

FACT SHEET

COMMITMENT TO ASTHMA

GlaxoSmithKline Inc. (GSK), Trillium Health Centre and The Credit Valley Hospital are all committed to optimal asthma care. For the estimated 90,000 Peel residents who suffer from asthma – including close to 19,000 children under 12 years of age – asthma education centres are an invaluable support tool. Community members in the Peel region can access support for their asthma through a number of programs provided by the three organizations. GSK's \$2 million investment to these hospitals will go towards the development of new, innovative and enhanced community-based programs for asthma sufferers.

THE CREDIT VALLEY HOSPITAL

- The Credit Valley Hospital is undergoing a \$300 million+ expansion, which will see the hospital double its current size and add two new regional programs in oncology and maternal and child health to its services. The expansion of pediatric services is a significant component of the expansion. An increase in visits for pediatric asthma education is projected in response to local population growth and the designation of The Credit Valley Hospital as a regional maternal and child centre.
- The hospital has initiated a research project to evaluate a school-based asthma education program, in which 248 children with asthma and their families are enrolled. Credit Valley works with schools receiving the program to create asthma-friendly school environments and to develop a pamphlet or booklet that will assist schools in creating asthma-friendly environments.
- **“RAP” (Roaring Adventures of Puff) program** – RAP is an interactive learning program provided by Credit Valley. The program is designed to assist children with asthma, aged seven to 12, to develop the knowledge, attitudes and skills required to live an active healthy life. Extending asthma education to area schools provides the opportunity to reach a wider audience. The program consists of six one-hour sessions, involving approximately ten children. During the sessions, children learn by interacting with puppets, sharing experiences with peers, learning through games, setting personal goals, role playing and developing analogies.

TRILLIUM HEALTH CENTRE

- Trillium Health Centre has started a \$200 million expansion and redevelopment program to respond to the increased demand for health services. With a focus to bring world-class health care to this community, Trillium's expansion will include new facilities, leading edge program development in asthma, breast care and spine care and the addition of state-of-the-art diagnostic equipment. The \$1 million donation from GSK will go to enhancing existing asthma care at Trillium Health Centre, including the refinement of Paediatric Asthma Education and community-based education programs.
- **Paediatric Asthma at Trillium** – In the past year, a total of 819 children were seen in Trillium emergency departments for asthma – including 653 visits to the emergency department and 166 visits to the Queensway Urgent Care department. There were 216 children admitted to Trillium's Paediatric department with asthma.
- **Personal Asthma Control Plan** – GSK and Trillium Health Centre recently partnered to develop a tool kit for a “Personal Asthma Control Plan,” which helps patients better manage and control their own disease. It has also proven to be a new and creative way to educate physicians, nurses and other health-care providers on asthma control.

GLAXOSMITHKLINE

GSK has been a leader in the public awareness, education and treatment of asthma for more than 30 years, working with partner organizations to improve the understanding and management of asthma in Canada. An average of nine Canadians die as a result of their asthma each week, but it is estimated that more than 80 per cent of asthma-related deaths could be prevented with education and treatment.

- **Pathfinder's Fund for Leaders in Canadian Health Science Research** – GSK recently announced a \$1 million "Pathfinder's Fund" investment to establish an endowed Research Chair in Pediatric Asthma at the Firestone Institute for Respiratory Health, St. Joseph's Healthcare Foundation at McMaster University in Hamilton. The new research chair creates a permanent position at the Firestone Institute that will allow the recipient to conduct research into this chronic disease, and to hopefully pioneer treatments that will improve the health of Canadian children with asthma.
- **Community Asthma Care Centres (CACC)** – Since 1995, GSK has established more than 50 Community Asthma Care Centres (CACC) in hospitals across Canada, including 16 in Ontario. Thousands of asthma patients have used the services of these CACCs, to improve the way they manage their asthma, and help reduce the burden on the health-care system.
- **PRIISME (Programs to Integrate Services and Manage Education)** – In 1999, GlaxoSmithKline helped create PRIISME, an innovative program considered by health professionals as the gold standard in Optimal Health Management of respiratory diseases and diabetes. Thanks to an investment of 8 million dollars, 22 programs are being successfully implemented in partnership with the private-public sector to improve the health and quality of life of Canadians.

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