



KINDERVELT

Having fun while raising funds

For the next four years (2008-2011) Kindervelt will proudly support the Division of Asthma Research at Cincinnati Children's.

Asthma is a public health problem affecting 15 million people in the United States and a major health concern in our community.

- It is the most common chronic disease of childhood and the most common reason that children are admitted to the hospital.
- Asthma is the leading cause of school absenteeism due to chronic illness in Ohio.
- At Cincinnati Children's, more than 3,000 children are seen annually in the Emergency Department because of severe asthma attacks.

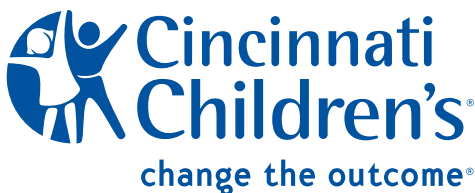
Cincinnati Children's has made a strong commitment to improving care for children with asthma. The newly created Division of Asthma Research will expand clinical, academic and research programs to develop new standards for clinical care through cutting-edge research.

"Our goal is to reduce hospital admissions by providing evidence-based care that is personalized to each child," says Arnold W. Strauss, chair of Pediatrics for Cincinnati Children's and director of the Cincinnati Children's Research Foundation. "We will take into account the genetic differences among asthma patients, consider altering the patient's environment and find ways to increase adherence to the treatment regimen. All of these approaches require further research."

The Division of Asthma Research is comprised of a multidisciplinary team of specialists, including physicians, scientists, environmental exposure epidemiologists, computer application specialists and biostatisticians. The division will coordinate asthma research efforts across Cincinnati Children's, our community, and the Tri-state. The pioneering work of these experts will affect change and ensure the highest standards for asthma care.

Kindervelt is proud to partner with the Division of Asthma Research at Cincinnati Children's. Together, we will help change the outcome for millions of children with asthma.

**For more information
about Kindervelt, visit
www.kindervelt.org**



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