

NATIONAL ASTHMA COUNCIL AUSTRALIA

2016 HIGHLIGHTS



WORKING TO IMPROVE THE LIVES OF THE
1 IN 10 AUSTRALIANS LIVING WITH ASTHMA

OUR ONLINE RESOURCES

2.8 million
visitors



86,000
referrals to our websites

98,000
resources downloaded

192,000
views of our inhaler videos

EDUCATION & TRAINING

 **4,000 +**

Health professionals trained in
best-practice asthma management

AUSTRALIAN ASTHMA HANDBOOK the national guidelines for asthma management



VERSION 1.2

Our updated Handbook continues
to provide practical, evidence-based
advice for primary care



156,000

Health professionals accessed
the national guidelines online

65%
more visitors
than 2015

17,000 Quick Reference
Guides distributed



NEW MEDICATIONS CHARTS

Our updated Asthma & COPD Medications Chart
and NEW Allergic Rhinitis Treatments Chart are
popular resources for health professionals

71,000 distributed nationally



OUR EXPERTS
400 +

Leading asthma and allergy
experts from our national network
contributed to projects this year

SOCIAL MEDIA

Our expanding network includes
eNews, Facebook and Twitter

12,700 followers

OTHER MEDIA 100 +

Radio and television interviews
nationally with coverage
including thunderstorm asthma
and the latest mortality statistics

SENSITIVE CHOICE

57 program partners and
growing range of asthma
and allergy aware
products and services



The coming year will see the finalisation of the
National Asthma Strategy 2017–2021 as well as
the development of new asthma resources for
health professionals and their patients

