

The Dutch Asthma Association: a new strategy

**10 + 1 aims for an effective policy in fighting
Chronic Lung Disease and its consequences**

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**Astma
Fonds**

Introduction: Dutch Asthma Fund

- Founded in 1959
- Fundraiser
- Patient Association
- Financial support of research
- Patient information and support
- Projects on autonomy and other topics

New aims, new structure, new proposition

- Safe lives and **prevent** progress of chronic lungdisease
- Improve **quality of care** for people with chronic lungdisease

In order to:

- Improve **quality of life** people with chronic lungdisease

10 +1 Hot Topics (I)

- Make people move
- Help Stop smoking
- Clean the schools
- Support clean outside air
- Initiate quality care from patientsperspective

10 + 1 Hot Topics (II)

- Support Integrated Care
 - Deal with Comorbidity
 - Create better understanding by society
 - Develop tools for self management
 - Ban second hand smoke
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- Reach people with lower socio economic status

The new Asthma Fund

- Lung Foundation
- Association for Patients with Chronic Lungdisease

New Feel

- Active
 - Decisive
 - Transparent
 - Visible
 - Focussed
 - Work with partners
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- Relevant for target group: Patient first
 - Relevant for society

International orientation

- Partner for Eastern European countries
- Help in improving the efficiency of the international research effort
- Learn from successes in other countries
- Support Facts and Figures of Asthma and COPD and other international “marketing” issues
- Co-operate with relevant international stakeholders

Expectations

- Participate in and learn from EFA
- No politics but tangible results
- Visibility in international network
- High expectations on effectiveness

- The Dutch partnership on chronic lungdisease looks forward to working with you