



## AAFA CHALLENGES PATIENTS AND CAREGIVERS TO 'GET SMART ABOUT ASTHMA'

*New Online Resource Deepens Understanding of Large and Small Airway Inflammation in Asthma*

WASHINGTON, Jan 24, 2013 /PRNewswire/ -- The Asthma and Allergy Foundation of America (AAFA) and Teva Respiratory announced today the launch of Get Smart About Asthma, a comprehensive online asthma management resource that takes a unique look at the underlying cause of asthma – inflammation.

The website – [www.GetSmartAboutAsthma.com](http://www.GetSmartAboutAsthma.com)– aims to increase understanding of how inflammation in both the large and small airways plays an important role in asthma persistence or severity, in addition to providing tools and educational resources to help minimize and manage the symptoms associated with persistent asthma. Designed for the well-informed asthma patient or caregiver, the website features important information about the latest research in asthma. The site also provides downloadable toolkits and discussion guides to help people with asthma maintain open lines of communication with their healthcare providers.

"Many of the 25 million Americans who suffer from asthma may know the basics about their condition, but GetSmartAboutAsthma.com will expand their knowledge even more," said Dr. LeRoy Graham, pediatric pulmonologist at Georgia Pediatric Pulmonology Associates. "Asthma is a life-long condition that, if not managed properly, can also be life-threatening. It is important for patients to have a thorough understanding about their asthma, including how to manage chronic inflammation on a daily basis."

People with persistent asthma can develop ongoing inflammation in the large and small airways of the lungs. Asthma symptoms due to inflammation can be different depending on the severity, but common symptoms can include coughing, wheezing, trouble breathing and tightness in the chest. Despite chronic inflammation of the airways, people with persistent asthma may not always experience these outward symptoms of asthma. For these patients, current treatment guidelines recommend a daily maintenance therapy to help prevent inflammation, manage symptoms and control asthma. When asthma is under control, patients lessen the chance of an asthma attack and can remain active without having asthma symptoms and worry less about emergency visits or stays at the hospital.

"Having worked for close to 60 years with patients living with asthma, AAFA understands how important it is for them to take a proactive approach to fully educating themselves about their condition and the proper ways to effectively manage and control their asthma," said Bill McLin, President and CEO of AAFA. "Our goal is to encourage patients with asthma and their caregivers to be their own advocates and to gain access to much-needed tools and resources through educational platforms such as Get Smart About Asthma."



Teva Respiratory is a corporate sponsor of [www.GetSmartAboutAsthma.com](http://www.GetSmartAboutAsthma.com).

### **About Asthma**

Asthma is a chronic (long-term) disease of inflammation of both the large and small airways of the lung, characterized by symptoms including wheezing and coughing. Asthma may cause recurring periods of wheezing (a whistling sound when you breathe), chest tightness, shortness of breath, and coughing that often occur at night or early in the morning. Without appropriate treatment, asthma symptoms may persist and result in an asthma attack, which can lead to hospitalization and even death.

### **About Asthma and Allergy Foundation of America**

The Asthma and Allergy Foundation of America (AAFA) is a not-for-profit organization founded in 1953 that serves as the leading patient organization for people with asthma and allergies, and the oldest asthma and allergy patient group in the world. AAFA is dedicated to improving the quality of life for people with asthma and allergic diseases through education, advocacy and research. AAFA provides practical information, community-based services and support to people through a network of regional chapters, support groups and other local partners around the U.S. AAFA develops health education, organizes state and national advocacy efforts and funds research to find better treatments and cures.

### **About Teva Respiratory**

Teva Respiratory is the U.S.-based respiratory subsidiary of Teva Pharmaceutical Industries Ltd. (NYSE: TEVA). Teva Pharmaceutical Industries Ltd. is a leading global pharmaceutical company, committed to increasing access to high-quality healthcare by developing, producing and marketing affordable generic drugs as well as innovative and specialty pharmaceuticals and active pharmaceutical ingredients. Headquartered in Israel, Teva is the world's leading generic drug maker, with a global product portfolio of more than 1,000 molecules and a direct presence in about 60 countries.