

80,000 KIDS A DAY MISS SCHOOL DUE TO THIS “EPIDEMIC”¹



Parents, school nurses brace for asthma “outbreak” as schools open

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SUGGESTED TEASE	STILL TO COME, AS KIDS HEAD BACK TO SCHOOL, OFFICIALS ARE BRACING FOR A GROWING EPIDEMIC SPREAD IN CLASSROOMS. WHAT’S CAUSING KIDS TO MISS CLASS AND HOW YOU CAN PROTECT YOUR CHILDREN, NEXT IN HEALTH NEWS.
ANCHOR LEAD	WHILE MOST KIDS ARE EXCITED ABOUT THE IDEA OF GOING BACK TO SCHOOL, THERE ARE MILLIONS WHO DREAD IT. IT’S NOT THEIR SCHEDULE OR HOMEWORK THAT HAS THEM WORRIED, BUT THE THOUGHT OF HAVING AN ASTHMA ATTACK. CASES SPIKE THIS TIME OF YEAR, CAUSING MANY STUDENTS TO MISS SCHOOL AND IN SOME CASES, LANDING THEM IN THE HOSPITAL. WITH MORE ON THE REASONS BEHIND THIS ASTHMA EPIDEMIC AND HOW TO PROTECT YOUR CHILD, HERE’S CLARK POWELL.
	(Nats -Bell ringing) :02
CG: Courtesy: National Jewish Health Shots of kids in school hallway / crowded waiting room Shots of Serenity in class	NOT LONG AFTER SCHOOL BEGINS AND HALLWAYS FILL WITH STUDENTS... SO DO DOCTORS OFFICES AND EMERGENCY DEPARTMENTS. EVERY FALL, STUDENTS LIKE SERENITY WILLIAMS-FREGIA (<i>pronounced: FREE-jay</i>) START A BRAND NEW SCHOOL YEAR WITH THE SAME OLD CONCERNS. :13
CG: Serenity Williams-Fregia Has asthma :15 - :23	“When people are coughing I get really defensive, because I don’t want to get sick either. Because then my asthma acts up really bad and then I can’t handle it.” :08
Shot of classroom / blur for <i>graphic</i> : Kids with asthma -Miss 14.4 million school days -80,000 a day Shots of kids in class	AND SERENITY IS NOT ALONE. EVERY YEAR IN THE U-S KIDS WITH ASTHMA MISS A TOTAL OF NEARLY 14 AND A HALF MILLION SCHOOLS DAYS. ¹ THAT’S MORE THAN 80-THOUSAND A DAY ¹ - AND MANY AT THE START OF SCHOOL, WHEN CONDITIONS ARE AT THEIR WORST. :14

<p>CG: Kirstin Carel, MD National Jewish Health :36 - :48</p>	<p>“You’ve got, really, this triple whammy of the viruses going around because the kids have all gone back to school and they’re sharing it with each other, the allergens feeding into their asthma and they may have not been as consistent with their medications as they should be.” :12</p>
<p>Shots of Dr. Carel in exam Shots of Serenity swimming Shots of Serenity taking inhaler medication</p>	<p>DOCTOR KIRSTIN CAREL IS AN ASTHMA EXPERT AT NATIONAL JEWISH HEALTH IN DENVER. SHE SAYS DURING SUMMER MONTHS, MANY KIDS GO OFF THEIR ASTHMA MEDICINE AS THEIR DAILY ROUTINE CHANGES AND THEY RELAX DURING VACATION. BUT UNLESS THEY GET BACK ON A HEALTHY ROUTINE IN TIME, THEY ARE OFTEN ASKING FOR TROUBLE. :16</p>
<p>Dr. Carel (CG’d earlier) 1:04 - 1:12</p>	<p>“Fortunately, we have great medications that help to keep that inflammation down as much as possible, but it’s a matter of having them in the system when they need to be in the system.” :07</p>
<p>Shots of trees in the park in fall Shots of Dr. Carel with girl in exam Shots of Serenity walking down hallway and into nurses office Shots of Serenity using inhaler</p>	<p>ANOTHER PROBLEM IS ALLERGIES. SINCE RAGWEED POLLENATES HEAVILY IN THE FALL, IT CAN ALSO BE A MAJOR TRIGGER FOR ASTHMA. DOCTOR CAREL SAYS THE BEST WAY TO AVOID PROBLEMS IS TO ANTICIPATE THEM. AND JUST LIKE SHOPPING FOR NEW CLOTHES OR SCHOOL SUPPLIES, MAKE AN ASTHMA CARE PLAN AN ANNUAL PART OF YOUR BACK-TO SCHOOL ROUTINE. AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING. :22</p>
<p>ANCHOR TAG</p>	<p>THERE ARE MORE THAN SEVEN MILLION CHILDREN WITH ASTHMA IN THE U.S.¹ MAKING IT THE MOST COMMON CHRONIC DISORDER IN CHILDREN.¹ IF YOU HAVE A CHILD WITH ASTHMA AND WANT MORE TIPS ON KEEPING THEM SAFE AS THEY HEAD BACK TO SCHOOL, CHECK OUT OUR WEBSITE.</p>
<p> Share it! Suggested tweet:</p>	<p>Spike in #asthma cases send 80,000 kids a day home just as school starts. Doctors @NJHealth have safety tips: bit.ly/here.</p>
<p> Suggested post:</p>	<p>While most kids look forward to going back to school, millions with asthma dread it. Asthma attacks spike just as students head back to school, sending 80,000 a day home and some to the hospital. Doctors at National Jewish Health explain what’s behind this asthma epidemic and how your child can stay safe: bit.ly/here.</p>
<p>References -</p>	<p>¹<i>Asthma & Children Fact Sheet. American Lung Association, October 2012. Online: http://www.lung.org/lung-disease/asthma/resources/facts-and-figures/asthma-children-fact-sheet.html</i></p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Kirstin Carel, MD National Jewish Health</p>	<p><i>Dr. Carel talks about the spike in cases when school starts -</i> “A few weeks after Labor Day there would be a big spike in hospitalizations, ER visits and unscheduled doctors’s visits specifically for asthma.” :09</p>

<p>CG: Kirstin Carel, MD National Jewish Health</p>	<p><i>Dr. Carel talks about changes in medication from summer to fall -</i> “You’re not going to school everyday, your work schedule is kind of different, you just don’t have the same routine of night time medicines, morning medicines, and some people really slack off and kind of have trouble getting back to the routine.” :10</p> <p><i>Dr. Carel offers advice to parents whose children have asthma -</i> “You want to make sure you have all your medications up to date, especially the rescue ones, because you may have not needed them over the summer, so you may have not looked at those expiration dates real carefully.” :08</p>
<p>CG: Serenity Williams-Fregia Has asthma</p>	<p><i>Serenity talks about asthma attacks at school -</i> “Most of the time it happens during math and then I start coughing a lot and I like almost choke on coughing.” :07</p> <p><i>Serenity talks about what it feels like to suffer an asthma attack -</i> “You can’t breathe and everything stops. Like for me, I stop moving when it happens to me, and I can’t breathe.” :06</p> <p><i>Serenity offers advice to other kids with asthma as school starts -</i> “You probably want to pay more attention to yourself and your body and how you feel, because your health is not a game, it’s not a joke.” :06</p>
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