

# THINK. ACT. BREATHE.

**THINK** about the **risks** associated with an asthma attack (asthma worsening or exacerbation)

**ACT** to **reduce** the risk of an asthma attack

**BREATHE** better by **talking** to a doctor about what more could be done

## Why THINK. ACT. BREATHE.?

- Almost **1 in 2 people with asthma experience symptoms** despite taking existing treatments<sup>1,2,3</sup> - putting them at increased risk of potentially life threatening asthma exacerbations<sup>4</sup>
- Symptomatic asthma patients are **~x6 more likely to have an asthma attack** in the next few weeks than those with minimal-to-no daytime symptoms<sup>4</sup>
- Asthma symptoms can also have a significant impact on patients' professional, social, physical and emotional lives<sup>5</sup>
- Asthma can, and does, still kill and many deaths may be preventable<sup>6</sup>
- In addition, asthma exacerbations can be costly to healthcare systems due to the need for emergency care<sup>7</sup>

The **THINK. ACT. BREATHE.** campaign aims to help people with asthma to identify if they are at risk and to improve their immediate and long term risk of an asthma attack (asthma worsening or exacerbation). It will also support them when necessary to take action and speak to their doctor about revisiting their current asthma management plan.

Most people with asthma have low expectations of what can be achieved by asthma management until they are made aware that symptoms can be improved through revisiting their treatment plan.<sup>8</sup>

# THINK. ACT. BREATHE.

## Follow THINK. ACT. BREATHE.

### The shadow of asthma

A powerful short film telling the story of three people with asthma and reinforcing the personal impact for those living under the shadow of this disease. View the video on [http://youtu.be/o4\\_dhfMILIM](http://youtu.be/o4_dhfMILIM).



### Are you the 1 in 2?

[www.thinkactbreathe.com](http://www.thinkactbreathe.com) is an interactive website where people with asthma can 'self-identify' as at risk of asthma exacerbations. Using the Royal College of Physicians Three Questions (RCP3Qs), people with asthma can measure how well their current asthma management plan is working and assess whether they should talk to their doctor about what more can be done.



### Get social

Follow the campaign by liking the THINK. ACT. BREATHE. Facebook page



## References

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