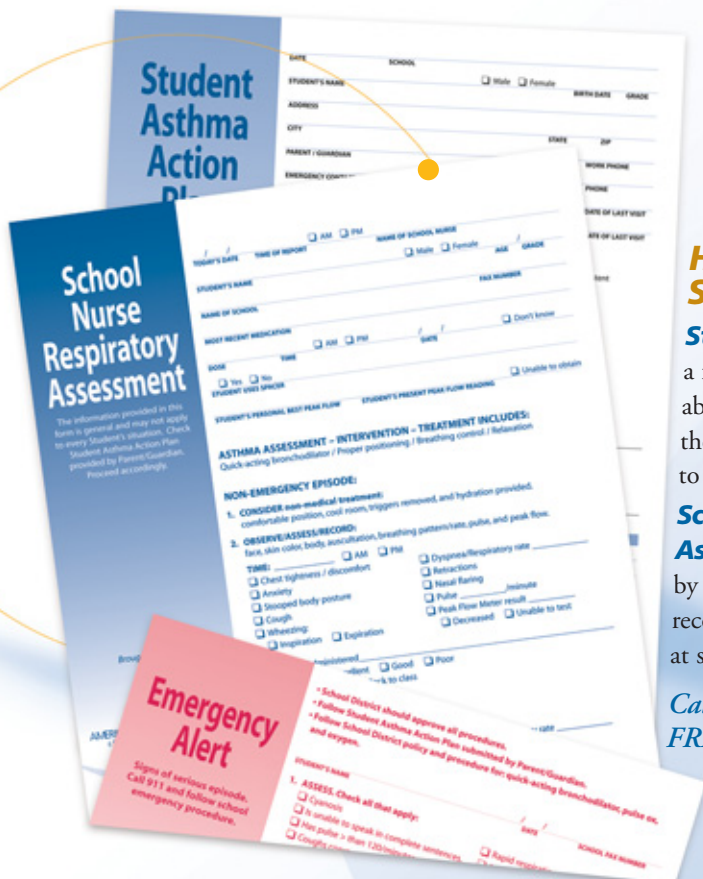


**HEALTHIER SCHOOL DAYS!**

**Student Asthma Action Plan** is a form parents and physicians complete about the child's asthma and return to the school nurse. The information is used to care for the child's episodes at school.

**School Nurse Respiratory Assessment Form** is a form used by the school nurse to assess and record the child's asthma episodes at school and emergency care.

*Call today for your FREE sample forms!*



**1-800-220-1990**  
or visit us online at [www.healthylungs.org](http://www.healthylungs.org)