



## Naugatuck Valley Health District

98 Bank Street Seymour, CT 06483  
T: 203-881-3255 F: 203-881-3259 W: [www.nvhd.org](http://www.nvhd.org)

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Contact: Carissa Caserta, MPH Assistant Director for Community Health

Phone: (203) 881-3255

### PRESS RELEASE

#### **NVHD Partners with Griffin Hospital and Valley Parish Nurses on Asthma PSA**

Asthma is a chronic lung disease that inflames and narrows the airways of the lungs. Although asthma has no cure, it can be managed so a person can live a normal, healthy life. Effective management is done by using appropriate medications on a daily or as needed basis, avoiding individual physical and environmental triggers, regular visits (at least two times a year) to a healthcare provider that specializes in asthma management, and the use of an asthma action plan (AAP) developed by the patient and healthcare provider. The AAP is a written, individualized plan developed by the healthcare provider and patient. It includes instructions for early treatment of asthma symptoms and what to do if symptoms get worse. It helps patients and caregivers manage asthma by listing medications with instructions, as well as which additional actions steps should be taken when symptoms appear. The Centers for Disease Control and Prevention (CDC) states that everyone who has been diagnosed with asthma should have an AAP.

Naugatuck Valley Health District, Griffin Hospital and the Valley Parish Nurses have recently collaborated on developing a Public Service Announcement (PSA) emphasizing the importance of having an AAP. The PSA was an initiative of the 2016-2018 Naugatuck Valley Community Health Improvement Plan Focus Area: Asthma Prevention and Self-Management. This focus area is made up of staff from Naugatuck Valley Health District, Griffin Hospital, Valley Parish Nurses, School Nurses and Community Members and aims to raise asthma awareness in the community, provide asthma management, and reduce rates of asthma visits to the Griffin emergency Department. This focus area is pleased to share the finished PSA with our community members.

Remember, asthma can be managed! The first step in effectively managing your asthma is by having an asthma action plan. Call your doctor today to develop an individualized asthma action plan to help you or your loved one manage asthma.

The PSA can be viewed through this link:

<https://drive.google.com/file/d/11qa4J6oR9SgVWBL7u44dlzRiWR2MtcCn/view?usp=sharing>

***This PSA can be used for asthma awareness on websites and social media as long as it is not edited and/or changed in any way and credit is provided to Naugatuck Valley Health District, Griffin Hospital, and the Valley Parish Nurses.***

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