



North East Independent School District

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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 Lee High School cluster community, including nurses, P.E. teachers, parents, students and vendors will attend. Physicians will also teach educational sessions, including the 10 Commandments of Asthma, Asthma Triggers, Medications, and Exercise with Asthma.
- When:** October 26, 2010, dinner: 5-6:15 p.m.; Parent Educational Sessions: 6-8 p.m. (Sessions are 20 minutes each and begin every 25 minutes. Student sessions will also be offered: six 10 minute hands-on, fun sessions to educate elementary students about asthma.)
- Where:** Lee High School, 1400 Jackson Keller Rd. Cafeteria, library and C wing. **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. The health fair is part of NEISD’s wellness initiative to provide a healthy environment throughout the district. The flu season is here, and asthmatics are hit the hardest. 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:** Asthma Educators will offer demonstrations on the usage of inhalers, and Lee cluster nurses and P.E. teachers will offer fun, hands-on activities for students to learn about their asthma, triggers, medication and symptoms. Physicians will teach educational sessions, and vendor booths will be set up with free information. Flu shots will be administered for \$25, and Medicaid/Medicare will be accepted.

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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.