



## Childhood Asthma Leadership Coalition

## Sample Newsletter Article

Your newsletter is a great way to inform and engage your partners and supporters on Asthma Awareness Month. The sample below offers an easy way to connect local efforts with federal policy choices.

The second-to-last paragraph provides generic contact guidance for congressional representatives. Many cities, newspapers, or local advocacy networks provide community-specific congressional contact information. To doublecheck the local name of your state's CHIP program, try the [Kaiser Family Foundation's website](#). Other placeholders that you can fill in are listed below in *Italics*.

There's a lot of great local activity going on for Asthma Awareness Month. But a timely federal policy issue will also have a big impact on the health of local children.

The Children's Health Insurance Program (CHIP, called *Localname* in *State*) helps children get the care they need when their hard-working parents earn too much to qualify for Medicaid but too little to keep pace with rising insurance costs. *Localname* is especially important for children with asthma, because kids living with asthma or other long-lasting health conditions have a better chance to stay healthy with dependable and continuous health insurance. *Localname* – and Medicaid – are also critical because asthma is more prevalent among children from low and moderate-income families.

*Localname* also makes good economic sense. With *Localname*, kids get the regular doctor visits and medication they need, plus pediatricians can help parents learn how to mitigate the household and community "triggers" of asthma attacks. That combination of routine care and asthma management education often costs just a few hundred dollars a year, avoiding hospitalizations that often cost thousands apiece. And it works. Research shows that CHIP helps children with asthma avoid hospitalizations and other "acute" health care services, because their asthma attacks are less frequent.

But this bipartisan success story is at risk. Funding for *Localname* will expire next year, unless Congress acts first. And so far, protecting *Localname* and other CHIP programs isn't even on Washington's agenda.

You can make a big difference by contacting your congressional representatives during Asthma Awareness Month. Just letting them know that CHIP is important to you – and to the health of State children with asthma – will help them understand the importance of early action.

To reach local congressional representatives, call the U.S. Capitol switchboard at (202) 224-3121 and ask for their offices by name. You can find a list of State's House delegation *here*, and our U.S. senators are Senator *Senator1's Name* and Senator *Senator2's Name*.

Contact us anytime with questions or for information. And please let us know how your outreach efforts go – we want to celebrate your work to protect children's health!