



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

Office of
Community Relations

FOR IMMEDIATE RELEASE

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Contact:

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MEDIA ADVISORY

- What:** The North East ISD Department for Environmental Health will host an “Asthma Blow Out!” Education Health Fair to inform the community about the effects and control of asthma. The “Asthma Blow Out!” will focus on asthma education, control and four components – awareness, medication, environment and education.
- Who:** More than 1,500 participants from the Johnson High School cluster community, including nurses, P.E. teachers, parents, students and vendors will attend. Allergists and a Pediatric Pulmonologist will teach Parent Sessions, including the 10 Commandments of Asthma, Asthma Triggers, Medications, and Sports and Asthma.
- When:** March 31, 2011, dinner: 5-6:15 p.m.; Parent Educational Sessions: 6-8 p.m.
- Where:** Johnson High School, 23203 Bulverde Rd. **Media will need to ask accompanying parents for permission to film, photograph or interview students.**
- Why:** The free fair provides an opportunity for parents and students to learn about asthma - its triggers, symptoms and control treatments. There are more than 6,000 NEISD students diagnosed with asthma, and asthma is the most common reason for student absenteeism nationwide. The 2009 Asthma and Allergy Foundation Report on U.S. Asthma Capitals named San Antonio as the 13th most challenging metropolitan area to live with asthma (out of 100 metropolitan areas in the U.S.). Every day in the U.S., 10 people die from asthma, and 63,000 people miss school/work due to asthma. Also, the NEISD “Asthma Blow Out!” events have been recognized and awarded by the Environmental Protection Agency.
- Visuals:** To visualize asthma, there will be a “life-sized” lung air-way to demonstrate how breathing can become constricted with mucous – students will be able to go through the “airway” to see first hand how asthma starts. The tubing is 9 feet long, and students will act as the “air.” There will be large white balls (the size of volleyballs) to represent mucous and smaller balls to represent allergens. As the air (students) go through the tubing, they will be blocked by the mucous and allergens – which represents how air can not get through a blocked airway, causing asthma attacks. Students will also make smaller lung “airways” and “mucous” to take home with them.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at www.neisd.net.