



# Asthma Hook Up



the asthma foundation  
Better respiratory health for New Zealanders

A quick update from the Asthma Foundation: 18 December 2009

Dear Friend,

## The Asthma Foundation's new look

We have a new logo and name. We were until recently known as the Asthma and Respiratory Foundation but we are now simply the Asthma Foundation, with the strap line: 'Better respiratory health for New Zealanders.' We thank Moxie Design Group for creating our new brand.

'We have a fresh, new look that reflects our professionalism and a greater sense of unity with the nationwide affiliated Asthma Societies,' says our Chief Executive, Jane Patterson. Jane says this will help us to more effectively compete with other not-for-profits for national awareness and support, and enable us to strengthen our relationships with the health community.

The new look is reflected on our [website](#) and in our hardcopy and electronic publications including the [A and R News](#) and the Asthma Foundation's 2009 [Annual Report](#).

## Meri Kirihimete



The Asthma Foundation would like to wish everyone a very Merry Christmas and good health and happiness in 2010.

## 2009 Achievers Awards



The 2009 Asthma and Respiratory Supreme Achievers. From left: (back) Her Excellency, Lady Susan Satyanand and His Excellency, Sir Anand Satyanand, the Governor-General of New Zealand, Nikki Pascoe, Karolyn O'Connor, Jason Wynyard and Peter Marshall. (Front) Petera Wahanui, Tukere Thompson, Aalyana Iosefa, Robert Koroheke Tonga and Paula Baker-Heremaia.

The 2009 Asthma and Respiratory Achievers Awards in Wellington on 10 November was a great night.

The stories of 9 remarkable New Zealanders with respiratory illnesses and what they have achieved in their lives clearly made an impression on the audience of about 90.

Our Supreme Achievers this time around – the awards are held every two years – range in age from 6 to 71 years old. They are:

- COPD: Peter Marshall, 71, Timaru
- COPD (Maori): Petera Wahanui, 65, Lower Hutt
- Open: Karolyn O'Connor, 40, Oamaru
- Open (Maori): Jason Wynyard, 35, Massey
- Aged 5 to 12 Years: Aalyana Iosefa, 8, Stanmore Bay
- Tamariki (5 to 12 Years Maori): Tukere Thompson, 7, Hastings
- Aged 13 to 18 Years: Nikki Pascoe, 18, Invercargill
- Rangatahi (13 to 18 Years Maori): Paula Baker-Heremaia, 16, Auckland
- Cody Forbes Award for Courage: Robert Koroheke Tonga, 6, Pukekohe.

The Supreme Achievers were presented with awards by the Governor-General of New Zealand, His Excellency, Sir Anand Satyanand. The awards were held at Premier House in Thorndon, which is the official residence of the Prime Minister, the Hon John Key, when he is in Wellington.

Speeches by the Quit Group's chief executive, Paula Snowden, and TV2 show host Erin Simpson were well-received. Paula spoke on COPD and smoking cessation and Erin talked about the burden asthma has been in her life and how she manages her asthma.

[Profiles of the 2009 Supreme Achievers are available here.](#)

## Smoking and Māori: have your say

Parliament's Maori Affairs Select Committee is taking written submissions as part of its inquiry into the tobacco industry in Aotearoa and the consequences of tobacco use for Māori.

The Smokefree Coalition (SFC), of which the Asthma Foundation is a member, is encouraging individuals and organisations who are concerned about the dreadful toll tobacco takes in the life of Maori to make a written submission (submissions close 29 January 2010; the deadline for oral submissions is yet to be announced).

New SFC Director, Dr Prudence Stone, says the Select Committee hearing provides an opportunity as significant as the Smokefree changes in 2003, when smoking was banned in workplaces.

The SFC has a vision of a smokefree Aotearoa by 2020, which would entail at least the banning of retail tobacco displays, substantial increases in cigarette prices, plain packaging of cigarettes and further widespread education about the damage smoking does.

[You can find advice about making a submission here.](#)

## Respiratory Educators Conference

About 200 health professionals attended the Respiratory Educators Conference in Wellington on 24 and 25 September.

The conference, at the Michael Fowler Centre, was themed 'breathless' and 96 percent of the evaluation forms returned by delegates rated it as good or excellent.

The opening address was by Professor Richard Casaburi from Los Angeles. We know that COPD rehabilitation builds exercise tolerance and quality of life and reduces shortness of breath to a greater extent than other COPD therapies. Prof Casaburi is researching whether pulmonary rehabilitation increases survival rates and the indications to date are that it does.

Workshops were held on hyperventilation syndrome, speech therapy and panic.

Professor Richard Beasley's presentation on marijuana and the lungs was well-received and delegates heard an ACC speaker on how Tai Chi can alleviate respiratory symptoms.

A poster design competition was held with a cash prize donated by McLaren Medical Ltd. Four posters were displayed and the winner was Deborah Box: Pulmonary rehabilitation in South Canterbury 2008. Deborah's poster and most of the conference presentations are at [www.asthmafoundation.org.nz](http://www.asthmafoundation.org.nz).

We are very grateful for our sponsors' support.

**Platinum: Boehringer Ingelheim, Pharmac**  
**Gold: Air Flow Products, Glaxo Smith Kline**  
**Silver: McLaren Medical Ltd, Astra Zeneca**

The 2010 conference is now confirmed for Wellington on 9 and 10 September. Please note that these are different dates to those advised earlier. The theme will be 'Cough, Cough, Coughing'.

The *Asthma Hook Up* is produced by The Asthma Foundation.  
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