COPD & RESPIRATORY HEALTH

80 MILLION PEOPLE HAVE MODERATE TO SEVERE COPD

Danica Patrick raises awareness with DRIVE4COPD

LEARN MORE—Breathe Better

COPD, which includes emphysema and chronic bronchitis, is the fourth leading cause of death in Los Angeles County, and third in the United States. Chances are, someone you know may be suffering and not even know it. COPD can be managed and treated if caught early. Medical professionals can diagnose the disease with a simple breathing test.

BREATHE LA offers the Better Breathers Clubs™ and other support programs to help those who suffer from COPD. Contact BREATHE LA today to learn more about how you or a loved one can get the help needed to live strong with COPD. For more information visit www.breathela.org or call (323) 935-8050 x237.

A message from Breathe California of Los Angeles County and the COPD Learn More Breathe Better® campaign, an awareness campaign of the National Heart, Lung, and Blood Institute. For more information, visit http://COPD.nhlbi.nih.gov
It’s time that we all stand up and scream, “I’m mad as hell and I’m not going to take it anymore!” It’s time to join the Foundation and declare war on this epidemic.

Declaration of war on COPD

A dear friend of mine, Grace Anne Dorney Koppel, gave a keynote address at the American Thoracic Society’s International Conference titled, “I’m Mad as Hell and I’m Not Going to Take it Anymore.” As the spokesperson for the National Heart, Lung and Blood Institute’s “Learn More Breathe Better” campaign, Grace Anne articulated her frustration—and exemplified ours—about the lack of government support for research, awareness and prevention, and the unacceptably high number of individuals misdiagnosed or undiagnosed with Chronic Obstructive Pulmonary Disease (COPD).

COPD is the fourth leading cause of death in the U.S., affecting over 24 million individuals and every four minutes an American dies from it. In 2010, American taxpayers paid approximately $50 billion in health care costs for COPD—much of which could have been avoided with prevention and maintenance methods. Only 12 million of the Americans with COPD have been diagnosed (which means another 12 million don’t know they have it) and it’s a major cause of disability. Worldwide, it’s estimated that 210 million have COPD.

These statistics are heartbreaking. Everyone in America knows someone with COPD and it’s unacceptable that COPD will be the third leading cause of death by 2020. It’s unacceptable that COPD is the only chronic disease that’s on the rise and that millions of Americans don’t have access to the therapies that could improve the quality of their lives.

It’s time to declare war on COPD!

What does it take to get everyone’s attention on COPD? Look at what’s been accomplished with the war on cancer, HIV/AIDS and heart disease.

World COPD Day—a specific time during November COPD Awareness Month where thousands of individuals, like you and me, are mobilizing to become advocates, volunteer for research and spreading awareness. They’re telling their loved ones to get tested for COPD if they have symptoms or have a history of COPD in their family.

This special insert will highlight some of the innovative research being conducted, advances in clinical care for patients and progress made with awareness such as the DRIVE4COPD and the Learn More Breathe Better campaigns. But this is simply not enough. As we say at the COPD Foundation: COPD is almost always preventable, almost always treatable and someday, curable.

It’s time that we all stand up and scream, “I’m mad as hell and I’m not going to take it anymore!” It’s time to join the Foundation and declare war on this epidemic. Let each of us join the War on COPD today and take this as a call-to-action to get involved and make our loved ones aware of the importance of getting tested. To join the movement, visit our website (www.copdfoundation.org) or call 1-866-316-COPD (2673).

John Walsh
Founder and President of the COPD Foundation

“We World COPD Day—a specific time during November COPD Awareness Month where thousands of individuals, like you and me, are mobilizing to become advocates, volunteer for research and spreading awareness. They’re telling their loved ones to get tested for COPD if they have symptoms or have a history of COPD in their family.”

John Walsh
Founder and President of the COPD Foundation
The roots of your COPD problems may be in your family tree

Learn about a genetic cause of COPD called alpha-1 and how it can affect you and your family

Alpha₁-antitrypsin deficiency (alpha-1 for short) is an inherited condition that can cause COPD. Because it’s genetic, it can be passed down to your children or grandchildren. Even if you’ve smoked, an alpha-1 test is the only way to find out if alpha-1 is contributing to your lung symptoms. An alpha-1 test can help you and your doctor make the best decisions about your treatment. It’s also the only way to know if your family should be tested, too.

Visit www.MyAlphaTest.com/timesad to order your FREE test kit today

Then simply bring the alpha-1 test kit to your doctor’s office. Your doctor will conduct the test with only a few drops of blood. In just 10 days or less, you’ll know if alpha-1 is at the root of your COPD, and if a specifically designed treatment called PROLASTIN-C could be right for you. Order your alpha-1 test kit today.

Please see brief summary of PROLASTIN-C full Prescribing Information below.

HIGHLIGHTS OF PRESCRIBING INFORMATION
These highlights do not include all the information needed to use PROLASTIN®-C (Alpha₁-Proteinase Inhibitor [Human]) safely and effectively. See full prescribing information for PROLASTIN-C.

PROLASTIN®-C (Alpha₁-Proteinase Inhibitor [Human]) Lyophilized Preparation
For Intravenous Use Only
Initial U.S. Approval: 1987

INDICATIONS AND USAGE
PROLASTIN-C is an alpha₁-proteinase inhibitor that is indicated for chronic augmentation and maintenance therapy in adults with emphysema due to deficiency of alpha₁-proteinase inhibitor (alpha₁-antitrypsin deficiency). The effect of augmentation therapy with any alpha₁-proteinase inhibitor (Alpha₁-PI) on pulmonary exacerbations and on the progression of emphysema in alpha₁-antitrypsin deficiency has not been demonstrated in randomized, controlled clinical trials. PROLASTIN-C is not indicated as therapy for lung disease in patients in whom severe Alpha₁-PI deficiency has not been established.

CONTRAINDICATIONS
IgA deficient patients with antibodies against IgA.

WARNINGS AND PRECAUTIONS
• IgA deficient patients with antibodies against IgA are at greater risk of developing severe hypersensitivity and anaphylactic reactions.
• This product is made from human plasma and may contain infectious agents, e.g., viruses and, theoretically, the Creutzfeldt-Jakob disease agent.

ADVERSE REACTIONS
The most common drug related adverse reactions during clinical trials in ≥1% of subjects were chills, malaise, headache, rash, hot flush, and pruritus.

To report SUSPECTED ADVERSE REACTIONS, contact Talecris Biotherapeutics, Inc. at 1-800-520-2807 or FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.

USE IN SPECIFIC POPULATIONS
• Pregnancy: No human or animal data. Use only if clearly needed.

Talecris Biotherapeutics, Inc.
Research Triangle Park, NC 27709 USA
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Question: Having difficulty managing your COPD symptoms?
Answer: Products like inhalers and treatments like oxygen therapy can help improve your breathing ability.

Chronic obstructive pulmonary disease (COPD) is defined by the U.S. National Library of Medicine as a lung disease that affects a patient’s ability to breathe.

The two main types of COPD are bronchitis and emphysema: Chronic bronchitis is a persistent cough with the presence of mucus, while emphysema is the breakdown of the lungs over time.

Symptoms include wheezing, fatigue, regular respiratory infections, shortness of breath that worsens with light activity and a cough, with or without the presence of mucus.

The main cause of COPD is exposure to hazardous fumes, mainly as a smoker or someone exposed to secondhand smoke.

Available options
Patients can work with different specialists including physical therapists and respiratory therapists. While changes in lifestyle, such as diet and exercise (also known as pulmonary rehabilitation) can help with improving COPD symptoms, regular medications may be required, according to the Mayo Clinic.

Bronchodilators, usually in the form of inhalers, are one of the most common treatments used prior to activities as well as daily regular use. The medication relaxes the muscles found in your airways to make breathing easier.

Those suffering from moderate or severe COPD may be prescribed corticosteroids. When inhaled, these medications reduce any swelling in your airway.

Oxygen therapy brings more oxygen into your blood and is an option for patients with severe COPD.

According to the National Heart Lung and Blood Institute, COPD patients should consider being vaccinated for influenza and pneumonia, due to their greater risk of contracting these conditions.

How they can help
The Mayo Clinic states that COPD symptoms can be managed, but any damage to your lungs cannot be reversed. These and other treatments can help improve your quality of life and decrease your risk of complications. In the most severe cases, surgery is also a treatment option.

COPD symptoms can be worsened by infections such as pneumonia or the flu. Antibiotics can be used to treat infections and prevent further complications.

Long-term use of inhaled steroids can also lead to brittle bones, cataracts, high blood pressure or diabetes.

Treatments can help patients live a longer, more active life and prevent further damage to their heart or other organs. Talking to their physician can help patients determine which treatments are right for them.

Neal Richman PhD
Director of Programs and Advocacy, BreathE.A

People with COPD can turn to a wide range of organizations to receive treatment; their availability, of course, is dependent on each individual’s chosen health care option.”

Neat Richman PhD
Director of Programs and Advocacy, BreathE.A

World Class Care, Life-Changing Research
Delivering specialized care and groundbreaking research to patients with respiratory illness.

www.barlwhospital.org / 213.202.6840
DRIVE4COPD, a campaign to raise awareness about chronic obstructive pulmonary disease (COPD), unveiled 24M: The Drive for COPD Monument, Sept. 14 in New York City, to raise awareness about the fourth leading cause of death in the U.S.

Inspired by the DRIVE4COPD pinwheel, artist Michael Kalish used 2,400 license plates to create 24 pinwheels representing the estimated 24 million Americans living with COPD, half undiagnosed.

One license plate was donated by Danica Patrick, Go Daddy, NASCAR Nationwide Series™ and IndyCar driver and DRIVE4COPD Campaign Ambassador.

“I am working with DRIVE4COPD to raise awareness of COPD in memory of my grandma who struggled with the disease. She was on oxygen 24/7 near the end — and I wish I had known more about COPD when she was alive,” Patrick said. “COPD is a progressive disease and there’s no cure for it, but it is manageable. I’m encouraging everyone to go to drive4coppd.com to take a brief, five-question screener to see if they might be at risk for COPD. If they are, they should talk to their doctor.”

About the artist
Based in Los Angeles, Kalish has been working with license plates for 15 years, collecting them around the country, and manipulating them to create Americana-inspired works. Kalish matched the number of plates to the percentage of people with COPD in each state. Shaped like one or more states, the pinwheel bases form a map of the U.S.

24M weighs more than two tons, and can be up to 30,000 square feet, roughly the size of half a football field.

Check it out
24M will also be displayed in states where COPD is most prevalent. Visitors can follow an educational, self-guided tour through the monument, to learn more about COPD and how 24M was created.

PETRA CANAN
editorial@mediaplanet.com
**Question:** What happens in asthma?

**Answer:** Asthmatic airways are on “high-alert,” responding to perceived threats from either external irritants or internal factors with an exaggerated inflammatory reaction and bronchospasm.

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**Airway clearance indications**

The classic “wheezing” sound associated with asthma is created when trapped air is forced through constricted airways on exhalation (breathing out). In response to inflammation, special cells found in the lining of the airway called goblet cells flood the already constricted airway with mucus, causing sudden obstruction. For most people with asthma, this process happens repeatedly.

Over time, the changes to the airway wall from chronic inflammation (called airway remodeling) can permanently alter the airway making it rigid, thick and narrow and contributing to chronic mucus hyper-secretion. Narrow, rigid airways that are plugged with mucus become even more sensitive and a vicious cycle of inflammation, increased mucus production and respiratory infection overwhelms the mucociliary clearance system.

**Airway Clearance Therapy can help asthma**

There is currently no known cure for asthma. The goal of treatment is to maximize function and maintain or improve quality of life.

Keeping the airways clear of excess secretions and thereby reducing the incidence of inflammation and/or infection and is crucial to maintaining respiratory health. Airway clearance therapy using High Frequency Chest Wall Oscillation (HFCWO) has been demonstrated by clinical study to promote excess mucus clearance and improve bronchial drainage.

Shear forces are created by HFCWO treatment that mechanically releases adhered secretions from the walls of the pulmonary tract. HFCWO has also been shown to reduce the viscosity of secretions which significantly improves mobilization of excess mucus. By replicating cough, HFCWO can effectively mobilize pulmonary secretions from smaller airways to larger airways where they can be coughed out, swallowed or suctioned.

“**The goal of treatment is to maximize function and maintain or improve quality of life.**

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**Do you or someone you love suffer from the consequences of chronic lung congestion?**

**We can help.** Consistent and chronic congestion can often lead to lung infection, especially pneumonia. For patients of all ages who are battling the consequences of retained pulmonary secretions, the SmartVest® Airway Clearance System has been designed to deliver vigorous, yet comfortable, airway clearance therapy that is both non-invasive and easy to apply.

The SmartVest® Airway Clearance System is prescribed as an alternative to manual CPT for individuals with COPD, bronchiectasis, neuromuscular conditions and cystic fibrosis.

**Electromed, Inc.**

Maker of the SmartVest

**SmartVest® Airway Clearance System**

Phone 800-462-1045 or 952-758-9299
Web www.SmartVest.com
Nasdaq ELMD
Air Power Games® - Saturday October 15 8:00am - 1:00pm
An exciting and fun track and field competition for children with asthma, the Air Power Games® is an opportunity for children to learn how to control their asthma while learning from college and Olympic athletes on the benefits of an active lifestyle.

Participation limited to 120 children. Log on to reserve your spot today at www.aafacas.org/airpower or call for more information (323)937-7859.

Camp NoMoWheezin®
For over 30 years, AAFA-CA has been sending asthmatic children to a FREE summer camp in the beautiful San Bernardino National Forest, where they receive specialty care from onsite medical staff, all while enjoying a traditional camp experience of archery, wall climbing, canoeing, swimming and making camp friends!

Sponsored by the South Coast Air Quality Management District and individual private donations, there is no cost to children attending the camp. Applications are available each March, so visit www.AAFA-CA.org for more information.

Asthma & Allergy Foundation of America
California Chapter

Breathe Easy in the Big Easy in L.A!
Saturday, November 5th, 6:00PM - 11:00PM

Help support AAFA-CA's programs by joining us at the beautiful
Petersen Automotive Museum
Casino Games
Silent Auction
Media Center
Gourmet Buffet
Dancing & Live Entertainment

Help a Child Breathe Today!
Visit AAFA-CA.org

Honoring Trevor Ariza as Athlete of the Year!
and more
Surprise Celebrity Guests

Visit us online or call (323) 937-7859 for information.
5900 Wilshire Blvd Suite 710, Los Angeles CA 90036

Space is limited so please reserve now
“I’m 79 years old and live alone in a small town. I own and wear the firstSTREET Medical Alarm button. The Medical Alarm has saved my life not once but three times! The first incident was on May 15th, when I had a stroke. The second incident was on Oct 15th, I found myself on the floor, with a knot on my head and a hole in the wall. The third incident was on Oct 23rd, I felt strange sitting in the chair. I could not move my right arm or leg. I learned that the hole in my heart (from birth), was forcing the high blood pressure through the hole and right up to my brain, this was the reasons for all three strokes. I can walk and talk with the exception of a weak right arm. If it was not for the Medical Alarm, who knows what the outcome could’ve been.”

W. Blackledge

Why wait, it’s simple to install and use. Unlike other products that require professional installation, this product is “plug and play.” The unit is designed for easy use in an emergency, with large, easy-to-identify buttons.

**Plus it’s reliable.** From the waterproof pendant to the sophisticated base unit the state-of-the-art 24/7 call center, the entire system is designed to give you the peace of mind in knowing you are never alone in an emergency.

You get two-way communication with a live person in our Emergency Response Center, and there’s a battery backup in case of a power failure.

**Best of all, it’s affordable.** There is no equipment charge, no activation fee, no long term contract. Call now and within a week you or someone you love will have the peace of mind and independence that comes with this remarkable system.  

**Order now and receive free shipping and a free gift – valued at $35. It’s yours to keep.**

**Designed For Seniors® Medical Alarm**

Please mention promotional code 42570.

1-877-686-1531

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### Simple, Reliable, and Affordable

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