

## Joining the **BREATHE** Program is easy.

1

Complete and return the enclosed survey. Earn **10 Raffle Tickets** by mailing the survey back within 15 days.

2

Every other month, you will get a mailing packet loaded with helpful tips and activities.

3

Look for **Action Items** in each packet for a chance to earn more Raffle Tickets!

## Questions About Your Asthma Care?

You can talk to our Care Management Team by calling IEHP Member Services at 1-800-440-IEHP (4347) or 1-800-718-4347 for TTY Users.

Also call Member Services if you need help reading these materials.

**Partner with us for the confidence you need to live an active life with asthma.**



"I was waking up at night coughing and wheezing. My Doctor told me I have asthma but I didn't think much of it. One day when I was cheering for my son at his soccer game, I started feeling tightness in my chest and couldn't catch my breath. My wife had to take me to the ER. It was a real wake-up call. Now I know I have to take control of my asthma to keep it from getting worse."

Learn. Work. Play.  
**Breathe**  
Living an Active Life with Asthma

### Did you know you can:

- Have symptom-free days?
- Sleep through the night?
- Avoid going to the ER with an asthma attack?
- Exercise and take part in sports?
- Keep your asthma from getting worse?



## Look Inside...

for details about the BREATHE Program -  
IEHP's brand new asthma program!

Whether you have just been diagnosed or have been living with asthma for a while, you can benefit by joining the **BREATHE** Program – a fresh approach to Asthma Self-Care.

## Here are highlights of the program...

### Tips to benefit the whole family and skills to last a lifetime

- Asthma-proof your home
- Use medicine and inhalers the right way
- Asthma-friendly products

### A network of health experts

- Doctors and Specialists
- Pharmacists
- IEHP Care Management
- Community resources

### Asthma self-care made easy

- Step-by-step action plan
- Asthma care on the go
- Managing stress

### Common concerns

- Effects of asthma medicine
- Asthma warning signs
- Asthma and exercise
- And many more



**All these exciting resources are mailed to your home – and it's all FREE!**

## Breathe Easier!

As you learn and apply these life-changing skills, you'll find each day with asthma will get easier.

**Plus, you could win one of the prizes below in our Monthly Raffle!**

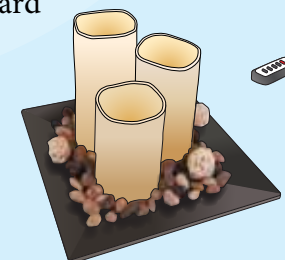
Earn raffle tickets by completing the Program Action Items – complete an asthma action plan, attend an asthma class, find your asthma triggers... Watch for Action Items in each packet you receive!



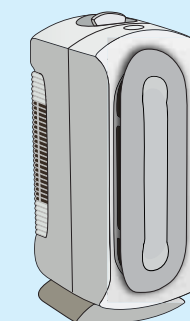
\$50 VISA Gift Card



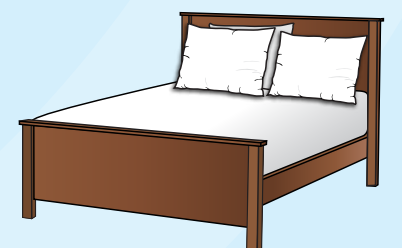
Full Cushion Massager



Flameless Candles Gift Set



Compact Air Purifier with HEPA Filter



Hypo-allergenic Mattress Cover and Pillow Cover

\*Prizes may vary based on availability