



National
Asthma
Council
AUSTRALIA

Celebrating
35 Years

35

ANNUAL
REPORT 20
24

Who we are

We are the national authority for asthma knowledge, setting the standard for asthma care.

The National Asthma Council Australia is a not-for-profit organisation and is a collaboration of four member organisations:

- Australasian Society of Clinical Immunology and Allergy
- Australian Primary Health Care Nurses Association
- Pharmaceutical Society of Australia
- Royal Australian College of General Practitioners

Our purpose

Leading the improvement of asthma care and management in Australia.

Our role

Drive best practice with evidence-based guidelines, strategic focus, and collaborative partnerships.

Our focus

- Develop and maintain relevant and accessible evidence-based guidelines for health professionals.
- Improve knowledge dissemination through inclusive and innovative delivery.
- Drive impact and wellbeing outcomes through effective and high-quality asthma education.
- Facilitate multi-disciplinary best practice care for people with asthma.
- Build collaborative approaches to issues that are important to health professionals and the community.

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Acknowledgment of Country

The National Asthma Council Australia acknowledges and pays respect to the past, present, and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual, and educational practices of Aboriginal and Torres Strait Islander peoples.

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Chair's Message

The National Asthma Council (NAC) is celebrating 35 years of being the national authority on asthma knowledge and setting the standard for asthma care in Australia. For the NAC Board it has been an opportunity to reflect and ensure the organisation remains 'fit for purpose' for the challenges ahead. Being a distinctive health NGO requires both the Board and the NAC team to have a concise strategic plan with a clear purpose and focus. View our strategy at nationalasthma.org.au/about-us

This is demonstrated in our revised purpose: leading the improvement of asthma care and management in Australia. Our specific role is to drive best practice with evidence-based guidelines, strategic focus, and collaborative partnerships.

Our Australian Asthma Handbook is widely used by primary health care professionals and is recognised as a valuable evidence-based clinical resource with recommendations and guidance for diagnosing and managing asthma in adults and children. It is important this information is current, appropriate for primary health settings and easily accessible. The NAC is currently conducting a review and updating the Australian Asthma Handbook and also the website to improve functionality and usability. This significant project will be completed in 2025.

Projects such as these could not be achieved without the extraordinary voluntary commitment of our committees and advisory groups. Many of Australia's leading asthma, respiratory and primary care experts and researchers engage with our team to provide their expertise, knowledge and guidance. I would like to particularly acknowledge our dedicated Australian Asthma Handbook Guidelines Committee members led by the Chair, Prof Nick Zwar. Our Finance and Governance Committees, Pharmacists, General Practitioners and Nurses Asthma Advisory Groups and the Sensitive Choice® Advisory Panel have also all continued to make significant contributions over the year.

As a Board it is important we ensure we have effective governance, financial and management systems and processes that support and enable the work of a small organisation. Over the year we have had some changes to our Board membership with Dr Stephen Hughes completing his term of office. I would like to thank Dr Hughes for his valuable contribution to the Board



over many years. We were joined in 2024 by two new directors, Mr Ben Gargett and Dr Roger Sexton AM. We also farewelled A/Prof Sara Barnes who was the nominee director for the Australasian Society of Clinical Immunology and Allergy and Prof Sheryl van Nunen OAM has replaced her. To my Board colleagues, I express my gratitude for their support, professionalism and contributions over the year.

This annual report highlights the achievements of the NAC and as Chair of the Board I am proud of our ongoing leadership and commitment to improving asthma care and management across Australia. Our CEO, Ms Rhonda Cleveland, has successfully led a small professional team with a strong record of project implementation and stakeholder engagement. I thank Rhonda and the team for their professionalism, energy and for working together so effectively to deliver our program of work.

A handwritten signature in black ink, reading 'Joanna Wriedt'.

Dr Joanna Wriedt
Chair of the Board of Directors

CEO's Message

We have had another busy and successful year at the NAC. We revised our Strategic Plan and began implementing this in 2024. We are clearly focused on developing and maintaining relevant and accessible evidence-based guidelines for health professionals as well as driving impact and wellbeing outcomes through effective and high-quality asthma education. Building collaborative approaches with health professionals, stakeholders and the community enables us to have a national influence on asthma management in Australia.

This level of engagement with our asthma management resources is demonstrated by over 900,000 website visits, almost 500,000 views of the Australian Asthma Handbook and 300,000 views of our 'How-to' instructional videos that demonstrate correct inhaler and device techniques. Busy health practitioners say that the NAC's Australian Asthma Handbook is informative, trustworthy and useful.

I hope that you enjoy reading about our program of activities in this annual report. One aspect of our work that I am particularly passionate about is how we are contributing to reducing the environmental impact of asthma treatments. We have produced information for health professionals about how they can make greener inhaler choices when prescribing inhalers for their patients. We will continue our focus on environmental projects, which is not only one of our priority areas but also in response to consumer, health professional and other stakeholder expectations about commitment to sustainability.

As noted by our Chair, Dr Joanna Wriedt, we have had several changes to our Board in the last 12 months. I would like to add my thanks to previous Board members and welcome our new members. I look forward to working with the Board in the future and I acknowledge and thank them for their contribution over the year. In particular, I thank Dr Wriedt for her leadership and guidance in recent years. I continue to gain from her professional experience, and I am grateful for her support and the time she commits to the NAC.

Each year I am astounded at the level of voluntary contribution made by the many experts who provide their expertise and knowledge to our committees and advisory groups. Like so many health NGOs our work would not be possible without them. I thank them all for their

commitment to improving asthma management and care so we can help reduce deaths from asthma and reduce rates of hospitalisation. We have come a long way since the NAC was established 35 years ago, with deaths from asthma halved but there is so much more work to be done.

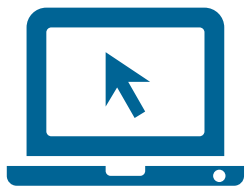
Our team remains committed to our purpose of leading the improvement of asthma care and management in Australia, across various educational, clinical and communications work areas. This includes staff working in regional Victoria, with one staff member working interstate. I am grateful for their ongoing passion and engagement with our work and for their support for me as CEO.

We have some busy times ahead in the next 12 months with the completion of the Australian Asthma Handbook update and launch of the new website, continuing our education program with a recent grant from the Australian Government Department of Health and Aged Care, and working with our corporate sponsors who provide funding towards our highly valued resources for health professionals.



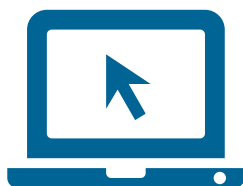
Rhonda Cleveland
Chief Executive Officer

Year in Review



154,649

Australian Asthma
Handbook website visits
(5% increase)



902,473

NAC website visits
(25% increase)



494,214

Australian Asthma
Handbook webpage
views



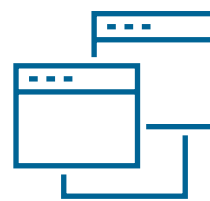
1.4M

NAC webpage views



300,000 +

'How-to'
video views



195,855

asthma action plan
NAC webpage views



21,500+

resources distributed
across Australia
(196% increase)



2,500+

health professionals
registered and attended
workshops/webinars



15%

increase in NAC
eNews subscribers



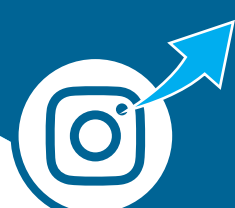
12%

increase in NAC
Facebook followers



128%

increase in NAC
LinkedIn followers



54%

increase in
Sensitive Choice®
Instagram followers



59

new Sensitive Choice®
products approved



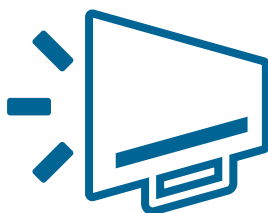
161,475

Sensitive Choice®
webpage views



84,760

Sensitive Choice®
website views
(7% increase)



24

media releases



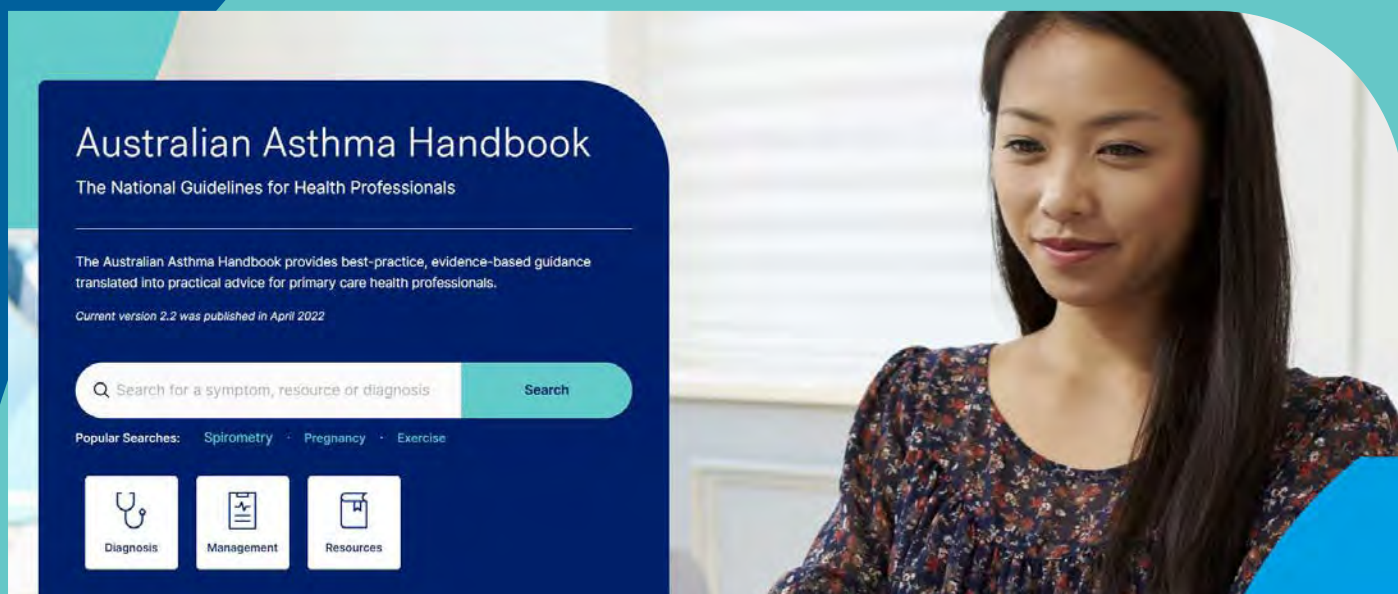
1,900

NAC earned
media mentions



1,340

Sensitive Choice®
earned media mentions



Setting the Standard

Australian Asthma Handbook

The National Asthma Council Australia (NAC) sets the standard for asthma management with the Australian Asthma Handbook. The Australian Asthma Handbook provides evidence-based clinical recommendations and practical guidance for health professionals diagnosing and managing asthma in adults and children in primary health care settings.

“The top three ways to describe the Australian Asthma Handbook were ‘evidence-based information’, followed by ‘up to date information’ and ‘produced by a trusted source’.”

The Australian Asthma Handbook is undergoing a clinical review, with a target publication date in early 2025. The Australian Asthma Handbook Guidelines Committee is updating the clinical recommendations and commentary within the guidelines to ensure best practice, evidence-based guidance that will improve the quality of care for patients with asthma in Australia.

The NAC’s Australian Asthma Handbook website is also being updated to improve usability and ensure it aligns with health professional needs. During 2023, a comprehensive user analysis found the Handbook is highly valued and trusted but needs improvement in search functionality and ease of use.

The Handbook user analysis included an online survey of 250 health professionals and in-depth interviews with 15 primary care health professionals. The results identified that the Handbook is highly regarded as Australia’s definitive guide to asthma care and management for primary health care professionals.

All asthma educators (100%) who responded to the survey said they use the Handbook in their practice, followed by 78% of general practitioners, 76% of pharmacists and 75% of nurses. Positive sentiments used to describe the Handbook included comprehensive, evidence-based, informative, up to date, helpful, trusted and resourceful. A small proportion of respondents identified navigation

and search function challenges, and information duplication, making it difficult to find key recommendations for implementation in practice.

As part of our ongoing commitment to providing accessible and relevant asthma management resources, the NAC is working to deliver a new website with updated clinical information for the new Australia Asthma Handbook in 2025. A Quick Reference Guide (for the diagnosis and management of asthma in adult patients) is also being developed as the 'go-to' reference for health professionals and as a companion to the existing Handbook recommendations.

Explore: astmahandbook.org.au

The Australian Asthma Handbook continues to be endorsed by peak organisations including:

- Australasian College for Emergency Medicine
- Australian Primary Health Care Nurses Association
- Pharmaceutical Society of Australia
- Royal Australian College of General Practitioners
- Society of Hospital Pharmacists of Australia.

vital resource reliable
fantastic Essential respiratory information
clear **informative** authoritative
a good reference **comprehensive** useful
trustworthy helpful evidenced
resource

Website statistics – astmahandbook.org.au

The Australian Asthma Handbook attracted 154,649 visits in the 2023-24 period, representing an increase of 5% from the previous year.

There were 494,214 page views, indicating continued engagement with our health professional audience.

TOP 5 POPULAR WEBPAGES VIEWED

1. Management
2. Management/adults
3. Management/children
4. Acute asthma/clinical
5. Diagnosis



154,649

Australian Asthma
Handbook website
visits (5% increase)



Setting the Standard

Asthma Management Resources

The NAC develops a wide range of evidence-based resources, based on our **Australian Asthma Handbook**, for primary care health professionals, patients and carers. We work with a national network of leading experts dedicated to asthma, including respiratory physicians, general practitioners, nurses, allergists and pharmacists, who provide advisory input and guidance on the development of our asthma management resources. Our resources are available free of charge and available to order or download from the NAC and Sensitive Choice® websites.

Website resources

In addition to the NAC's Australian Asthma Handbook website: astmahandbook.org.au, the NAC's other health professional and patient resources are available on nationalasthma.org.au and sensitivechoice.com.

Resources on the NAC's websites continue to be highly utilised with increasing rates of engagement and page views. The most popular webpage and resource across all websites was the Asthma and COPD Medications chart on the NAC website, with 125,673 views, representing a 37% increase from 2022-23.

Explore: nationalasthma.org.au/living-with-asthma/resources/health-professionals

The second most popular webpage on the NAC website was the 'How-to-video' landing page with 61,784 views, a 58% increase from 2022-23. The top five videos viewed accounted for 193,864 views and were about how to use:

- Turbuhaler
- Standard mdi + spacer
- Standard mdi
- Respimat
- Nasonex.

The 'How-to' video library on the NAC's website has a comprehensive collection of asthma, COPD and allergy medication device technique videos that demonstrate the correct technique for using each device and in total have been viewed over 300,000 times.

New videos produced in 2023-24 were:

- How to use a metered dose inhaler (puffer) with a spacer for children.
- How to use a metered dose inhaler (puffer) with a spacer for adults.

Explore: nationalasthma.org.au/health-professionals/how-to-videos

The third most popular webpage was the Asthma Action Plan landing page with 58,103 views, a 2% increase from 2022-23. There was a total of 195,855 views of all action plan pages on the NAC website.

Print resources

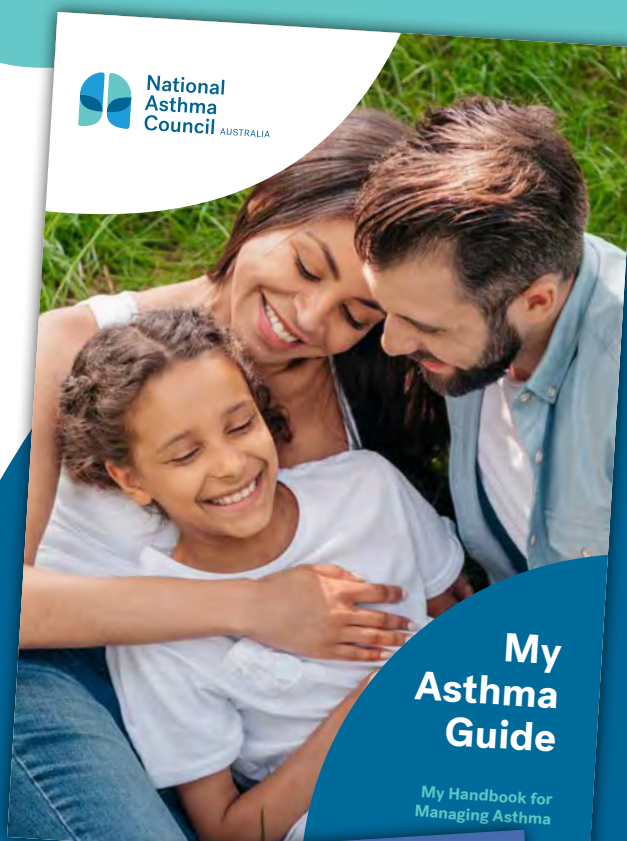
The NAC's three websites are the main way that health professionals and consumers access our asthma management information, however in addition, around 21,572 print copies (196% increase from 2022-23) of NAC resources were disseminated across Australia, including:

- My Asthma Guide
- Asthma and COPD Medications Chart
- Asthma Action Plans.

Additionally, over 35,000 medication charts were distributed to health professionals via field representatives from our major supporters (see page 39).

“Around 21,572 print copies (196% increase from 2022-23) of NAC resources were disseminated across Australia.”

National
Asthma
Council
AUSTRALIA



My Asthma Guide

My Handbook for
Managing Asthma

ASTHMA ACTION PLAN
Take this ASTHMA ACTION PLAN with you when you visit your doctor

ACTION PLAN FOR		DOCTOR'S CONTACT DETAILS		EMERGENCY CONTACT DETAILS	
Name: _____ Date: _____ Next asthma check-up date: _____		Name: _____ Phone: _____		Name: _____ Phone: _____ Relationship: _____	
WHEN WELL When you are feeling well and your asthma is under control Peak flow? (if used): _____ Your inhaler(s) is/are: _____ Take _____ times every day Take: _____ (puffs/takes) Other instructions: _____ (e.g. other medicines, trigger avoidance, what to do before exercise)					
WHEN NOT WELL When you are feeling worse and your asthma is not under control Peak flow? (if used): _____ Keep taking your inhaler(s) _____ Take _____ times every day Take: _____ (puffs/takes) Other instructions: _____ (e.g. other medicines, when to stop taking your inhaler)					
IF SYMPTOMS WORSEN When you are feeling very worse and your asthma is not under control Peak flow? (if used): _____ Keep taking your inhaler(s) _____ Take _____ times every day Take: _____ (puffs/takes) Other instructions: _____ (e.g. other medicines, when to stop taking your inhaler)					
DANGER SIGNS Asthma emergency (severe breathing problems, symptoms get worse very quickly, relief has little or no effect) DIAL 000 FOR AMBULANCE Call an ambulance immediately. Say that this is an asthma emergency. Keep taking your inhaler as often as needed. Use your adrenaline autoinjector (EpiPen or Anapen).					

National Asthma Council AUSTRALIA
nationalasthma.org.au

New and updated resources

Sleep and asthma

This new health professional resource on treating patients who present with poor asthma control and sleep disturbances such as persistent night-time cough highlights key asthma practice points for better sleep and encourages the use of an asthma symptom tool such as the Australian Asthma Handbook Asthma Control Test.

The resource aims to increase awareness of other causes of cough for people with asthma that may attract inappropriate use of oral steroids and multiple courses of antibiotics from misdiagnosis. Asthma symptoms during sleep or upon waking indicate suboptimal asthma control. Frequent nocturnal symptoms indicate increased risk of acute asthma exacerbations and should not be accepted as normal. The resource recommends that health professionals should consider stepping up asthma treatment with anti-inflammatory therapy in a patient with sleep disturbance due to asthma symptoms.

Reducing the environmental impact of asthma treatment



Information for health professionals

Many Australians have asthma that is not well controlled. Better asthma management will not only reduce symptoms and help prevent severe exacerbations, but it could also help improve the health of our environment.

Australian studies have reported high rates of poor asthma symptom control,¹ associated with under-use of inhaled corticosteroids (ICS)² and over-reliance on short-acting beta₂ agonists (SABA).³ Salbutamol via pressurised metered-dose inhaler (pMDI) is by far the most common reliever medicine used in Australia, with over 5 million prescribed inhalers dispensed per year, plus an estimated 6 million salbutamol pMDIs sold over the counter annually.^{3,4}

Overuse of short-acting beta₂ agonists is risky. Dispensing of three or more 200-dose salbutamol canisters per year (equivalent to more than daily average use) is associated with increased risk of severe asthma exacerbations.^{5,6}

Overuse of salbutamol pMDIs is also a problem for the environment. Poorly controlled asthma has a larger carbon footprint than well-controlled asthma, due partly to healthcare utilisation, but mainly to use of SABA other inhalers because they contain hydrofluorocarbon propellants, which are released during use and through leakage after disposal.¹¹ Annual Australian greenhouse gas emissions from SABA inhalers have been estimated to be equivalent to over 350,000 tonnes of carbon dioxide¹² – as polluting as driving a petrol car from Sydney to Perth more than 360,000 times.¹³

Practice points

Minimise wastage by reducing inappropriate or unnecessary prescribing, dispensing and purchase of inhalers:

- Confirm the diagnosis of asthma to target treatment effectively.
- Choose the best inhaler for the individual, and train them to use it correctly.
- Aim for good asthma control to reduce patients' requirement for salbutamol doses via pMDIs.
- Discourage excessive over-the-counter purchase of inhalers.

Think of the environment when prescribing – consider inhalers that contribute least to global warming, where suitable for the patient. If switching inhalers, train the person in correct inhaler technique.

Advise patients on safe disposal of used and unwanted inhalers.

Gain and maintain good asthma control

ICS-based treatment is recommended for almost all adolescents and adults, and for some children, with asthma.¹⁴ There are now several inhalers available that combine ICS and formoterol. Some of these can be used as relievers, with or without daily maintenance doses, depending on asthma severity.¹⁵ People using these regimens should not also use prescription or over-the-counter SABA pMDIs. Several propellant-free budesonide-formoterol options are available. Using as-needed budesonide-formoterol (without maintenance treatment) in mild asthma can reduce the carbon impact of asthma therapy by over 90%, by avoiding SABA pMDI use.¹⁶

*See Therapeutic Goods Administration product information for indications and age restrictions.

Reducing the environmental impact of asthma treatment

This new health professional resource contains clinical information about the environmental impact of pressurised metered-dose inhalers (pMDIs), including clinical practice points and environmental considerations for managing patients with asthma. Salbutamol via pMDI is the most common reliever medicine used in Australia, with over five million prescribed inhalers dispensed per year, and an estimated six million salbutamol pMDIs sold over the counter annually. pMDIs have a much larger impact on the environment than other inhalers because they contain hydrofluorocarbon propellants, which are released during use and through leakage after disposal.

The release of this information supports other important work being done, primarily via the National Health and Climate Strategy, to improve respiratory health outcomes and reduce greenhouse gas emissions from respiratory inhalers. As the publisher of Australia's leading asthma guidelines, the Australian Asthma Handbook, the NAC is assisting in the National Health and Climate Strategy by partnering with other organisations to help reduce emissions from respiratory inhalers. The launch of the new information is a key step in helping to reduce pollution while ensuring that treatment of asthma is optimal.

nationalasthma.org.au/living-with-asthma/resources/health-professionals/information-paper/reducing-the-environmental-impact-of-asthma-treatment

Sleep and asthma

Information for health professionals

Sleep is essential for good health. Healthy sleep means having a regular sleep-wake cycle, getting enough sleep each day, and enjoying good-quality sleep (falling asleep easily, staying asleep through the night, and feeling refreshed after sleeping).¹ Disruption to any of these can compromise health and wellbeing.²

Asthma is one of many health conditions associated with poor sleep. Asthma symptoms can disrupt sleep, while sleep disturbances can impair asthma control and quality of life.^{3,4}

Poor asthma control is associated with sleep disturbance

Asthma symptoms during sleep or on waking indicate suboptimal asthma control. Frequent nocturnal symptoms indicate increased risk of acute asthma exacerbations.

Some asthma treatments also affect sleep. Sleep disturbance is a common adverse effect of short courses of prednisone/prednisolone⁵ to manage asthma exacerbations. Montelukast has been associated with insomnia and disturbed sleep in case reports, case series and pharmacovigilance studies.^{6,7}

Asthma practice points

Ask about sleep. When assessing asthma in adults and children, ask about nocturnal waking and early morning symptoms of chest tightness, wheeze and breathlessness – use an asthma symptom tool, such as the Asthma Control Test or Asthma Control Questionnaire (available from the [Australian Asthma Handbook](http://AustralianAsthmaHandbook.org)).

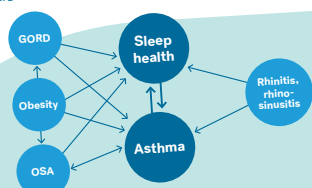
Don't accept nocturnal asthma symptoms as normal. Consider stepping up asthma treatment in a patient with sleep disturbance due to asthma symptoms (after checking and correcting adherence and inhaler technique).

Minimise oral corticosteroid use. Oral corticosteroids often cause sleep disturbance. The need for oral corticosteroids is reduced by treatment with inhaled corticosteroids (with other medication as indicated).⁸ When oral corticosteroids are necessary, they should be taken early in the morning to reduce the risk of sleep disturbance.

Other conditions that affect sleep commonly co-occur with asthma

In an individual with multimorbidity, several conditions may contribute to both sleep disturbance and asthma control. In patients with asthma symptoms that are difficult to control, these should be investigated and managed simultaneously.

Associations between asthma and sleep



New supplementary labels for inhalers

The NAC, in collaboration with the Pharmaceutical Society of Australia (PSA), developed supplementary labels that can be affixed to inhalers in addition to the dispensing label. The new inhaler labels were promoted as a way for pharmacists to have a conversation with patients about device technique highlighting that inhaler device technique should be assessed and optimised at every opportunity.

The new resources were released along with a supporting document for health professionals by Clinical Associate Professor Debbie Rigby available at nationalasthma.org.au/living-with-asthma/resources/health-professionals/information-paper/inhaler-stickers-and-information, addressing the issue that up to 94% of patients do not use their inhaler device correctly, resulting in inadequate dosing, suboptimal disease control, worsening of quality of life, and increased hospital admissions and mortality.

Asthma inhaler information cards were also developed to help with appropriate selection of labels and a QR code on the cards links to the NAC's instructional videos nationalasthma.org.au/health-professionals/how-to-videos on inhaler technique.



Aerosol			Dry Powder inhaler (DPI)		
Pressurised metered dose inhaler (pMDI)	Breath-actuated pMDI	Soft Mist Inhaler (SMI)	Single dose DPI – capsule	Single dose DPI – blister	Multidose DPI – reservoir
Aerosphere	Autohaler	Respimat	Breezhaler	Accuhaler	Easyhaler
Metered dose inhaler			HandiHaler	Ciphaler	Genuair
Rapihaler			Zonda	Ellipta	Spiromax
					Turbuhaler
INHALE SLOW and STEADY			INHALE QUICK and DEEP		



Using a spacer with your inhaler

A new consumer fact sheet about 'Using a spacer with your inhaler' was developed, highlighting the benefits of using a spacer with a metered dose inhaler. The fact sheet also includes QR codes for two new instructional videos that were developed to demonstrate how both adults and children should be using a spacer with a pMDI. The three resources were developed in time for World Asthma Day 2024 in response to the large proportion of the population that do not use their inhaler device correctly, which can increase the risk of severe flare-ups and hospitalisations.

nationalasthma.org.au/living-with-asthma/resources/patients-carers/factsheets/using-a-spacer-with-your-inhaler

Two new 'How to videos': How to use a metered dose inhaler (puffer)

A new video was developed to correctly demonstrate the use of a pMDI and spacer for adults with asthma. In the same series, another video was developed for patients and carers demonstrating the correct way to use a pMDI, spacer, and face mask for children with asthma.

Asthma and COPD Medications Chart update

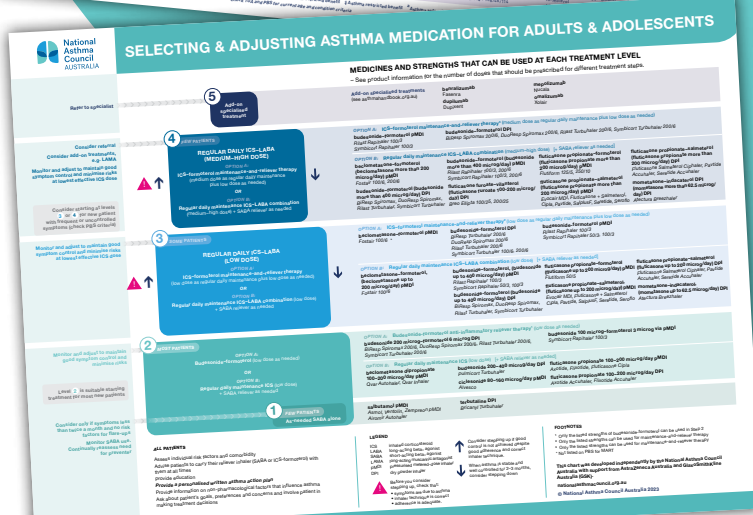
The Asthma and COPD Medications chart is a handy reference that makes it easy to identify and explain different treatments. It includes the latest inhalers available in Australia and specifies the PBS reimbursement status of each medication as of August 2023.

Selecting and Adjusting Medication for Adults and Adolescents Chart update

The Selecting and Adjusting Medication for Adults and Adolescents chart is an essential visual reference to medications for each level of the popular Selecting and Adjusting Medication for Adults and Adolescents diagram in the Australian Asthma Handbook. The chart was updated in August 2023.

Allergic Rhinitis Treatments Chart update

The Allergic Rhinitis Treatments chart is a guide to the main intranasal treatment options for allergic rhinitis available in Australia. It was updated in March 2024 and is designed for clinics or pharmacy to help health professionals explain the range and types of treatments available. It includes prescription only, pharmacy only and non-prescription products.



902,473
NAC website visits



300,000+
How-to video views



15%
increase in NAC
eNews subscribers

TOP 5 NAC WEBSITE PAGE VIEWS

1. Health professionals
– Asthma and COPD medications chart
2. Living with asthma – How to videos
3. Health professionals
– Asthma action plans landing page
4. Asthma action plans by NAC
5. Asthma action plan library



Setting the Standard Education and Training

The Asthma and Respiratory Workshop Education Program delivers comprehensive education, valuable resources, and peer-led training sessions tailored to primary healthcare providers. The objective is to enable the integration of best-practice methodologies in asthma management and related chronic respiratory conditions, and to equip health professionals with evidence-based information and support materials.

[Explore: nationalasthma.org.au/health-professionals/education-training](https://nationalasthma.org.au/health-professionals/education-training)

Due to changes in funding, the education program transitioned to a fee-for-service model, enabling the delivery of more customised sessions tailored to primary health care needs. This approach provided greater flexibility and ensured the highest possible learning outcomes. Our CPD-accredited face-to-face workshops and webinar series continued to offer specialised sessions designed to equip primary healthcare professionals with the essential knowledge and tools for providing high quality asthma care.

The Spirometry Training Course continued to be a much

sought-after workshop. There was notable interest from Aboriginal and Islander Health councils and centres in Queensland, for our Aboriginal Health Workers and Practitioners workshop.

The Asthma in Spring - Allergies and Thunderstorms webinar remained popular from late August to October 2023 in New South Wales and Victoria.

Additionally, during this period, we collaborated with external stakeholders and Sensitive Choice® partners to deliver a variety of tailored asthma education presentations.

Childhood asthma diagnosis and management (ICAM)

The NAC was part of the Victorian Government's Improving Childhood Asthma Management (ICAM) and is part of the ICAM Sustain – Inner West Program. ICAM aimed to deliver rapid and targeted projects to improve key aspects of the local asthma care system that would improve the health and wellbeing for children with asthma in the inner west.

The two education packages that were created as part of the ICAM program continued to be popular throughout 2023-24 with a total of 557 webpage views and clicks on the ICAM program information.

Childhood asthma diagnosis and management in Inner West Melbourne (Primary Health Care)

This locally tailored CPD education package was developed to equip primary health care professionals with the knowledge and tools to provide high quality asthma care to children in Melbourne's inner west. It details the latest guidelines for infant wheeze, paediatric and adolescent asthma from 1-5 years, 6-11 years, and 12-19 years. Topics include asthma pathophysiology, triggers, diagnosis, and management, medications, written asthma action plans, management of acute asthma in primary care and asthma first aid.

Childhood Asthma Guide for Inner West Melbourne (Schools and Sports Clubs)

This education package focuses on identifying and managing asthma in children within a school or sports setting for children and adolescents 5-19 years old. The package is aimed at asthma care providers in education

and sports clubs settings. Participants learn how to identify symptoms and triggers of asthma, including those common to Melbourne's inner west; and how to utilise written asthma action plans, provide effective asthma management and asthma first aid.

Australian College of Rural and Remote Medicine workshop

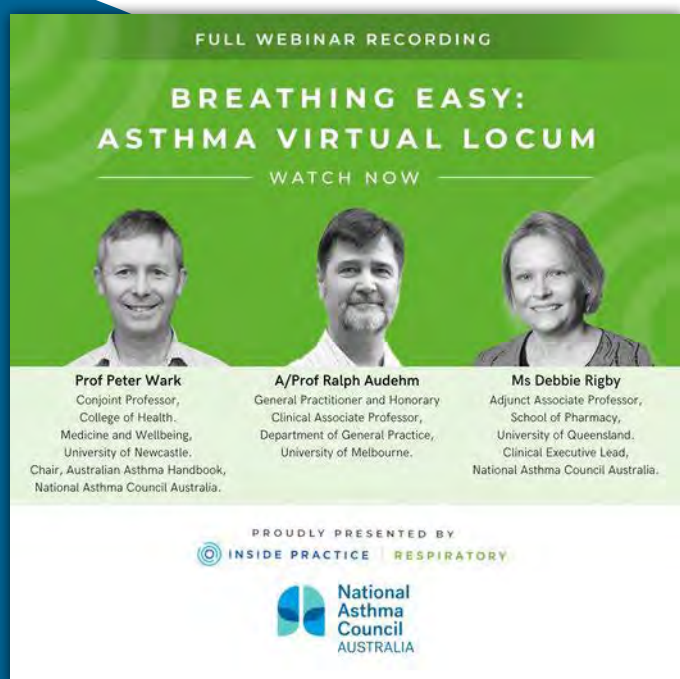
In March 2024, Narelle Williamson, NAC Asthma and Respiratory Educator and Senior Clinical Consultant presented two asthma management webinar sessions that 306 Australian College of Rural and Remote Medicine (ACRRM) GP members attended. The webinars were highly successful, and it was a valuable way of reaching health professionals working in rural and remote medicine.

Asthma in Spring webinar

The NAC's Sensitive Choice® program, in collaboration with Melbourne Pollen, hosted an informational webinar about asthma in spring in October 2023.

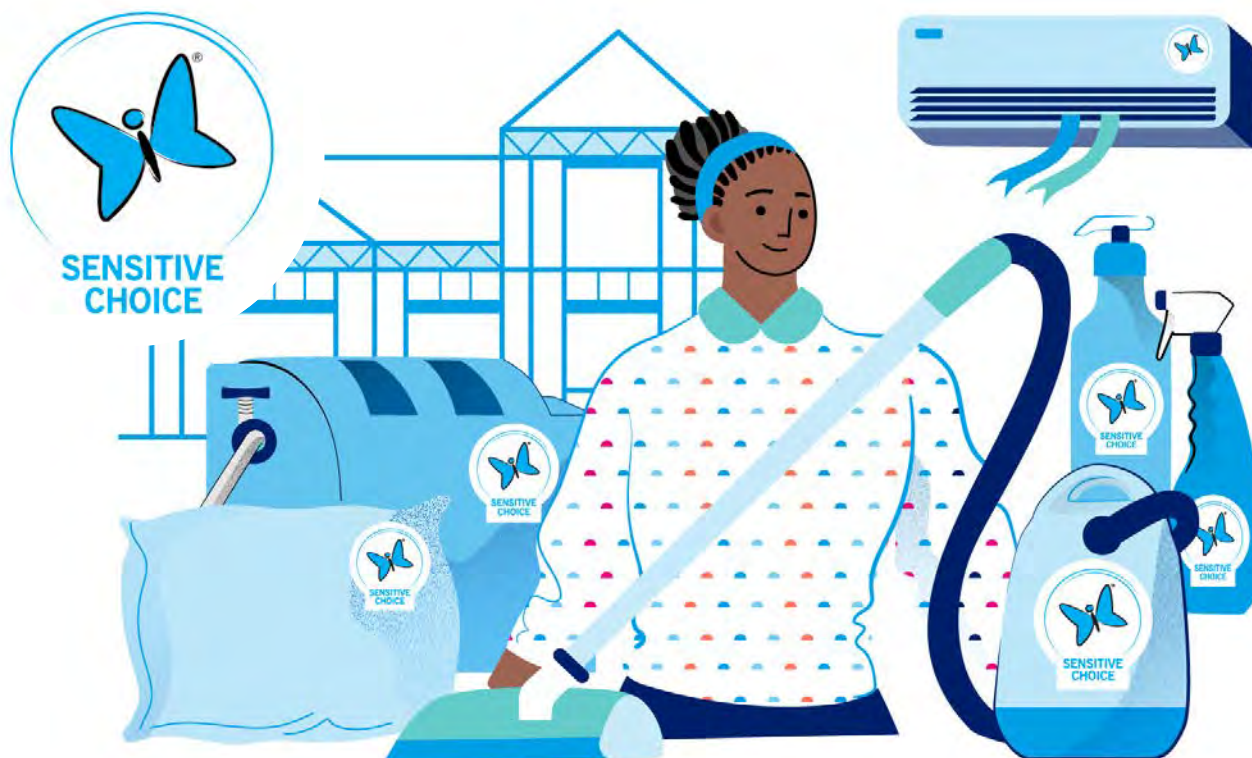
The free online webinar was presented by the NAC's Asthma and Respiratory Educator and Senior Clinical Consultant, Narelle Williamson, and addressed the topics of thunderstorm asthma, allergic rhinitis (hay fever) and how people can stay safe during the peak allergy season. The webinar was highly popular. There were:

- 1012 Zoom registrations who received the webinar recording and could listen any time
- 335 total attendees who tuned in on the day
- 100 questions received during the webinar
- 500 webinar recording link clicks after the live event.



Breathing Easy webinar

The Breathing Easy Virtual Locum webinar was held in June 2023, however it continued to generate much interest throughout late 2023, with 631 views of the webinar recording. It includes a real-world consultation with an asthma patient, featuring A/Prof Ralph Audehm as chair, alongside Prof Peter Wark, NAC Director and respiratory physician and Clinical A/Prof Debbie Rigby, NAC Clinical Executive Lead, navigating the clinical presentation of a patient with asthma and illustrating the diagnostic progress of asthma, the need for medication and the importance of an asthma action plan.



Setting the Standard

Sensitive Choice®

Sensitive Choice® enables people to live better with asthma and allergies. The NAC created the Sensitive Choice® program to help people identify products and services that are asthma and allergy-aware, through the trusted blue butterfly.

Only products and services that have been approved through a rigorous review process that determines if they provide a potential benefit to someone with asthma and allergies, can carry the Sensitive Choice® blue butterfly logo. The program is so popular that it also encourages manufacturers to create asthma and allergy-aware products to meet the high standards for Sensitive Choice® approval, which contributes to brand value and consumer perception.

Global impact

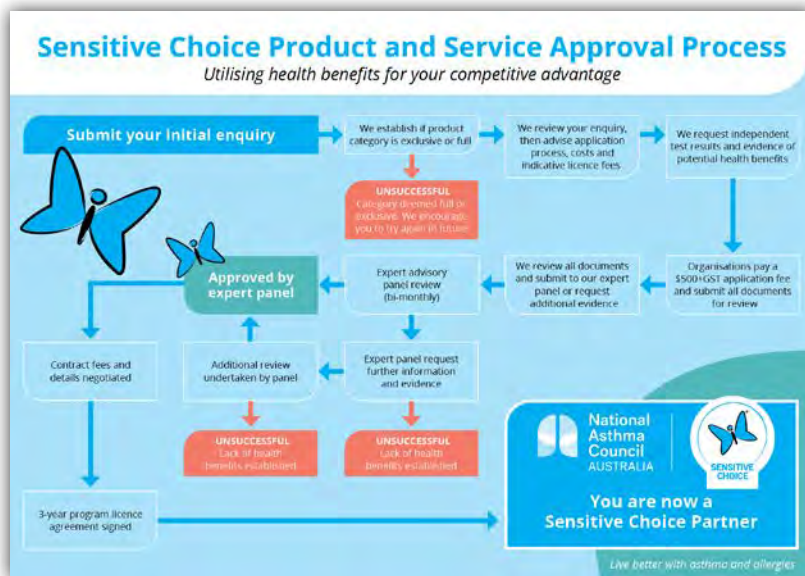
Sensitive Choice® has played a crucial role in educating people on effective asthma and allergy management. It is a global program with trademarks in over 65 countries. People with asthma and allergies can look out for the reassuring blue butterfly around the world.

The recognisable Sensitive Choice® blue butterfly symbol can now be spotted on a wide range of products globally, ranging from bedding and construction materials to cleaning agents, carpets, air purifiers, vacuum cleaners, paints, and even baby products.

Over the past year, the Sensitive Choice® program has continued to expand, broadening its impact by collaborating with new partners and incorporating new products.

The program welcomed 59 new products into its approved range of products and services, along with the introduction of four new partner brands.

“Sensitive Choice® has played a crucial role in educating people on effective asthma and allergy management. It is a global program with trademarks in over 65 countries. People with asthma and allergies can look out for the reassuring blue butterfly around the world.”



A rigorous review process

Products and services bearing the blue butterfly symbol have been reviewed and approval by a panel of experts, the Product Advisory Panel, who assess their potential benefits for people with asthma or allergies.

The Product Advisory Panel includes experts in allergies, law, general practice, clinical immunology, epidemiology, environmental chemistry and respiratory health. Each member volunteers their time to provide expert and independent advice, ensuring that every product bearing the Sensitive Choice® blue butterfly logo undergoes a thorough and rigorous assessment. Over 50% of initial product applications are rejected, often requiring multiple product modifications and re-applications to meet the stringent criteria.

Explore: sensitivechoice.com



4

new partners joined the program



59

new products approved



52

products rejected, or further information requested to meet criteria

Digital engagement

During 2023-24 the Sensitive Choice® website had 84,760 visitors and 161,475 total page views.

Social media channels performed well with substantial increases particularly across Facebook and Instagram.

Sensitive Choice® eNews subscribers increased by a record 96% due to highly successful participation in trade shows and competition activities.



1,667

Instagram followers
(54% increase from 2022-23)



5,035

Facebook followers
(2% increase from 2022-23)



3,300

Facebook reach
(3% increase from 2022-23)

MOST POPULAR WEBSITE PAGES

1. Sensitive Choice® homepage
2. Indoor humidity
3. Pollen and hay fever
4. Approved products and services
5. Air purification

“Sensitive Choice® eNews subscribers increased by a record 96% due to highly successful participation in trade shows and competition activities.”



Pregnancy, Babies and Children's Expo, 2023

Sensitive Choice® participated in the Pregnancy Babies and Children's Expo, Australia's trusted early parenting event, in October 2023. The Sensitive Choice® team was kept busy with over 10,000 attendees across the three expo days. One thousand two hundred showbags were given away early on the first day, giving the impression of a sea of blue butterflies floating through the show.

The Sensitive Choice® competition offered over \$3,100 worth of prizes, with ten prizes given away thanks to partners, Breville, Numu, De'Longhi, Bambi, Ausclimate, Herington and Koh. A mailing list sign-up secured 679 new subscribers, and daily prizes were given away by partner, Protect-a-Bed.

Sensitive Choice® partnered with FESS Little Nose, Taubmans paints and Numu cot mattresses on the stand, and all partners were extremely happy with the resulting exposure and business opportunities. In addition to stand partners, Sensitive Choice® showcased Koh, ecostore, Protect-a-Bed, Bambi, and Dunlop flooring at the show. The range of partners showcased on the stand attracted a constant crowd of show attendees asking questions and requesting further information.



10,000+
attendees



\$3,100
(RRP) major prizes
+ daily prizes



679
new subscribers

Melbourne Home Show, 2024

The Melbourne Home Show in April 2024, attracted 32,278 event attendees, presenting a valuable opportunity for engagement with a relevant target audience. The Melbourne Home Show consistently delivers tangible outcomes for the Sensitive Choice® program such as ongoing leads, immediate subscriptions, and future business opportunities, ensuring a substantial return on investment.

Sensitive Choice® was joined by four partners at the Melbourne Home Show:

- Asko, featuring their washing machines
- Bekaert Deslee, with their anti-static, anti-dust mite blinds
- Daikin, featuring their split system air conditioner and air purifiers
- Taubmans, promoting their range of paints.

The partners on the stand, competitions, as well as the Sensitive Choice® information resources generated considerable interest, including:

- 446 new sign-ups to the Sensitive Choice® eNews mailing list
- 56% email open rate and 4% email click rate (Sensitive Choice® was featured in two Home Show emails to a customer database of 106,000+)
- 30,000+ social impressions across Facebook and Instagram during our promotion period for the Home Show (1 April – 5 May).

There were \$5,915 worth of competition prizes and \$1,020 worth of daily prize giveaways.



National Asthma Week, 2023: Hear from the Experts

During National Asthma Week (1-7 September), the Sensitive Choice® program launched a daily video series featuring our health professional experts to address questions about asthma management. We gathered the most frequently asked questions about asthma, allergies, and living with asthma to create this series of educational videos aimed at promoting effective asthma management.

Asthma experts included:

- **Clinical A/Prof Debbie Rigby**
Advanced Practice Pharmacist
- **Prof Sheryl van Nunen OAM**
Clinical Immunologist and Allergist.
- **Narelle Williamson**
Registered Nurse, Asthma and Respiratory Educator and Senior Clinical Consultant, NAC.
- **Dr Joel Ten**
General Practitioner and NAC spokesperson.

View the videos: sensitivechoice.com/national-asthma-week-2023

World Allergy Week, 2024

The Sensitive Choice® World Allergy Week campaign in June 2024 aimed to raise awareness about allergies and common triggers. One common trigger was promoted per day along with an approved product giveaway. Sensitive Choice® collaborated with eight different partners across Australia and New Zealand, hosting a separate competition for both countries. The competition period ran from 23 June to 14 July, generating a huge response. People were required to subscribe to our mailing list to enter the competition. Across Australia and New Zealand, the campaign achieved:

- 3,500 subscribers
- 183,000 social media impressions
- 76,000 social media reach.

Collaborating partners included Ausclimate, ecostore, Daikin, FESS, Ionmax, Protect-A-Bed, Snooza and Tontine.



Sensitive Choice® presentation: Jaspa Herington

A Sensitive Choice® face-to-face presentation about asthma and allergies was held for our partners at Jaspa Herington.

This informational session was hosted at their manufacturing warehouse to educate and inform their staff about the impacts of asthma and allergies, and the importance of having products that are Sensitive Choice® approved.

The session was presented by the NAC's Asthma and Respiratory Educator and Senior Clinical Consultant, Narelle Williamson, to an audience of 35 Jaspa Herington staff members.

Feedback from the session was overwhelmingly positive, with staff members finding it insightful as it helped them better understand how asthma is diagnosed, treated and managed.

Key presentation topics included:

- What is asthma, symptoms and statistics
- Asthma medications, action plans and good asthma management
- Asthma first aid
- Allergic rhinitis and thunderstorm asthma
- How the Sensitive Choice® program can benefit people with asthma and allergies.



Leadership and Advocacy

Advisory Group Reports

We asked our advisory groups to share their highlights with us, in celebration of 35 years of the NAC.

General Practitioner Asthma Advisory Group

The General Practitioner Asthma Advisory Group (GPAAG) is now 32 years old. I suspect GPAAG might hold the record for the longest serving voluntary committee in the history of Australia. In this time asthma deaths have fallen from 964 in 1989 to 467 in 2022. It's presumptive to think GPAAG were responsible, but we might have helped!

In 1992, asthma action plans were almost unheard of, but today they are part of every school's student health and wellbeing policy, and the Australian Asthma Handbook lives and breathes the input of general practice.

Reflecting over the past 30+ years, other highlights include hosting the International Primary Care Respiratory Group 2nd World Conference in Melbourne in 2004 and having asthma recognised as a national health priority. The implementation of an asthma item number helped educate a generation of GPs on the basic requirements of good asthma care. The complexity of the Medicare Benefits Schedule sadly saw it removed. Finding a way to get good asthma care remunerated remains an important challenge as does improving the quality of our air and tackling climate change and fossil fuel pollutants.

Thank you to members past and present, who have given and continue to give their time so generously.

A/Prof Ian Charlton, General Practitioner

Nursing Asthma Advisory Group

As a nurse who had worked in the primary health care setting for over 40 years, and for the last 20 years as an asthma and respiratory educator, it was a privilege to be involved with the NAC in a variety of ways.

My experience as a member of the Nurses Asthma Advisory Group (NAAG) was both personally and professionally satisfying. It was rewarding to have professional engagement with other members of the group, highlighting the value of a primary health care nurses and the important role they play, in the management of asthma and linked respiratory conditions.

Primary health care settings are an ideal situation in providing preventative health care. Nurses

Celebrating
35 Years



working in this area are well placed to assist in improving health outcomes and address many aspects of asthma and respiratory care.

A highlight was the development of targeted NAC education programs including asthma and spirometry education relevant to the role of a primary care nurse. This group was vital to ensure the education programs were role specific. The primary health care professional education programs were overwhelmingly successful in part due to the input by all the advisory groups, NAAG being one.

Judi Wicking, Asthma and Respiratory Educator, Registered Nurse

Pharmacist Asthma Advisory Group

I joined the Pharmacist Asthma Advisory Group (PAAG) in 2008-09, as my main research interest was maximising community pharmacists' impact on national asthma outcomes. In my own PhD, I had structured an asthma management service model, that used the NAC's Six-Step Asthma Management Plan (rolled out in 1999-2000). This model was the first in Australia, and has over nearly two decades of research, in various modifications, elicited robust evidence of pharmacists' interventions in asthma being effective.

As a PAAG member, I have had privileged insight of NAC's workplans and strategies, and links to a motivated group of pharmacist professionals from whom I have learnt a lot. This membership has facilitated my research, but also provided a platform for me for research translation. Thank you, NAC, for running this group and allowing me a long stint as a member.

Prof Bandana Saini, Pharmacist and Academic

Leadership and Advocacy

Celebrating 35 Years

For 35 years, the National Asthma Council Australia (NAC) has been the trusted national authority on asthma care.

Since its inception as the National Asthma Campaign in 1989, the NAC has led key initiatives to improve the management of asthma and decrease asthma mortality rates in Australia.

Here, we reflect on some of our key accomplishments.

1989

The National Asthma Campaign was formed to combat the high number of annual asthma deaths. 'Could it be asthma?' was the first national public campaign.

1990

NAC formally launches the publication of its first national treatment guidelines, the Asthma Management Plan, later called the *Asthma Management Handbook*.

1990s

Developing a National Strategy. In the mid-1990s, the NAC initiated and led the creation of the National Asthma Strategy, culminating in the release of the National Asthma Strategy Implementation Plan in 1999.

1992

NAC's *Cost of Asthma* report is a landmark report on the economic impact of asthma in Australia.

1995

NAC publishes the first edition of the *Spirometry Handbook*.

1999

Asthma: A National Health Priority. Recognising the need for government commitment to advance asthma care, the NAC began rallying support in the late 1990s to establish asthma as a national health priority. This effort culminated in 1999 with asthma declared a National Health Priority Area, leading to significant government funding for asthma programs for the first time.

2000

NAC becomes a founding member of the International Primary Care Respiratory Group (IPCRG).

2002

NAC's health professional asthma education program launches with A-Teams established in five states.

2006

NAC creates Sensitive Choice® to empower consumers to identify asthma and allergy-aware products.

2009

NAC works with the United Nations Environment Programme on CFC-free inhaler awareness, after playing a key role in Australia's phase out.

35

2012

NAC launches Asthma Buddy, the online version of its asthma action plan.

2014

Seventh edition of NAC's national treatment guidelines is published online as the *Australian Asthma Handbook*.

2015

The *Hidden Cost of Asthma* report, co-commissioned by NAC estimates the cost of asthma to Australia at \$28 billion per year.

2018

NAC partners with key bodies to lead development of the National Asthma Strategy 2018.

2020

A webinar series is added to the NAC's asthma education program.

2022

NAC converts Australian Asthma Handbook *Selecting and Adjusting Asthma Medication for Adults* and *Adolescents* diagram into chart for use by health professionals.

2024

Reducing the environmental impact of asthma treatment is released as the first statement from the NAC to help health professionals make choices that can reduce asthma symptoms and help the environment.

2017

NAC develops world-first treatment guidelines for thunderstorm asthma.

2019

NAC publishes a major update to the *Australian Asthma Handbook*.

2021

NAC is chosen to implement the IPCRG 'Asthma Right Care' program in Australia.

2023

NAC as part of the Victorian Government's Improving Childhood Asthma Management (ICAM), launches the ICAM Education Program.

Leadership and Advocacy

The Leading Role of the Australian Asthma Handbook in Australia's Asthma Management

The NAC's Australian Asthma Handbook provides evidence-based practical guidance to primary care health professionals on the diagnosis and management of asthma in adults and children and sets the standard of care for people with asthma. Its many reiterations into the leading implementation guidelines resource that it is today has involved a vast network of key experts.

The Thoracic Society of Australia and New Zealand (TSANZ) first published the Asthma Management Plan in 1989 in the Medical Journal of Australia (MJA). Subsequently, the Royal Australian College of General Practitioners (RACGP) requested the newly formed National Asthma Council Australia (then National Asthma Campaign) to rewrite and disseminate the guidelines for a primary care audience. In 1989, these were published as *Asthma Management Handbook*, the first national guidelines for asthma in the world. Subsequent editions followed, disseminated nationally, and in 1996 were adapted in online format.

The full edition was informed by ongoing consultation with primary care health professionals and developed with a vast multidisciplinary network of honorary contributors. Led by the multidisciplinary NAC Guidelines Committee, these contributors consisted of 17 topic working groups and numerous individual consultants, reviewers, expert readers and website user testers. Overall, the Australian Asthma Handbook development involved more than 100 experts from general practice, nursing, pharmacy, asthma education, Aboriginal and Torres Strait Islander health, respiratory medicine and science, allergy, sports medicine, emergency medicine, psychiatry and scientific research.

Australian Asthma Handbook History

1989 TSANZ and an incipient NAC produced the **Asthma Management Plan**, published as a supplement in the MJA. Australia was the first country to produce national asthma treatment guidelines.

The 1990, 1993 and 1996 editions were written by a small writing team including a general practitioner, thoracic physician and paediatric physician who consulted with many other experts. These individuals did much of the writing, supported by NAC staff. In 1996 a pharmacist was added to this team. Members of the other NAC committees and expert working groups were also consulted.

Pharmacists' asthma management handbooks published in 1993 and 1996 were discontinued after discussion with the pharmacists involved in the NAC's asthma treatment guidelines.

1990 **Edition 1: *Asthma Management Plan*, 1990, National Asthma Campaign.** NAC produced the Asthma Management Plan in hard copy. 28,000 copies were distributed to general practitioners, physicians and medical students and demand continued for 18 months. Subsequent editions focussed on primary care as the target group with this emphasis becoming increasingly important. For many years other countries did not consider a primary care focus for guidelines, even those countries where general practitioners were the main carers for people with asthma.

1993 Edition 2: *Asthma Management Handbook*

1993, National Asthma Campaign. *Asthma Management Handbook* launched. Over 15,000 copies were distributed within two months and a reprint followed.

1996 Edition 3: *Asthma Management Handbook*

1996, National Asthma Campaign. *Asthma Management Handbook* 1996 launched in hard copy with 20,000 copies distributed and launched on the first NAC website.

Each edition in hard copy was distributed to all general practitioners, pharmacists, asthma educators, practice nurses, nurse practitioners, thoracic physicians, allergists, university medical schools (third year students), all health ministers and chief medical officers.

From **1996 to 2014**, each edition was published in hard copy and on the NAC's website in PDF format.

1998 Edition 4: *Asthma Management Handbook*

1998, National Asthma Campaign. *Asthma Management Handbook* was launched. The Cochrane Collaboration was formed and the NAC established an Evidence-based Review Working Group.

1999 The NAC published a report on the 1999 Evidence-based Review of the *Australian Six Step Asthma Management Plan*.

2002 Edition 5: *Asthma Management Handbook* 2002 was launched.

2006 Edition 6: *Asthma Management Handbook* 2006 was launched. A guidelines committee with 16 expert working groups was formed to prepare this edition. The NAC Guidelines Committee was chaired by a general practitioner with general practitioners on each working group. Medical writers were employed to write the guidelines.

Dr Amanda Barnard chairs the Guidelines Committee in preparation for the 2014 edition. An online user survey was conducted through the RACGP, with more than 1000 responses received from general practitioners and other primary care health professionals. Significant changes had occurred in guideline production since the previous edition; therefore the editorial team developed a transparent methodology to balance the rigours of evidence-based medicine with the practicalities of clinical practice.

2013/2014 Edition 7: renamed *Australian Asthma Handbook* was launched as a standalone interactive website with a summary hardcopy version. This flexible online platform provided an efficient way to make future updates.

Presentations to launch the new website were held at the TSANZ Annual Scientific Meeting, Australian Primary Care Nurses Australia (APNA) Conference, IPCRG's World Conference, European Respiratory Society (ERS) Congress and the Guidelines International Conference.

2014 *Australian Asthma Handbook*, Version 1.0 Edition 7 was launched.

- Development work commenced in 2010 and continued until February 2014.
- The Australian Asthma Handbook Version 1.0 was published online in March 2014, alongside the accompanying printed Australian Asthma Handbook: Quick Reference Guide Version 1.
- A thorough preliminary review and scoping exercise was undertaken in reference to the last full edition, published in 2006, and the evolution to a primarily online publication. Five high-priority questions were selected for systematic review.
- We convened 17 multidisciplinary working groups covering all the topic areas of the Handbook. User testing of the new website was also conducted prior to publication.

The visits to the NAC website increased dramatically during 1996 – 2015, reaching 300,000 in 2015.

2015 *Australian Asthma Handbook*, Version 1.1 Edition 8 was launched. The *Australian Asthma Handbook* is Australia's national guidelines for asthma management. It provides evidence-based, practical guidance for health professionals diagnosing and managing asthma in adults and children in primary care.

2016 *Australian Asthma Handbook*, Version 1.2 Edition 9 was launched.

2018 *Australian Asthma Handbook*, Version 1.3 Edition 10 was launched.

- Development of the minor updates (versions 1.1, 1.2 and 1.3) followed the principles outlined under our methodology framework

- In addition to the preliminary review, in considering priorities for review in development of each minor update, the Guidelines Committee considered:
 - user feedback following publication of previous versions, including clarifications and corrections
 - addition of new asthma medicines to the Pharmaceutical Benefits Scheme.
- Due to the limited scope of the review, the Guidelines Committee functioned as the working group for most topics.

2019 Australian Asthma Handbook, Version 2.0 Edition 11 was launched.

- The development work was undertaken between July 2017 and February 2019.
- The *Australian Asthma Handbook* Version 2.0 was published online in March 2019, alongside the patient brochure: My Asthma Guide 2.0.
- The Guidelines Committee conducted the preliminary review. We convened five multidisciplinary working groups covering acute asthma, diagnosis and management of paediatric asthma, primary prevention of asthma, severe asthma, and management challenges. Expertise from contributors to related information papers was also incorporated.

2020 Australian Asthma Handbook, Version 2.1 Edition 12 was launched.

- The *Australian Asthma Handbook* Version 2.1 was published online in September 2020.
- The Guidelines Committee conducted the preliminary review. The Mild Asthma Working Group was convened to consider evidence and formulate recommendations on as-needed budesonide–formoterol for mild asthma in adults and adolescents aged 12 years and over.

2021 Australian Asthma Handbook, Version 2.2 Edition 13 was launched.

- The *Australian Asthma Handbook* Version 2.2 was published online in April 2022.
- The Guidelines Committee conducted the preliminary review.

- Version 2.2 was a minor update but covered a number of important clinical issues. It included new medicines, provided updated clinical advice on the management of exercise-induced bronchoconstriction, provided more detailed dosing information for single-inhaler combinations of inhaled corticosteroids and long-acting beta₂ agonist combinations, and updated guidance on the use of electronic cigarettes for smoking cessation.

2022 Australian Asthma Handbook update covered several important clinical issues.

- It included new medicines, updated clinical information on the management of exercise-induced bronchoconstriction, provided more detailed dosing information for single-inhaler combinations of inhaled corticosteroids and long-acting beta₂ agonist combinations, and updated guidance on the use of electronic cigarettes for smoking cessation.
- This update progressed the NAC's commitment to providing practical information for primary health care practitioners to support them in delivering the best possible care for people with asthma.

2023 Australian Asthma Handbook continued to be updated throughout 2022-23 ensuring that health professionals had access to the latest information.

- One key update was the latest recommendations for 'Infection Control when Performing Spirometry in Primary Care'.
- Research, including online surveys and in-depth interviews, was undertaken with over 200 health professionals to ensure the Handbook remains relevant and responsive to user needs.

Leadership and Advocacy

Campaigns and Initiatives

World Asthma Day, 2024

In line with the theme, 'Asthma Education Empowers', the NAC released two new instructional videos for adults with asthma and parents of children with asthma in time for World Asthma Day on 7 May 2024.

The first video focuses on the use of a pressurised metered dose inhaler and spacer for adults with asthma. The second video demonstrates the correct way to use a metered dose inhaler, spacer, and face mask for children with asthma.

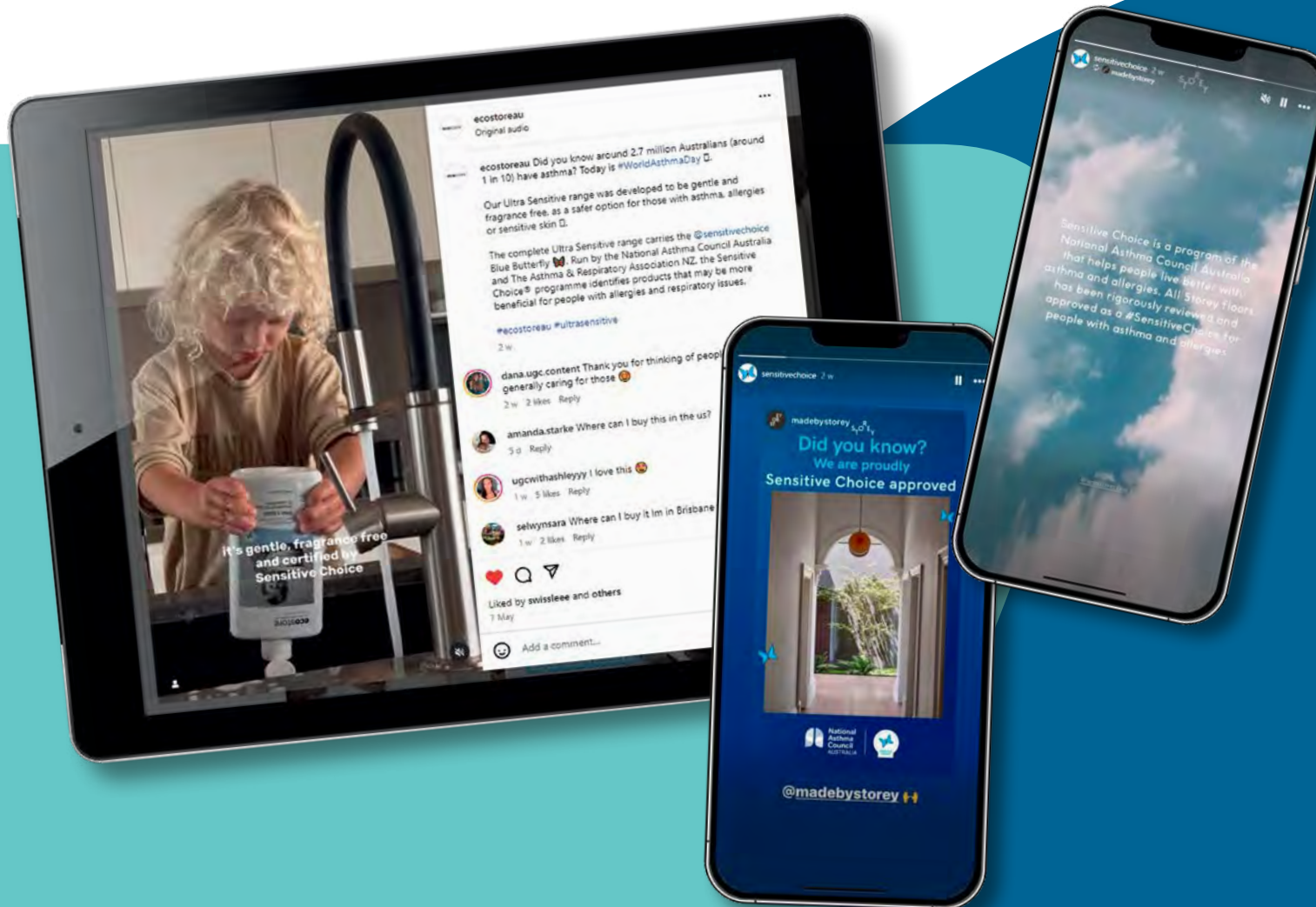
A metered dose inhaler can either be a prescribed corticosteroid preventer or a reliever. Up to 94% of patients do not use their inhaler device correctly, which could mean they don't get the full dose of their asthma medicine, however, with the right technique, the medicine gets where it needs to.

For children with asthma aged under four years, it is especially important that a small volume spacer as well as a tightly fitting face mask is used.

The new videos have an instructor explain and demonstrate the correct device technique for the patient first, followed by the patient repeating the same steps as instructed.

On World Asthma Day our key messages were that people with asthma can better manage their asthma with:

- regular six-monthly asthma check-ups
- following an asthma action plan developed together with your doctor
- using medicines wisely — tell your doctor if you have been using your reliever puffer more than two days a week or are having asthma symptoms at night
- using your prescribed preventer, even if you feel well
- checking device technique with a GP, pharmacist, or nurse
- viewing the NAC's 'how-to' instructional videos online.





National Asthma Week, 2023

The NAC focused on the theme of over-reliance on SABAs and underuse of preventative medicines during National Asthma Week (1-7 September 2023) and encouraged people with asthma and their families to schedule an asthma review with their GP.

Key messaging centred on asthma being understood as a chronic inflammatory disease and not just an intermittent problem. Clinical A/Prof Debbie Rigby, Clinical Executive Lead, NAC, highlighted that the misconception that asthma only needs treatment when symptoms occur has led to the under-use of preventers and an over-reliance on relievers, resulting in poor asthma control, the need for oral corticosteroids, increased risk of an asthma attack, hospitalisation and even death.

Asthma and Airways Career Development Fellowship, 2024

A/Prof Rachel Peters was announced as the recipient of the 2024 Asthma and Airways Career Development Fellowship, jointly funded by the NAC and TSANZ.

A/Prof Peters will be developing an innovative asthma risk prediction model for children that extends beyond traditional asthma predictors by integrating comprehensive data on food allergies. It will be the first prediction model to integrate food allergy, a key driver of adverse respiratory outcomes. A/Prof Peters is the Principal Investigator of HealthNuts and EarlyNuts, two population-based longitudinal studies of food allergy and asthma.

Pollen season campaign, 2023

A Sensitive Choice® campaign was launched promoting the Melbourne Pollen forecasts available at sensitivechoice.com. This campaign directed people with asthma, allergies and hay fever to the Sensitive Choice® website where pollen counters for several locations throughout Victoria and NSW, Perth and Canberra were featured from October 2023 to January 2024.

The campaign had 161,000 total social media impressions, 1,500 social engagements and 8,300 website visits. The campaign was advertised across Sensitive Choice® social media channels and was actively promoted in eDM channels. Other paid opportunities were explored in Child Magazine and Spotify advertising which proved to be successful and reached audiences that were new to the NAC. The campaign was also widely supported via Melbourne Pollen's extensive customer database.

Medical Research Future Fund Projects (MRFF)

The NAC continued its in-kind support of three MRFF projects in 2023-24:

- Personalising the management of obesity-associated asthma using medical nutrition therapy and physical activity prescription, led by Dr Hayley Scott, The University of Newcastle. (*The Individualised Diet and Exercise Intervention for Optimising Asthma Control and Lung Function: IDEAL Study*)
- Enhancing adherence and self-management in the treatment of respiratory conditions, led by A/Prof Johnson George. Monash University. (*ENGAGEMENT Study*)
- Dispensing patient empowerment and self-management skills through technology enabled interventions delivered by community pharmacists, led by Prof Bandana Saini, The University of Sydney

National Safe Work Month, 2023

The NAC worked with Maurice Blackburn Lawyers to produce information about the role of the medical professional in the diagnosis of work-related asthma and holistic patient care. National Safe Work Month (October) is a timely reminder to raise awareness about work related asthma - a form of asthma that is often under-diagnosed and under-reported in Australia. Dr Jonathan Burdon, Respiratory and Sleep Medicine Physician, had a short but powerful message, "Think work-related asthma in adults presenting with asthma for the first time." The information outlined understanding the link between asthma and employment, identifying it, advising about avoiding future exposures at work and directing patients to additional support.

World Lung Day, 2023

The NAC continued to support the Global Allergy and Airways Patient Platform (GAAPP) to raise awareness about respiratory and lung health. The NAC supported GAAPP in promoting World Lung Day (25 September 2023) with their 'Think you know asthma' key messages and quiz to raise awareness about challenges for lung health.



APNA Festival of Nursing, 2023

The NAC's involvement in APNA's 2023 Festival of Nursing conference (27-29 July 2023) was a successful way to build on the NAC's visibility and brand presence, highlight the valuable and relevant work we do and strengthen our relationship with the APNA team.

The two NAC education programs, 'Spirometry Training Masterclass' and 'Diagnosis and Management of Asthma - Adults and Paediatrics Workshop', were presented by Narelle Williamson, NAC Asthma and Respiratory Educator and Senior Clinical Consultant, and supported by Sal Lokvancic, NAC Education Program Officer and a team of presenters.

Both sessions were well-attended (24 in the masterclass and 54 in the workshop) and delegates were engaged and enthusiastic. The interactive nature of the programs resulted in active involvement, questions and lively discussion. Many participants commented on the invaluable format of the practical workshop. Positive feedback included:

"I have attended several spirometry training courses – this exceeds all others."

"As someone who has participated in several spirometry workshops, this has been a standout."

"I was very satisfied with today's masterclass in spirometry. I now have a list of improvements I can make in my practice to perform better spirometry."

A full-page NAC feature was included in the Festival of Nursing workbooks showcasing the NAC's website resources such as medication charts, how-to video library and information papers to hundreds of nursing delegates.



Partnerships and Collaborations

Member organisations

The NAC is a collaboration of four member organisations, representatives of which comprise NAC's Board alongside independent directors.

The member organisations are the Australian Primary Health Care Nurses Association (APNA), the Australasian Society of Clinical Immunology and Allergy (ASCIA), Pharmaceutical Society of Australia (PSA) and Royal Australian College of General Practitioners (RACGP).

This unique and valuable organisational composition provides the NAC with direct access and enriched connections with Australia's primary healthcare professionals. The NAC works in collaboration with member organisations by sharing resource updates and news and promoting campaigns.

APNA

The APNA Nominee Director is Ms Julianne Badenoch. The NAC's position as the lead authority in asthma management and the vital role that primary health nurses play in asthma care are enhanced by our collaborative work with APNA. This includes:

- Presentations and sharing of health professional resources at the APNA national conference.
- Promotion of APNA conference registrations via NAC social media and National Asthma News for health professionals.
- Campaign support for International Nurses Day and the new Primary Health Care Nurses Day via NAC social media and National Asthma News.
- Encouragement of APNA membership renewals via NAC social media and National Asthma News.
- Sharing of APNA workforce survey in NAC National Asthma News.
- Regular reciprocal sharing of social media and eNews content.

ASCIA

NAC's prime advisory role in asthma management and how allergies affect people with asthma is enabled by the expertise of our ASCIA Nominee Director, Prof Sheryl van Nunen OAM. Examples of collaborative work include:

- Sharing of asthma and allergy action plan links on ASCIA and NAC websites.
- Media opportunities featuring Prof Sheryl van Nunen OAM as spokesperson.
- Regular communications meetings, and sharing of new asthma resources.

- Sharing of ASCIA events and resources through the National Asthma News, including links to the ASCIA website.
- Regular engagement and sharing of social media.

PSA

The PSA Nominee Director is Mr Rob Farrier. The NAC's lead role in developing evidence-based guidelines on asthma management for health professionals in Australia is further enhanced by the close association of Clinical A/Prof Debbie Rigby, with the PSA. We work with PSA on:

- Provision of clinical education and presentation through various PSA conferences.
- Sharing of PSA National Conference, CPC and other 2023 and 2024 conference details through NAC social media and National Asthma News.
- Support of PSA's World Pharmacist Day 2023 communications.
- Promotion of PSA's Thank Your Pharmacist Day 2024 via social media and National Asthma News.
- Joint development and launch of new inhaler supplementary dispensing labels and information cards.
- Provision of content for Australian Pharmacist, PSA member news and Early Career Group.
- Monthly team meetings with PSA/NAC communications staff.
- Regular reciprocal sharing of social media and eNews content.

RACGP

The NAC keeps the medical profession up to date with resources and guidelines on asthma management. The RACGP Nominee Director is Prof Amanda Barnard and we liaise with the RACGP by:

- Regularly sharing of new asthma resources and updates that are directly relevant to GPs.
- Providing content and sharing of media releases published in NewsGP featuring key spokespeople such as Prof Nick Zwar, Chair of the NAC's Guidelines Committee, Dr Brett Montgomery, member of the NAC's Guidelines Committee and Dr Joel Ten, member of the NAC General Practitioner Advisory Committee and NAC spokesperson.
- Sharing RACGP and NewsGP social media posts relevant to asthma and NAC.

International partnerships

The NAC contributes to an international voice working together and sharing evidence, knowledge and resources to raise awareness about asthma and lung health and improve care and management globally.

International Primary Care Respiratory Group

The NAC has a long history as the founding member of the International Primary Care Respiratory Group (IPCRG). The IPCRG is a clinically-led charity that through research and education aims to improve prevention, diagnosis and care of respiratory diseases in global community and primary care settings.

The NAC partnered with IPCRG to deliver the Asthma Right Care program in Australia, a program that is now available in 17 countries. Discussions recommenced in 2024 to reinvigorate this important program and promote it widely to health professionals and consumers. The NAC also supported IPCRG initiatives by promoting surveys and project opportunities via the National Asthma News disseminated to respiratory and primary health professionals.

Global Allergy and Airways Patient Platform

The NAC is a member of Global Allergy and Airways Patient (GAAPP) and in 2023-24 continued its support of global campaigns including World Lung Day, World COPD Day and World Asthma Day. The NAC also supported GAAPP by disseminating its Asthma and COPD Patient and Carer Survey via the Sensitive Choice® consumer database. Various NAC resources were also shared internationally via GAAPP's online platforms.

Global Alliance Against Chronic Respiratory Diseases

The NAC continued its membership of Global Alliance Against Chronic Respiratory Diseases (GARD), a World Health Organisation (WHO) initiative, with exclusive access to its communication platform and resources. NAC also contributed resources to GARD's international knowledge platform, showcasing the NAC's leading work in asthma management in Australia.

Global Initiative for Asthma

Our close connection with the Global Initiative for Asthma (GINA) links the NAC to an international network of health care professionals, patient and public representatives working towards reducing asthma's prevalence, morbidity and mortality. In 2023-24 we contributed to key asthma forums, reviewed and referred to GINA's evidence-based strategies for asthma management and supported GINA's World Asthma Day via our health professional networks and social media platforms.

United Nations Environment Programme

In 2023-24 the NAC remained in close consultation with the United Nations Environment Programme (UNEP) building on our existing relationship dating back to the phasing out of chlorofluorocarbons (CFCs) under the Montreal Protocol on Substances that Deplete the Ozone Layer, a landmark multilateral environmental agreement, adopted in 1987. The NAC's ongoing connection with the Medical and Chemical Technical Options Committee also enables the NAC to stay up to date with international discourse regarding relevant environmental issues.

Lung Health Alliance

The NAC continued its close involvement with the Lung Health Alliance, alongside other key respiratory organisations including Asthma Australia, Lung Foundation of Australia and TSANZ.

Monthly meetings were held to share advocacy and policy work and to seek areas for collaboration such as priorities for pre-budget submissions and discussions about positions on policy reforms including vaping and 60-day dispensing.

The NAC collaborated with TSANZ on a submission about improving alignment with MRFF and Medical Research Endowment Account (MREA) grants and supported the Lung Foundation Australia Adult Vaccination Survey and World COPD Day 2023 by sharing information to the NAC's national database of health professionals and across social media platforms. The NAC also supported Asthma Australia's CURE ASTHMA Research Symposium and had significant clinical input with Clinical A/Prof Debbie Rigby as the primary advisor for the Roundtable Discussion Series – Optimising asthma inhaler use for better asthma and climate outcomes, held in response to the National Climate and Health Strategy.

Better Health Channel

Consumer asthma management resources were well utilised on the Victorian Government's Better Health Channel website, betterhealth.vic.gov.au. As a key information partner, the NAC expanded its reach to consumers with the provision of 'asthma management' and 'asthma explained' content shared across the Better Health Channel website. These two asthma resources received 22,616 webpage views during 2023-24.

HealthDirect

The NAC continued its provision of health professional and consumer health content on the Australian Government's HealthDirect website, healthdirect.gov.au. The consumer asthma management content on the HealthDirect website attracted 48,000 page views and over 3,000 direct clicks to the NAC website, primarily on links to asthma action plans, consumer fact sheets and first aid charts.

Additionally, nurses on the Healthdirect Health Information and Advice Service, utilise the NAC's resources including the Australian Asthma Handbook, Asthma and COPD Medications and Allergic Rhinitis charts as key resources in assisting consumers that call the service with asthma related enquiries.

“The comprehensive and accessible resources developed by our information partner, the National Asthma Council Australia, are used by nurses on the Healthdirect helpline to deliver clear directions and information to callers seeking assistance with asthma management and emergency situations. This information can be sent via SMS to callers for reference and is also available via our website healthdirect.gov.au.”

**- Dr Todd Miller, Medical Director,
HealthDirect Australia**

Home Medications Review

In late 2023, the NAC supported the release of the Consultant Pharmacists Australia's Home Medication Review (HMR) community service announcement (CSA). The CSA's aim was to improve the awareness of the HMR's quality use of medication service which is in line with the NAC's strategic plan focus on quality use of medicines. The CSA was promoted via the NAC's website news, National Asthma News and social media platforms.

In the Media

The NAC maintained its position as the leading authority on asthma within the media landscape. Media outlets continued to show strong interest in issues such as the increase in preventable asthma deaths, the risk of thunderstorm asthma and spikes in winter flu and respiratory syncytial virus (RSV) cases, frequently seeking NAC's expert commentary.

The NAC was well represented in both print and online health professional publications with several published features on issues relating to under-use of preventers and over-reliance on over-the-counter relievers, regular news items in health professional member body publications about new charts and information papers and several consumer interest stories in interstate and national television and online media. NAC expert spokespeople were also regularly sought by the media on issues, research and topics arising in the public discourse from other organisations.

During 2023-24, we issued 24 media releases, highlighting news and announcements from NAC and the Sensitive Choice® program. Below are some examples of these proactive media initiatives.

Explore: nationalasthma.org.au/news

ABS mortality data - Asthma deaths on the rise again but could be avoided

The NAC once again commissioned Australian Bureau of Statistics (ABS) asthma mortality data in late 2023 which showed that asthma deaths were on the rise, with a jump of over 30% in deaths in one year. The figures showed that there were 467 asthma-related deaths recorded in Australia in 2022, made up of 299 females and 168 males, up from 355 deaths in 2021.

A consumer media release was customised for each state. Media stories were published across every News Limited metropolitan newspaper such as *The Courier Mail* (Qld), *The Daily Telegraph* (NSW) and the *Herald Sun* (Vic) and daily regional papers nationally. More stories were published on 30 November across the News Limited newspaper group. Prof Peter Wark pre-recorded radio news grabs and these were aired 618 times across radio stations nationally over the next 24 hours. A health professional version of the media release resulted in stories being published in the *limbic*, *AusDoc*, *newsGP* (RACGP), *BioPharma Dispatch* and *Australian Pharmacist*.

Thunderstorm asthma launch with Victorian Government, Bureau of Meteorology and Melbourne Pollen

The NAC collaborated with several key stakeholders for the thunderstorm asthma season including the Victorian Department of Health, the Bureau of Meteorology and Melbourne Pollen to be part of a joint media launch. This was held on 11 October 2023 and attracted a wide range of media including AAP, ABC TV, Channel 9 and Channel 7, as well as the *Herald Sun* and Radio 3AW.

Extensive media coverage resulted from the launch and extended beyond Victoria and across all states including Radio 5AA Mornings program (SA), Radio 6PR (WA), Radio 990 AM 4RO (Rockhampton), Radio 4BC (Brisbane) and Radio 2CC (Canberra). Further national media coverage was achieved on Yahoo! News Australia and the ABC Statewide Program and over 200 stories appeared in print and online that included NAC key messages about thunderstorm asthma.



“Over 200 stories appeared in print and online that included NAC key messages about thunderstorm asthma”

Greener inhaler choices - better for patients and the planet

A media release about the new NAC information for health professionals, 'Reducing the environmental impact of asthma treatment', was distributed to health professional media to coincide with World Environment Day in June 2024.

This is the first statement from the NAC that outlines why prescribing pMDIs has a much larger impact than other inhalers and includes practice points on how to minimise wastage while maintaining good asthma control. Dr Brett Montgomery, Perth GP and member of the NAC Guidelines Committee, participated in numerous interviews, with stories published in the *limbic*, *newsGP*, *AJP*, the Australian Nursing and Midwifery Journal (ANMJ), *MJA Insight+* and *Medical Forum WA* in both print and online editions. ABC Health reporter Sophie Scott discussed the issue on her health segment on ABC Radio National.

It's not too late to fight winter flu - especially if you have asthma

A media release about the importance of vaccinations for people with asthma and allergies, along with the updated 'Winter asthma checklist' was circulated in June 2024. Dr Joel Ten, GP and NAC spokesperson, encouraged people with asthma and allergies to ensure they are up to date with vaccinations, because influenza, COVID-19 and RSV are all viruses that affect the respiratory tract.

An initial story was published by the Courier Mail health writer that also ran across 10 other News Limited papers including the Daily Telegraph (NSW) and The Advertiser (SA). The Herald Sun health reporter then interviewed Dr Ten and published a second story that again got picked up in print and online editions across all 11 News Limited papers nationally. The story also ran on Victorian radio stations including Radio 3AW and Radio GOLD as well as the Perth Radio 6PR and 6iX "Weekend with Simon Beamont" program. Stories also appeared in senior's magazine "Your Life Choices" and Yahoo News Australia published a story that again ran across all News Limited papers.



Back to school and changes to normal viral patterns

In January 2024 a media release was issued about changes to normal viral patterns leading to children continuing to be diagnosed with winter viruses, such as influenza and RSV and throughout the summer months.

Dr Louisa Owens, member of the NAC Guidelines Committee and a paediatric respiratory physician, reminded the community that every February there is a 'back-to-school asthma spike' that sees a sharp rise in children with asthma admitted to hospital.

However, in early 2023, changes to normal respiratory viral patterns resulted in children battling a high rate of infections throughout summer. Dr Owens said it was unclear why usual respiratory viral seasons had changed, however it was possible that COVID and extended lockdowns disrupted normal life cycles or patterns for infections.

New board directors at National Asthma Council Australia

In May 2024, the NAC welcomed two new independent directors to the NAC Board, Mr Ben Gargett and Dr Roger Sexton AM.

Mr Ben Gargett is a registered company auditor, with 25 years' external and internal audit experience at PwC. Mr Gargett's skills and career span across all areas of financial reporting, financial stewardship, and management, both as an external auditor and having led PwC's CFO Advisory practice in Melbourne.

Mr Gargett works primarily with companies in the resources and infrastructure industries and has also worked with global and large listed clients, through to smaller companies. As an auditor of ASX listed entities, he actively engages with a diverse range of audit and risk committees and boards.

Dr Roger Sexton's diverse experience as a rural procedural general practitioner for over 35 years included community health education and working closely with pharmacists and district nurses to improve the outcomes of rural patients with asthma and other chronic disease.

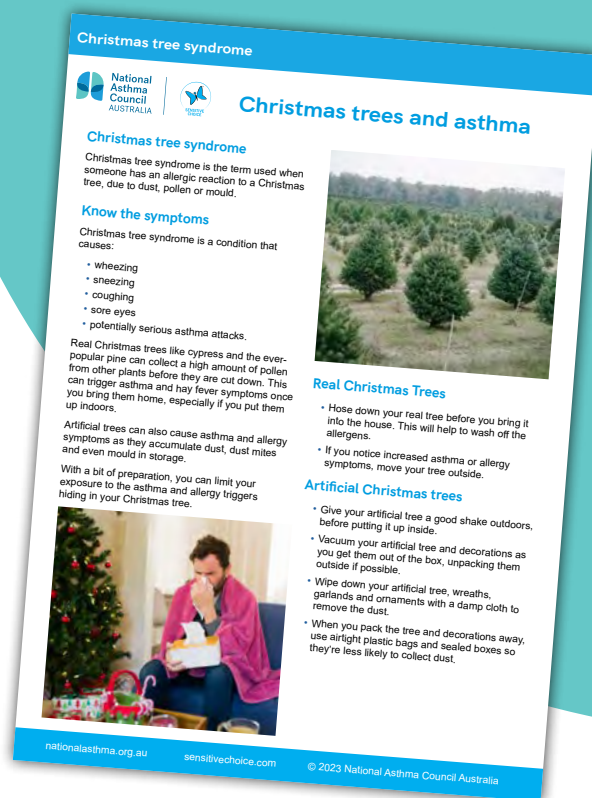
Dr Sexton is an experienced medical educator and editor of the AMA (SA) magazine, medicSA. He established the Doctors' Health SA program in 2010 and the National Doctors' Health Alliance in 2023. He is also an experienced board director in the corporate and not-for-profit sectors and has contributed as a director and/or member of many state and national boards and committees.

In December 2023, the NAC announced the appointment of a new ASCIA nominee director to the NAC Board, Prof Sheryl van Nunen OAM.

Prof Sheryl van Nunen OAM is a clinician and medical educator, and her current research interests include new treatments for, and causes of, hay fever and anaphylaxis.

Prof van Nunen OAM is a Fellow of the Royal Australasian College of Physicians and Clinical Professor at both the Faculty of Medicine and Health, University of Sydney, and the Faculty of Medicine, Health and Human Sciences, Macquarie University. She is a consultant physician in allergic diseases at Northern Beaches Hospital, Visiting Medical Officer at Northern Beaches and North Shore Private Hospitals, and Senior Advisor, Allergy and Clinical Immunology Center in Vietnam.

Explore: nationalasthma.org.au/about-us/our-people



Christmas tree syndrome

In November 2023, the NAC distributed a media release about Christmas tree syndrome, with spokesperson and allergist, Prof Sheryl van Nunen OAM. The messaging included warnings about pollen, dust and mould that can cause trigger asthma and hay fever symptoms and causes wheezing, sneezing, disrupted sleep, and possible severe asthma attacks.

Prof van Nunen OAM was interviewed on Sky News Breakfast and several radio programs. Stories appeared in media including Yahoo News Australia, Men's Journal and local newspapers. Additionally, Dr Amy Chan as New Zealand Sensitive Choice® spokesperson, was interviewed on several radio stations including Radio New Zealand and stories were published on several New Zealand websites.

Asthma preventers key to minimising preventable death

A media release was issued for the start of National Asthma Week (August 2023) focused on raising awareness that asthma is a chronic inflammatory disease and highlighting the risks of over reliance on SABAs. Clinical A/Prof Rigby said that most adults and adolescents with asthma should be treated with a preventer in line with international and national asthma guidelines – including the Australian Asthma Handbook.

Clinical A/Prof Rigby was widely quoted in media outlets including ABC News 24, ABC Radio Melbourne, ABC News Radio, ABC Radio Sydney, ABC Radio South-East SA, ABC Radio Northern Tasmania and ABC Radio North-West Queensland.

Governance

Board Directors



Dr Joanna Wriedt (Chair)
Lawyer, Independent Director



Ms Julianne Badenoch
Registered Nurse, Registered Midwife,
Australian Primary Health Care Nurses
Association, Nominee Director



Prof Amanda Barnard
General Practitioner, Royal Australian
College of General Practitioners,
Nominee Director



Mr Robert Farrier
Pharmacist, Pharmaceutical Society
of Australia, Nominee Director



Mr Ben Gargett
Independent Director



Dr Roger Sexton AM
Independent Director



Prof Sheryl van Nunen OAM
Clinician and Medical Educator,
Australasian Society of Clinical
Immunology and Allergy, Nominee Director



Prof Peter Wark
Adult Respiratory Physician,
Independent Director

Board Sub-Committees

We would like to acknowledge the work of our two Board sub-committees: the Finance Committee, which oversees NAC's financial management and advises the Board, and the Governance Committee, which ensures the NAC's governance aligns with contemporary best practice.

Finance Committee

- Mr Robert Farrier (Chair)
- Dr Stephen Hughes
- Mr Peter Norman
- Mr Joe Tang
- Mr Ben Gargett

Governance Committee

- Ms Julianne Badenoch (Chair)
- Mr Robert Farrier
- Prof Amanda Barnard

Committees, Advisory Groups and Staff

Australian Asthma Handbook Guidelines Committee

The Australian Asthma Handbook Guidelines Committee steers the development of the Handbook.

Prof Nick Zwar

General Practitioner (Chair)

Ms Naomi Fenton

Nurse Practitioner

Dr Jenny Gowan

Pharmacist

A/Prof Gregory Katsoulotos

Respiratory Physician and Allergist

Dr Brett Montgomery

General Practitioner

Dr Louisa Owens (until Feb 2024)

Paediatric Respiratory Physician

Prof Helen Reddel

Respiratory Physician

Prof Peter Wark

Respiratory Physician

General Practitioners Asthma Advisory Group

The General Practitioners Asthma Advisory Group works to coordinate the expertise, enthusiasm and skills of general practitioners who have a special interest in the management of asthma.

Prof Amanda Barnard

Dr David Batt

Dr Ian Charlton

Dr Joel Ten

Dr Sanjiva Wijesinha

Dr Russell Wiseman

Nurses Asthma Advisory Group

The Nurses Asthma Advisory Group works to coordinate the expertise, enthusiasm and skills of practice nurses who have a special interest in the management of asthma.

Ms Charlotte Allen

Ms Julianne Badenoch

Ms Lisa Collison

Ms Elisabeth Leahy

Ms Veronica Stevenson

Ms Narelle Williamson (until May 2024)

Pharmacists Asthma Advisory Group

The Pharmacists Asthma Advisory Group works to coordinate the expertise, enthusiasm and skills of community and hospital pharmacists who have a special interest in the management of asthma.

Prof Carol Armour

Ms Helen Bowden

Mr Robert Farrier

Mr Mark Feldschuch

Ms Katie Hayes

Dr Stephen Hughes

Ms Karalyn Huxhagen

Ms JiaMin Liao

Mr Joshua Perry

Ms Toni Riley

Prof Bandana Saini

Dr Kim Watkins

Committees, Advisory Groups and Staff

Sensitive Choice® Product Advisory Panel

The Sensitive Choice® Product Advisory Panel considers products and services for acceptance into the Sensitive Choice® program.

The Panel can consist of the following experts:

- Allergist
- Chemist
- Engineer
- General practitioner
- Immunologist
- Lawyer
- Pharmacist
- Respiratory physician

Staff

Rhonda Cleveland

Chief Executive Officer

Clinical A/Prof, Debbie Rigby

Clinical Executive Lead

Sophia Ljaskevic

Manager Marketing and Communications

Sonya Bamford

Project Manager Clinical Education and Guidelines

Adele Taylor

Program Manager Sensitive Choice®

Lesley Cain

Executive Assistant

Julia Browne

Project Officer

Sal Lokvancic

Program Coordinator Clinical and Education

Yvonne Halaifonua

Administration Officer

Madeleine Mutter

Digital Communications Officer

Narelle Williamson

Senior Clinical Consultant (until May 2024)

Consultants

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Le Page Public Relations

Dr Lyn Roberts AO

Strategic Advisor, Lyn Roberts & Associates

Vanessa Searing

Marketing Consultant for Sensitive Choice®
New Zealand

Supporters

Our work is enabled by the contributions of a valuable network of health professionals and organisations, who help the National Asthma Council Australia continue to set the standard for asthma care. Thank you to all who contributed to our vital work this year.

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