



Asthma Awareness Month Event Summary

Asthma Coalition of Los Angeles County – “Home is Where the Asthma is”

May 2012

On May 9, 2012, the Asthma Coalition of Los Angeles County along with St. John's Well Child and Family Center, Strategic Actions for a Just Economy and Esperanza Community Housing Corporation hosted "Home is Where the Asthma is". Our successful Asthma Awareness Month event took place at an apartment complex in South Los Angeles where residents are suffering from housing related health conditions. The event featured tenant-led asthma trigger tours of the units, education and advocacy tables for community residents and a press conference. There were over 60 participants and 5 press members present, including Spanish language channels. Furthermore, one Spanish language channel conducted a live in-studio interview about housing related health conditions with one of our housing advocates following the event.

As participants arrived they had an opportunity to explore the asthma education materials and resources available from organizations such as, the Los Angeles Unified School District, the Breathmobile, LA Care, the Asthma and Allergy Foundation, Esperanza Community Housing, and Inner City Law. Next, the press conference began with remarks from Jim Mangia, President and CEO of St. John's Well Child and Family Center, followed by Dr. Jan King, Department of Public Health (DPH), Area Health Officer for South and West Los Angeles. Dr. King spoke about how health is impacted by poor housing conditions and the role the DPH plays to improve home environments. The press conference concluded with powerful testimonials from two tenants who currently reside in the building. Participants then had the opportunity to tour the apartments to see first hand the visible mold, full roach traps, rotting window sills, among other hazards and asthma triggers plaguing the homes.

The event was captured by a professional videographer who will develop a short 1-2 minute highlight video. The finished product will be shared via social media to further promote awareness of asthma triggers related to neglected housing conditions.

Event Materials Included with this Summary:

1. “Home is Where the Asthma is” invitation
2. Photo collage from the event
3. Press release
4. Press coverage – La Opinion
5. Press coverage – Southern California Public Radio