

Title of Intervention: National Asthma Campaign of Australia

Website: <http://www.nationalasthma.org.au/>

Intervention Strategies: Campaigns and Promotions, Provider Education

Purpose of the Intervention: To create awareness and provide information on asthma

Population: Australian communities

Setting: Communities in Australia; community-based

Partners: National coalition of health care providers, public health officials and universities

Intervention Description:

- **Provider Education:** The intervention aimed to inform providers of new preventive approaches to asthma management and to encourage them to develop written asthma management plans for patients. This phase included the production and dissemination of professional education materials and implementation of a range of in-service education programs about asthma management. These educational programs emphasized the important skills required of people with asthma, including self-assessment and objective monitoring, allergen avoidance and the use of preventive medication. Professional educational materials such as the "Asthma Management Plan 1990" were mailed to all medical practitioners through Australia.
- **Campaigns and Promotions:** The second phase of the intervention focused on public education. The aim of the campaign was to inform people about a new approach to asthma management based on an individualized asthma management plan. It emphasized that, with appropriate treatment, people with asthma could achieve an optimal lifestyle. It advised people who had or suspected that they had asthma to see their doctor or pharmacist. It targeted people with undiagnosed and undertreated asthma. The key component was a mass media campaign composed of 30-second television messages shown nationally. All television commercials were supported by a range of community-based and public relations activities, including media releases, sponsorship of public events and promotions.

Theory: McGuire's Model of Communication/Persuasion, Social Marketing Theory

Resources Required:

- **Staff/Volunteers:** Campaign coordinators
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** Not mentioned
- **Intervention:** Commercials, professional and public educational materials, media releases
- **Evaluation:** Surveys

Evaluation:

- **Design:** Cross-sectional
- **Methods and Measures:**
 - Surveys of community members assessed the effectiveness of the campaign.
 - Surveys of physicians assessed the use of medication, asthma management plans and procedures.

Outcomes:

- **Short Term Impact:** There was a significant increase in message and campaign awareness in the general population.
- **Long Term Impact:** There was an increase in appropriate treatment methods in people with asthma. On the whole, significant changes were found in the physician's reported asthma management in the direction promoted by the campaign.

Maintenance: Not mentioned

Lessons Learned: The overall impact of the campaign and other activities has been an increase in awareness about asthma in Australia. These campaigns relied on television to raise awareness and to start to change attitudes to asthma.

Citation(s):

Tse, M., C. Bridges-Webb, et al. (1993). "The impact of a mass communications campaign on the reported management of asthma by general practitioners." *Fam Pract* 10(3): 263-7.

Comino, E. J., A. Bauman, et al. (1997). "The Australian National Asthma Campaign: effects of public education activities based on mass media." *Am J Prev Med* 13(4): 251-6.

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