



The Soap and Detergent Association

We Believe in the Right to Breathe

... and we're doing something about it! Asthma is chronic ... it can be life-threatening ... and it's one of our nation's most common and costly diseases. And the severity of asthma — as well as the frequency of asthma "attacks" — can be influenced by exposures to allergens and irritants in the environment, both indoors and outdoors.

What is asthma? It's an incurable inflammatory disorder of the airways — and it's on the rise. Picture this: you're short of breath, and you're trying to fill your lungs by sucking air through a tube the diameter of a *plastic coffee stirrer*. That's the helpless, panicked feeling a growing number of people with asthma have experienced ... time and again.

Asthma Affects Millions

- By the year 2020, an estimated **29 million Americans** will have asthma.¹
- Between 1980 and 1994, the **prevalence of asthma increased 74%** among children 5 to 14 years of age. This adds up to 10 million lost school days per year.²
- For adults, asthma is the fourth leading cause of work loss, resulting in nine million lost workdays each year.²
- Low-income populations, minorities, and children living in inner cities **experience disproportionately higher morbidity and mortality** due to asthma.²

Education is Critical

... and knowledge is power. Across the country, national organizations and local coalitions are working together to provide strategies and solutions for families of the afflicted. It's all about learning to manage asthma.

Over the past several years, **The Soap and Detergent Association (SDA)** has been helping educators and families who are dealing with asthma every day. SDA distributes reliable information that includes targeted, hands-on ideas for families to use at home. As the non-profit trade association for the cleaning products industry, SDA knows that removing indoor allergens and triggers is the first step in reducing asthma episodes.

By partnering with key asthma organizations on both the national and grassroots levels, SDA is working to assist in the long term management of asthma ... and the improvement of the asthmatic's quality of life.

Goals of Asthma Education

- Partner to raise awareness about asthma
- Empower asthmatics and their families
- Improve self-management of asthma
- Improve quality of life
- Lower healthcare costs
- Reduce incidence of asthma

SDA's Educational Efforts include ...

- Developing educational materials and strategies in partnership with **The American Lung Association** and **Emory University**, with technical guidance from **CDC**.
- Reaching out through local networks like **USDA/Extension Service**, **ZAP Asthma (Atlanta)**, **The New York City Childhood Asthma Initiative**, **Safe Homes/Seattle**, **Alabama Extension/Pharmacy Asthma Initiative**, and the **DC Asthma Coalition**.
- Providing intervention materials that equip families to take easy steps at home to greatly reduce the incidence of asthma episodes.

For more about SDA's educational efforts, or to order copies of these **FREE** materials, visit www.cleaning101.com

The Soap and Detergent Association

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SDA's FREE Asthma Materials Can Help!

- **Clean and Healthy: Asthma and Allergy Strategies for Today's Homes** was developed by SDA as an outcome of national and local partnering efforts. The comprehensive set of materials includes **Allergies and Asthma: A Reference Manual**, with general information on asthma, lifestyle and cleaning strategies for reducing hidden triggers in the home, and references; and a **Presentation Kit for Community Health Workers**, with handout materials and overhead transparency templates.
- **Cleaning to Control Allergies and Asthma**: a grass-roots guide developed with a community task force of families who are dealing with asthma every day. This vibrant take-home piece is available in English, Spanish, and Vietnamese.
- **The Lo-Down on Cleaning**: a comic/coloring book for use with youth, teenagers and adults.

References

1. Asthma Prevention Program of the Nat'l Ctr. for Environmental Health, CDC, 1998
2. Asthma and Allergy Foundation of America



If Your Child Has Asthma – It Doesn't Mean Your Home is Dirty!

But it *could* mean that your child might react to asthma “triggers” in your home.

One of the trickiest parts about asthma and allergies is that most of the “triggers” – like the tiny airborne particles (allergens) that can set off an asthma episode – are hidden. But these triggers can be life threatening for the millions of asthma sufferers in the United States.

There is no known “cause” of asthma – but the number of Americans with asthma has more than doubled from nearly 7 million in 1980 to 17 million in 1998!¹ So, *you are not alone*.

Asthma is a Serious Disease

- Asthma is the most common chronic childhood disease in the U.S., affecting more than one child in 20.²
- In 1999, there were 4,657 deaths from asthma.³

Young Children are at Greatest Risk

No one wants to spend the night in the emergency room with a child suffering an asthma attack. In fact, asthma accounts for *one in six* of all pediatric emergency visits in the United States⁴ — and causes nearly 90,000 hospitalizations each year⁵! That's more than any other childhood disease.

Top 5 Most Common Allergens

Most of them are hidden — in fact, they can be found in a home that looks spotless!

- Dust mites
- Animal dander (skin flakes and saliva)
- Cockroaches and their droppings
- Mold and mildew
- Pollen (from outside)



You Can Control the Triggers

Asthma is scary. But while there is no sure way to prevent asthma, it is a disease that can be managed. There are some practical things you can do in your home to eliminate as many triggers as you can. And the more you reduce asthma triggers, the easier your child will breathe.

Just as people with high cholesterol have to monitor their diet/fat intake more than the average person does . . . so a person working to control asthma has to work harder at eliminating the triggers. But it's possible! All it takes is commitment and a little extra time.

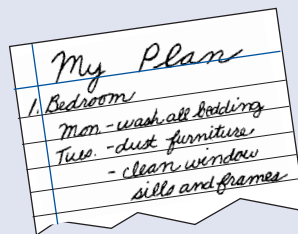
SDA's Guide Can Help Reduce Asthma Flares . . . One Step at a Time

Start with an Allergen Control Plan:

- 1 Work with your regular doctor or clinic to figure out which allergens affect your child the most.
- 2 Concentrate on controlling those allergens.
- 3 Start with the easiest, least expensive options, like working to remove “triggers” in the home — especially the ones that most affect your child.

Put your plan into action:

- 1 Set up your room-by-room cleaning plan — starting where the asthma-sufferer sleeps.
 - Wash bedding and curtains
 - Dust and vacuum
 - Clean windowsills and frames
 - Wet mop floors
 - Remove stuffed animals (or enclose them in a cabinet)



Learn as much as you can about asthma:

- 1 Ask your doctor or clinic for asthma education information.
- 2 Join an asthma support group. Studies show they can really help you set and reach your goals.
- 3 Keep an asthma diary to track asthma episodes.
- 4 Work with your doctor or clinic to determine what other steps you need to take — such as removing carpeting from your home.

Studies show that by limiting your child's exposure to asthma triggers when he or she is young, you may reduce the severity of his/her asthma later in life!

FREE Allergen Control Plan Handbook

A step-by-step guide is available to help you get started with eliminating triggers from your home. For your free copy of *Cleaning to Control Allergies and Asthma*, write to:

The Soap and Detergent Association
1500 K Street NW, Suite 300
Washington, DC 20005
Fax: 202-347-4110
Email: order@cleaning101.com

Available in English, Spanish or Vietnamese.

Interested in Learning More about Asthma?

- The Soap and Detergent Association: www.cleaning101.com
- U.S. Centers for Disease Control and Prevention: www.cdc.gov
- Allergy & Asthma Network Mothers of Asthmatics: www.aanma.org
- DC Asthma Coalition: www.dcasthma.org
- National Association of School Nurses: www.nasn.org
- American Lung Association: www.lungusa.org
- ZAP Asthma/Atlanta: www.sph.emory.edu/zapasthma
- USDA/CSREES, U.S. EPA, and Montana State University Extension Service: www.healthyindoorair.org

- References**
1. Asthma Prevention Program of the Nat'l Ctr. for Environmental Health, CDC, 1998
 2. Asthma and Allergy Foundation of America
 3. National Vital Statistics Reports, Vol. 49, No. 8, CDC
 4. Asthma in Children Fact Sheet, American Lung Association, 2001
 5. Nat'l Ctr. for Health Statistics, New Asthma Estimates: Tracking Prevalence, Health Care, & Mortality, CDC, October 5, 2001

