

# SURVEY: COMMON ASTHMA WARNINGS OVERLOOKED



*New national survey shows most people aren't aware of adult symptoms of asthma*

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*National Jewish Health*

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<b>SUGGESTED TEASE</b>	COMING UP, A NEW NATIONAL SURVEY REVEALS WHY MANY ADULTS MAY NOT EVEN REALIZE THEY HAVE ASTHMA.
<b>ANCHOR LEAD</b>	IT'S A DISEASE THAT CONTINUES TO STRIKE MORE AND MORE PEOPLE IN THE UNITED STATES <sup>1</sup> , BUT MANY ADULTS ARE SURPRISED TO LEARN THAT THEY CAN DEVELOP ASTHMA AS AN ADULT. CLARK POWELL HAS DETAILS OF A NEW NATIONAL SURVEY THAT SHOWS WHY MANY PEOPLE WHO HAVE ASTHMA MAY NOT EVEN REALIZE IT.
<b>CG: Courtesy: National Jewish Health Boulder, Colorado</b>  Laurie hiking	WHETHER IT'S HIKING, CYCLING OR ANOTHER OUTDOOR ACTIVITY, LAURIE ARMIJO (pronounced: ar-ME-hoe) EXERCISES EVERY DAY. BUT IN HER FORTIES SHE HAD TO ADD SOMETHING NEW TO HER WORKOUTS - AN INHALER. TO HER SURPRISE, SHE HAD DEVELOPED ASTHMA AS AN ADULT.
Laurie breathes from inhaler	(Nats -) :02
<b>CG: Laurie Armijo Has Asthma</b>	"I think that a lot of us just ignore some of the normal coughs but sometimes that persistent cough is a sign of asthma." :09
Laurie hiking  Doctor with patient in exam room  Graphic	LAURIE IS ONE OF MORE THAN 17 MILLION ADULTS WITH ASTHMA <sup>2</sup> , ONE OF THE MOST COMMON CHRONIC RESPIRATORY DISEASES IN THE U.S. - AND DOCTORS BELIEVE MANY MORE HAVE THIS CONDITION BUT DON'T REALIZE IT. ACCORDING TO A NEW SURVEY BY NATIONAL JEWISH HEALTH <sup>3</sup> , MOST PEOPLE KNOW THAT WHEEZING AND SHORTNESS OF BREATH ARE SYMPTOMS OF ASTHMA. BUT BARELY HALF KNOW THAT TROUBLE SLEEPING IS A WARNING SIGN OF ADULT-ONSET ASTHMA AND ONLY SLIGHTLY MORE REALIZE THAT CHEST PAIN AND PERSISTENT COUGH ARE SYMPTOMS. :30
<b>No CG (Too Quick)</b>	"So a lot of people are running around with asthma and don't know it." :03

Dr. Beuther/patient breathing	<p>DOCTOR DAVID BEUTHER (pronounced: bee-YOU-thur) SAYS THAT ONE IN EVERY 200 ADULTS IS NEWLY DIAGNOSED WITH ASTHMA EVERY YEAR.</p> <p>AND WHILE CHILDREN WITH THIS DISEASE MIGHT HAVE MORE COMMON SYMPTOMS, ADULTS WHO DEVELOP ASTHMA TYPICALLY HAVE SOME OF THE LESS RECOGNIZED SYMPTOMS. :12</p>
<b>CG: David Beuther, MD</b> <b>National Jewish Health</b>	<p>“It’s probably more than half the time that they don’t have the traditional symptoms, or they don’t have all the symptoms so it’s not as straightforward. And so I think the diversity of asthma in how it shows up and how it feels to the patient is much greater in the adulthood than childhood.” :16</p>
Laurie exercising	<p>BUT WITH PROPER TREATMENT AND CAREFUL MANAGEMENT, ADULTS WITH ASTHMA CAN LIVE AN ACTIVE LIFE.</p>
<b>Laurie Armijo</b> <b>Cg’d Earlier</b>	<p>“..run, bike, walk, hike... it’s a really great thing.” :04</p>
	<p>AT NATIONAL JEWISH HEALTH IN DENVER, THIS IS CLARK POWELL REPORTING :07</p>
<b>ANCHOR TAG</b>	<p>COMMON TRIGGERS OF ASTHMA FOR BOTH CHILDREN AND ADULTS INCLUDE ALLERGIES, EXERCISE, COLD AIR AND ENVIRONMENTAL IRRITANTS LIKE SMOKE OR POLLUTION.</p>
 <b>Share it! Suggested tweet:</b>	<p>@NJHealth survey finds most adults aren’t aware of common signs of asthma. Details: <a href="http://bit.ly/1SXQoOD">bit.ly/1SXQoOD</a></p>
 <b>Suggested post:</b>	<p>While asthma is one of the leading respiratory diseases in the world, a national survey by <a href="http://www.nationaljewishhealth.org">National Jewish Health</a> found that most adults are unaware of some of the most common signs of adult-onset asthma. Many were familiar with symptoms like shortness of breath and wheezing, but the more subtle symptoms like trouble sleeping and chest pain were among the lesser known. More details here: <a href="http://bit.ly/1SXQoOD">http://bit.ly/1SXQoOD</a></p>
<p style="text-align: center;"><b>References -</b></p>	<p><sup>1</sup><a href="http://www.aaaai.org/about-aaaai/newsroom/asthma-statistics">http://www.aaaai.org/about-aaaai/newsroom/asthma-statistics</a>  <sup>2</sup>Centers for Disease Control  <a href="http://www.cdc.gov/nchs/fastats/asthma.htm">http://www.cdc.gov/nchs/fastats/asthma.htm</a>  <sup>3</sup> Survey Results <a href="http://bit.ly/1VCfEQt">http://bit.ly/1VCfEQt</a></p>
	<b>Extra Bites</b>
<b>CG: David Beuther, MD</b> <b>National Jewish Health</b>	<p>“Well it’s actually more common than people think. Roughly one in ten adults have asthma and some of those have carried it through from childhood. But many of them developed it new as an adult.”</p>
<b>CG: David Beuther, MD</b> <b>National Jewish Health</b>	<p>“So the big ones are exercise, cold air, any irritant or allergen in the environment that they might inhale.”</p>

<b>CG: Laurie Armijo Has Asthma</b>	“For me being active every single day is incredibly important. It is my lifestyle, and when I can’t be active it affects my lifestyle.”
<b>CG: Laurie Armijo Has Asthma</b>	“When I was diagnosed with exercise induced asthma, it was very difficult because I had to pretty much give up a lot of the sports that I love and I had to get it addressed and taken care of. And it was kind of scary for me because I could not breathe to run, to walk fast, to swim or ride my bike. I basically couldn’t breathe.”
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