



American Lung Association in Wisconsin

Crystal Clear

April 24, 2010

Hilton Milwaukee-City Center

Event Information

- Reception begins at 6:00 p.m.
- Dinner at 8:00 p.m.
- Silent and voice auction held during the evening
- Tables of 10 are \$2,500
- Individual reservations are \$250
- Sponsorship and underwriting opportunities available
- Distinguished honoree award recipients

Event Proceeds

Proceeds support the American Lung Association in Wisconsin's programs that protect those with lung disease and those at risk.

Research

In medicine, research is hope. Every year, nearly 350,000 Americans die as a result of lung disease—the third most frequent cause of death in the country. An additional 35 million are living with lung disease. The American Lung Association of the Upper Midwest is committed to the search for answers by funding research that helps unlock the most fundamental mysteries surrounding the onset and progression of lung disease.

American Lung Association Helpline & Tobacco Quitline

The Upper Midwest is home of the nationwide Helpline & Tobacco Quitline. This toll-free service provides convenient and confidential guidance from registered nurses, respiratory therapists and tobacco cessation specialists.

Camp WIKIDAS

Designed for children with persistent, this special camp provides the opportunity for children to learn more about managing their chronic illness while having the time of their lives in the great outdoors. The weeklong summer camp is staffed by dedicated medical personnel who are on-hand 24 hours a day.

Asthma Management Education

For many adults and children asthma can be caused by a number of different triggers. Workshops and educational information is provided to help those who suffer from asthma or those who care for them better manage their illness and reduce asthma episodes.

Not-On-Tobacco (N-O-T)

N-O-T is the American Lung Association's premier teen smoking cessation program. This voluntary, 10-session, comprehensive program is designed to help students stop smoking or reduce the number of cigarettes smoked, increase healthy lifestyle behaviors, and improve life management skills.

N-O-T: Smoke-Free Baby and Me

The Lung Association provides Not-on-Tobacco training to community agencies serving teens. Facilitators use diverse techniques to actively assist pregnant teens in stopping smoking. Teens are informed of the short and long term effects of smoking on their lungs and their unborn child.

Teens Against Tobacco Use (T.A.T.U.)

This peer education program utilizes adult facilitators to train teens. The teens then create and present strong tobacco prevention messages to younger children. The goal is to strengthen the teens' commitment to remaining tobacco free as well as influence the younger children to make healthy choices.

State of the Art Continuing Medical Education Programs

Medical professionals turn to the American Lung Association for important and professional updates on the latest trends, treatments and diagnostic criteria for prevalent lung diseases such as COPD (chronic obstructive pulmonary disease) and asthma. These programs are presented as half day seminars, or as signature lecture series and offer state-of-the-art medical education that healthcare providers can use in their work with patients.

Lung Health Statistics

In the United States

- Every year, almost 400,000 Americans die from lung disease.
- Lung disease is the number three killer (behind heart disease and cancer) in the United States responsible for one in six deaths.
- The lung disease death rate has been continuously increasing while death rates due to other leading causes such as heart disease, cancer and stroke have been declining.
- More than 35 million Americans have chronic lung diseases.
- An estimated 438,000 Americans die each year from diseases directly related to cigarette smoking, including heart and lung diseases.
- Millions of children and adults with lung disease in this country are exposed to levels of ozone and particle air pollution that could potentially make them sick.
- Asthma and chronic obstructive pulmonary disease (emphysema and chronic bronchitis), the most common obstructive lung diseases, are associated with substantial health impairment and work disability.
- Lung disease costs the U.S. economy \$95 billion in direct health-care expenditures every year, plus indirect costs of \$59 billion—a total of \$154 billion.

In Wisconsin

- More than 493,500 people suffer from asthma, and more than 121,500 of them are children.
- Asthma is the most common chronic illness leading to school absenteeism. Nationally, 14 million school days are lost annually due to asthma, and parents of children with asthma miss almost 14.5 workdays per year.
- Approximately 22% of high school students and 8% of middle school students smoke.
- The average initiation age for youth smokers in Wisconsin is age 11.
- 9,100 kids (under 18) become new daily smokers each year.
- 7,300 adults die each year from smoking related illnesses.
- Up to 1,350 adult non-smokers die each year from exposure to secondhand smoke.