

**DRAFT AGENDA – INTERNAL USE**  
**Media Event**

***A Fresh Perspective on Severe Asthma in Europe – Understanding & Addressing Patient’s Needs***

**Monday 5 March 11.00 – 12.30**

**Bibliothèque Solvay**  
**La Maison de l’Europe, Parc Léopold 137 rue Belliard 1040 Bruxelles**

- **Svein-Erik Myrseth, President of EFA (5 min)**  
Welcome
- **Dr Erkka Valovirta, EFA Medical Advisor & author of ‘The Limitations of Severe Asthma: The Results of a European Survey’ - Introduction to and origins of the initiative (5 min)**
- **Professor Martyn Partridge, paper author & Professor Jean Bousquet, Editor of *Allergy* (25 min)**  
Professor Partridge will outline the key findings of the Severe Asthma survey published in *Allergy*. He will also share his perspective on the progress that has been made in asthma care since the survey was developed and on how the findings would differ if the research was to be conducted in 2007. Professor Bousquet will be invited to contribute to the discussion and comment on the survey findings in relation to recent allergy and respiratory developments and express his hopes for the future of asthma care. Dr Valovirta will informally contribute his experiences of the 10 year Asthma Programme in Finland and how it illustrates best practice.
- **Maria Molin, patient with severe asthma (10 min)**  
Maria comes from Sweden where EFA was founded in 1991. She has suffered from severe asthma since infancy, but has recently seen improvement in her symptoms and quality of life following advancements in patient care. She will provide an insight to the appalling impact of the condition on patients and their families, and review the changes in the way her asthma has been managed over the last two years, including establishment of a smoke-free environment.
- **Liz Lynne, MEP (15 min)**  
Liz Lynne, who herself lives with severe asthma, will discuss the impact that the survey has had on EU policy and assess the developments since the survey findings were announced in 2005. She will also outline the EU decision to prioritise allergy and respiratory research over the next seven years, explore recent EU policy developments on smoke-free environments and air pollution, and speculate on what further developments are on the horizon.
- **Donna Covey, Chief Executive of Asthma UK (15 min)**  
As Chief Executive of Asthma UK, Donna Covey will outline the commitments detailed in the association’s *Asthma Charter* and examine what else needs to be done to protect patients at risk from this life-threatening condition. Using the publication of the survey as a key milestone in the battle to better understand and address patient needs, Ms Covey will explore EFA’s vision to ensure the optimisation of patient care and right to breathe healthy air across Europe.
- **Summary and Q&As (15 min)**