



MEDIA ADVISORY

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Free Conference in Modesto to Help Educate Healthcare Providers in Stanislaus County About Asthma

What: Asthma is a growing problem in the Central Valley, and the most common chronic illness, especially in children. An estimated 42,000 people in Stanislaus County suffer from the lung disease, and 14,000 of those are children. However, there is help available for children and adults to live a healthy life with asthma. Healthcare providers throughout the Central Valley will learn about this and more at a free Asthma Roundtable Conference in Modesto. The conference will highlight strategies and tools focusing on asthma and air quality. Healthcare providers across various organizations will have ample opportunities to share experiences, insights, case studies, and innovative methods that move guidelines into practice. Participants will learn what is new in asthma therapy, review case studies with an asthma specialist, understand the impact of air quality on healthcare, and be able to network with local healthcare providers.

This third annual conference is free and registration is open to all healthcare providers. Breakfast, lunch, and conference materials will be provided, and CME's and CEU's are also available. For more information or to register for the conference please contact the Stanislaus County Asthma Coalition Project Coordinator, Dolores Cisneros at (209) 558-4846.

When: Saturday, June 27, 2009; 8:00 a.m. – 12:00 noon

Where: Memorial Medical Center/Sutter Gould Health Foundation
Health Education Conference Center
McHenry Village in Modesto (1700 McHenry Avenue #60B)

Background: The Third Annual Asthma Roundtable Conference is organized by the Stanislaus County Asthma Coalition and made possible through the generous support of our event sponsors including: Sutter Gould Medical Foundation, Anthem Blue Cross, PAC-LAC, Astra-Zeneca, GlaxoSmithKline, Teva Specialty Pharmaceuticals, San Joaquin Valley Air Control District, and Fresno-Madera Medical Society.

Visuals: An estimated 100 healthcare providers will attend presentations from two leading asthma experts, Joann Blessing-Moore, M.D. and David Lighthall, PhD. Several event sponsors and other community health groups will also share information in the local resources exhibit.

Media

Contact: Information on event speakers and Asthma Coalition spokespersons is available through the HSA Public Information Office at 558-7116.

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