



HEALTH SERVICES AGENCY

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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 and the most common chronic illness, especially in children. An estimated 65,000 people in Stanislaus County suffer from the lung disease, and 23,000 of those are children. There is help available for children and adults to live a healthy life with asthma.

Healthcare providers throughout the Central Valley region will learn about this and more at a free Asthma Conference in Modesto. The conference will highlight strategies and tools focusing on asthma and air quality. Healthcare providers across organizations will have ample opportunities to share experiences, insights, case studies, and innovative methods that move guidelines into practice. Participants will learn what is new in asthma therapy, review case studies with an asthma specialist, learn about the impact of air quality on health care, and be able to network with local healthcare providers.

This sixth annual conference is free and registration is open to all healthcare providers. Breakfast, lunch, and conference materials will be provided. CMEs and CEUs are also available. For more information or to register for the conference, please contact the Stanislaus County Asthma Coalition Project Coordinator, Mary Lou Martinez at (209) 548-7834 or martinml@sutterhealth.org.

When: Saturday, July 13, 2013
8:00 a.m.-12:00 p.m.

Where: Memorial Medical Center-Sutter Gould Medical Foundation
Health Education Conference Center
McHenry Village in Modesto (1700 McHenry Avenue, Suite 60B)

Background: The Sixth Annual Asthma 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, Memorial Medical Center, Doctors Medical Center, Health Services Agency, San Joaquin Valley Air Pollution Control District, Health Net of CA, Health Plan of San Joaquin, Home Oxygen Company, Merck, Teva Respiratory, and Thermo Fisher Scientific.

Visuals: An estimated 100 health care providers will attend presentations from two leading asthma experts, Jun Lu, M.D. and Dai Park, M.D. Also speaking will be Anthony Presto, Outreach and Communications Air Quality Specialist. 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 Health Services Agency Public Information Office at (209) 558-7116.

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