



HEALTH SERVICES AGENCY

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NUMBER: 08-07
FOR RELEASE: IMMEDIATE

DATE: June 24, 2008
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Media Advisory

Free Conference in Modesto to Help Educate Healthcare Providers in Stanislaus County about Asthma

What: Asthma is a growing problem in the Central Valley. An estimated 42,000 people in Stanislaus County suffer from the lung disease, and 14,000 of those are children. However, there is help available for children and adults to live a healthy life with asthma. Healthcare providers throughout the Central Valley will learn about this and more at a free Asthma Roundtable Conference in Modesto.

The conference will highlight strategies and tools to promote evidence-based practices. Participants will learn how air quality impacts healthcare and find out about the new National Asthma Guidelines.

This second annual conference is free and registration is open to all healthcare providers. Breakfast, lunch, and conference materials will be provided, and CME's and CEU's are also available.

For more information or to register for the conference please contact the Stanislaus County Asthma Coalition Coordinator, Dolores Cisneros at (209) 558-4846.

When: Saturday, June 28, 2008
8:00 a.m. – 11:30 a.m.

Where: Memorial Medical Center/Sutter Gould Health Foundation
Health Education and Conference Center
McHenry Village in Modesto (1700 McHenry Avenue #60B)

Background: The Second Annual Asthma Roundtable Conference is organized by the Stanislaus County Asthma Coalition and made possible through the generous support of our event sponsors including, Sutter Gould Medical Foundation, Anthem Blue Cross, PAC-LAC, Astra-Zeneca, GlaxoSmithKline, Oakland Children's Hospital, Merck, Teva Specialty Pharmaceuticals and Sanofi-Pasteur.

Visuals: An estimated 100 healthcare providers will attend presentations from two leading asthma experts, Dr. Samuel Louie and Dr. Karen Hardy. Several event sponsors and other community health groups will also share information in the local resources exhibit.

Media Contact: Information on event speakers and Asthma Coalition spokespersons is available through the HSA Public Information Office at 558-7116.

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