

Statistics

- By year's end
BREATH[®]
will have distributed
10,000 Peak Flow Meters
nationwide
- Distributed \$25,000
in education grants

'Some of the same people
maybe there.

Burson•Marsteller

1801 K Street, NW, Suite 1000-L
Washington, DC 20006 USA
202.530.0400
www.bm.com

F A X T R A N S M I S S I O N

DATE: August 24, 1999
TO: Patti Solis Doyle
COMPANY: Director of Scheduling
TELEPHONE: 202-456-6266
FAX: 202-456-2317
FR: Amanda Orr
TELEPHONE: 202-530-4541
FAX: 202-530-4500
NO. OF PAGES: 3
Cc: Evan Ryan

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copy + deliver to Laura Schiller P. 02/03

Burson-Marsteller

1801 K Street, N.W.
Suite 1000-L
Washington, D.C. 20006-1301
202.530.0400
FAX 202.530.4500
www.bm.com

(yes)

awm -
they requested
a video

August 24, 1999

First Lady Hillary Rodham Clinton
The White House
Washington, DC 20500

Dear Mrs. Clinton:

I am writing on behalf of AstraZeneca to invite you to be the keynote speaker at a Symposium on Pediatric Asthma, October 8, 1999 at 6:00pm at the National Capitol Children's Museum. This program is being held in conjunction with the American Academy of Pediatricians Conference in Washington, DC.

As a leader in children's health issues – in particular asthma – you know all too well the problems facing inner city children. The incidence of asthma is reaching critical proportions and our nation's capital has the highest rate of asthma in the country. We would be honored to have you share your perspective on this devastating illness.

The day will be filled with events devoted to improving asthma education, including a morning kick-off of the DC "BREATHE" (Bringing Education on Asthma to Homes Everywhere) program, a major educational initiative targeted to families in urban areas living with asthma. In the afternoon, the museum will feature poster sessions and a chance to "meet the experts" and discuss pediatric asthma issues. The day will conclude with the evening symposium for pediatricians, nurses and physician assistants attending their national conference.

AstraZeneca, along with the Magic Johnson Foundation and the National Medical Association have brought the "BREATHE" program to Philadelphia, Atlanta, Los Angeles and now Washington, DC. The "BREATHE" program partners with school nurses and public health officials in urban areas to provide children and parents with materials to improve asthma education and treatment.

Your words of encouragement and support would demonstrate a real commitment to this critical health issue and significantly raise the profile of the importance of asthma prevention and treatment particular to urban areas.

If your schedule does not permit your attendance, we would be honored to receive a video message which will be presented at the event.

Please feel free to call Amanda Orr at 202-530-4541 if you have any questions. We look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Suzanne Ross".

Suzanne Ross
Director

Burson-Marsteller
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Washington, DC 20006 USA
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Suzanne Ross
Director

- # of People - 100/50 kids speak to kids

Logistics

- what happens after -

- Dr. Mezzanotte

What:

B.R.E.A.T.H.E. (Bringing Education on Asthma to Homes Everywhere)
DC Kick Off Event.

- HRC → Magic

- ~~Dr. Mezzanotte~~
- Magic

- Doctor of Health

BREATHE is a national public education program sponsored by AstraZeneca Pharmaceuticals in partnership with the Magic Johnson Foundation. Working with school nurses and administrators, parents, public health officials and local physicians, the BREATHE Program provides educational materials, peak flow meters and provide financial donations to improve asthma education. BREATHE was launched in Philadelphia in November, 1998 and has visited Atlanta, Los Angeles and now Washington, DC.

When:

Friday, October 8th, 10:00 a.m.

Gene → 1 Answer

Where:

Capital Children's Museum

Who:

[Audience will include representative of AstraZeneca, Magic Johnson Foundation, the DC public schools and public health department, asthma and urban affairs organizations; local school nurses, parents and children.]

The video by the First Lady will be introduced by Dr. Bill Mezzanotte, Associate Medical Director, AstraZeneca.

Remarks

Proposed Language

Hello, Everyone.

Thank you for including me in this special day for the BREATHE Program. I am very honored to be a part of this wonderful health education initiative. I wish I could be there in person to share in this unique gathering of public health officials, teachers, nurses, parents and most importantly, schoolchildren, who are all as interested in fighting asthma as I am.

As a public official, and as a mother, I want to share some important information with everyone, especially you students. Asthma is the most common chronic medical problem facing children today. It keeps you home from school more than any other illness -- ten million school days are missed each year because of asthma alone. Ten million, that's a lot and I'm sure your school nurses here can attest to that. Now, it might be fun to miss a day of school every once in a while, however it is no fun having asthma. This is actually a very frightening disease. And when it goes unmanaged and untreated it can lead to a lot more problems than just missing school. Last year 5,000 children died from asthma.

Many of you in the audience may have asthma, or perhaps you have a friend or a family member with asthma. The number of people with asthma is reaching critical proportions

• 140,000 kids have been tested
15,000 have been diagnosed

in our country. Urban areas seem to be particularly hard hit. In fact, right here in our nation's capitol, we have the highest rate of asthma in the country. It's the number one reason children are admitted to the Children's National Medical Center in Washington.

This is a growing public health problem. Many parents don't have access to a primary care physician. As a result, their children don't get the consistent medical care they need. Many more children and parents don't have the education to spot the early warning signs of an asthma attack. Although we don't fully understand what causes asthma, we do know how to help prevent and manage it. Learning more about asthma is the first step. The next step is learning how to control and treat it. Leaders like AstraZeneca and the Magic Johnson Foundation are providing this much needed education and gathering together local representatives to fight and beat asthma to as a community.

I applaud you all for joining together to combat this issue. The goal of everyone working with the BREATHE Program is to help our children with asthma grow up and lead healthy, active and productive lives. By involving the entire community, BREATHE works to keep children healthy and in the classroom. When children, families, school administrators, doctors and nurses talk as a group about asthma, we can reduce the number of people whose lives are cut short from the disease and improve the quality of life for those who live with condition everyday.

Thank you Astra Zeneca and the Magic Johnson Foundation for making a real commitment to raising the profile of asthma prevention and treatment in urban areas. Your work on BREATHE to promote education and action to fight asthma in our nation's cities already has made and will continue to make tremendous strides in fighting this problem.

Thank you.

REVISED DRAFT 1/28/99

FIRST LADY HILLARY RODHAM CLINTON

ASTHMA ANNOUNCEMENTS EVENT

THE WHITE HOUSE

JANUARY 28, 1999

THANK YOU, JACY [JAY-SEE], FOR THAT KIND INTRODUCTION — BUT MORE SO FOR TELLING US YOUR STORY ABOUT THE CHALLENGES OF HAVING A CHILD WITH ASTHMA. HELPING CHILDREN LIKE NIKI TO LEAD HEALTHY, NORMAL LIVES -- AND ENSURING FEWER CHILDREN HAVE TO SUFFER FROM ASTHMA AT ALL -- IS WHAT BRINGS US ALL TOGETHER TODAY.

FIRST, I WANT TO WELCOME ALL OF YOU TO THE WHITE HOUSE. I AM PARTICULARLY PLEASED TO HAVE TWO CABINET MEMBERS, EPA ADMINISTRATOR BROWNER AND HHS SECRETARY SHALALA WITH US TODAY. I WANT TO THANK THEM FOR THE REMARKABLE JOB THEY ARE DOING TO IMPROVE THE HEALTH AND WELL BEING OF AMERICA'S YOUNG PEOPLE, AND ALL OF OUR CITIZENS.

I ALSO WANT TO THANK THEM FOR THEIR LEADERSHIP
IN PROMOTING THE ADMINISTRATION'S AGENCY-WIDE
INITIATIVES TO COMBAT ASTHMA -- TOTALING \$68 MILLION
IN FEDERAL FUNDS -- THAT WE ARE ANNOUNCING TODAY.

THIS AFTERNOON, WE'VE HEARD FROM SECRETARY
SHALALA HOW ASTHMA IS THE MOST COMMON MEDICAL
THREAT TO AMERICA'S CHILDREN -- AND THAT THE
PROBLEM IS GETTING WORSE, PARTICULARLY FOR
YOUNGER CHILDREN. WE ALSO KNOW THAT WHILE THE
RISE IN ASTHMA CASES AND DEATHS CUTS ACROSS ALL
AGES AND GROUPS -- THAT THERE'S BEEN AN ALARMING
INCREASE IN ASTHMA IN CHILDREN -- PARTICULARLY
THOSE UNDER THE AGE OF FIVE.

FROM ADMINISTRATOR BROWNER -- WE'VE ALSO
LEARNED MORE ABOUT THE CONNECTION BETWEEN
CHILDREN WHO SUFFER FROM ASTHMA AND THE
ENVIRONMENTAL CONDITIONS IN WHICH THEY LIVE.

AND MANY HERE KNOW ALL TOO WELL THE TERRIBLE
TOLL THAT ASTHMA TAKES ON CHILDREN AND FAMILIES.
TOO MANY OF OUR CHILDREN CAN'T STEP OUTSIDE THE
FRONT DOOR WITHOUT A POCKETFUL OF INHALERS. TOO
MANY CAN'T WALK A BLOCK, OR RIDE A BIKE, WITHOUT
GASPING FOR AIR. CHILDREN WITH ASTHMA MISS OUT ON
THE JOYS OF FRIENDSHIP AND COMMUNITY, BECAUSE OF
THEIR CONDITION. AND ASTHMA IS A LEADING CAUSE OF
CHILDREN MISSING SCHOOL.

FOR A PARENT -- THERE ARE FEW THINGS MORE
FRIGHTENING THAN WATCHING THE FEAR AND CONFUSION
OF A CHILD STRUCK BY ASTHMA. TO A CHILD — WHAT
COULD BE MORE TERRIFYING THAN NOT BEING ABLE TO
BREATHE — NO MATTER HOW HARD YOU TRY.

THE GOOD NEWS IS THAT NOW -- FOR THE FIRST TIME --
WE'RE MAKING AN UNPRECEDENTED, COORDINATED
COMMITMENT -- THROUGHOUT THE ADMINISTRATION -- TO
ADDRESS THIS GROWING EPIDEMIC OF ASTHMA THAT IS
ROBBING TOO MANY OF OUR CHILDREN OF THE BEST YEARS
OF THEIR LIVES.

TODAY, WE'RE RELEASING A REPORT BY A
PRESIDENTIAL TASK FORCE -- CO-CHAired BY
ADMINISTRATOR BROWNER AND SECRETARY SHALALA --
THAT UNDERSCORES THE REAL AND GROWING THREAT OF
ASTHMA TO OUR CHILDREN, AND ITS IMPACT ON OUR
FAMILIES, SCHOOLS, AND COMMUNITIES. **[THE FIRST LADY
COULD HOLD UP THE REPORT.]** IT'S CALLED "ASTHMA
AND THE ENVIRONMENT: A STRATEGY TO PROTECT
CHILDREN" -- AND IT LAYS OUT A COORDINATED STRATEGY
OF WHAT THE FEDERAL AGENCIES -- WORKING TOGETHER
WITH OUR COMMUNITIES -- CAN DO TO DIMINISH THE
HEALTH RISKS TO OUR CHILDREN OVER THE NEXT DECADE
AND BEYOND.

FOUR PRIORITY AREAS ARE SINGLED OUT: THE NEED TO EXPAND SCIENTIFIC RESEARCH; IMPROVE PUBLIC HEALTH PROGRAMS; COLLECT BETTER DATA; AND REDUCE THE DISPROPORTIONATE BURDEN OF ASTHMA ON MINORITIES AND THE POOR.

TODAY -- I'M VERY PLEASED TO BE ANNOUNCING A SERIES OF NEW FEDERAL INITIATIVES -- TOTALING \$68 MILLION -- THAT WILL HELP US MAKE PROGRESS IN ALL OF THESE CRITICAL AREAS.

FIRST, EPA IS ALLOCATING \$5 MILLION TO EXPAND ITS RESEARCH INTO THE ROLE THAT ENVIRONMENTAL POLLUTANTS — INCLUDING TOBACCO SMOKE, PESTICIDES, AND OZONE — PLAY IN THE ONSET OF ASTHMA IN CHILDREN.

EPA WILL ALSO INITIATE PILOT STUDIES IN COMMUNITIES DOWNWIND OF INDUSTRIALIZED AREAS TO BETTER UNDERSTAND THE CONNECTIONS BETWEEN AIR POLLUTION AND ASTHMA.

THESE NEW EFFORTS BUILD ON INVESTMENTS WE'VE ALREADY MADE IN ASTHMA RESEARCH. NEXT YEAR'S BUDGET WILL INCLUDE \$117 MILLION TO HELP US UNDERSTAND BETTER WHAT CAUSES -- AND EXACERBATES -- ASTHMA IN OUR CHILDREN.

SECOND, IN RESPONSE TO THE RECOMMENDATION TO IMPROVE OUR PUBLIC HEALTH PROGRAMS, EPA WILL DEVOTE \$7 MILLION TO A NEW INITIATIVE TO CUT DOWN ON ENVIRONMENTAL RISKS TO YOUNG PEOPLE.

EPA WILL WORK WITH SCHOOLS, PARENTS, AND VOLUNTEERS TO REDUCE CHILDREN'S EXPOSURE TO TOBACCO SMOKE AND LEAD PAINT, AND OTHER INDOOR ENVIRONMENTAL FACTORS THAT CAN TRIGGER ASTHMA.

AND WORKING IN PARTNERSHIP WITH THE DEPARTMENT OF EDUCATION — EPA WILL ALSO INVEST \$8.4 MILLION IN A NEW PARTNERSHIP TO EXPAND EXISTING SCHOOL-BASED PROGRAMS THAT TEACH CHILDREN HOW TO MANAGE THEIR ASTHMA.

CHILDREN NEED TO KNOW HOW IMPORTANT IT IS TO BE ABLE TO IDENTIFY THEIR OWN ASTHMA TRIGGERS — AND THEN LEARN HOW TO AVOID THEM.

KIDS ALSO SHOULD KNOW HOW IMPORTANT IT IS TO TAKE THEIR MEDICATIONS -- AND CARRY THEIR INHALERS -- SO THAT THEY CAN AVOID EXHAUSTING EMERGENCY TRIPS TO THE HOSPITAL -- AND IN SOME CASES -- SAVE THEIR LIVES. THIS PROGRAM WILL HELP THEM DO THAT.

A KEY PRIORITY PROMOTED BY THE TASK FORCE IS TO WORK TOWARDS ELIMINATING THE DISPROPORTIONATE BURDEN OF ASTHMA AMONG MINORITIES AND THE POOR.

RESPONDING TO THIS NEED, HHS — WORKING THROUGH MEDICAID — WILL PROVIDE \$50 MILLION TO STATES HELPING LOW INCOME CHILDREN MORE EFFECTIVELY MANAGE THEIR ASTHMA.

THESE START UP GRANTS WILL ENCOURAGE STATES TO USE ASTHMA MANAGEMENT TECHNIQUES -- WHICH HAVE DEMONSTRATED GREAT PROMISE IN IMPROVING THE QUALITY OF LIFE FOR ASTHMATIC CHILDREN. WE ALL KNOW THAT ASTHMA, WHEN PROPERLY TREATED AND MANAGED, SHOULD NEVER RESULT IN AN EMERGENCY ROOM VISIT, OR EVEN WORSE, HOSPITALIZATION. BUT IT DOES, EVERY SINGLE DAY.

IF ANY ILLNESS ILLUSTRATES THAT AN OUNCE OF PREVENTION IS WORTH A POUND OF INTENSIVE CARE — ASTHMA IS IT. THIS INITIATIVE IS DESIGNED TO HELP HEALTH PROFESSIONALS BETTER MANAGE ASTHMA -- SO THAT CHILDREN CAN AVOID THESE EMERGENCIES IN THE FUTURE. THIS INVESTMENT WILL ALSO SAVE OUR HEALTH CARE SYSTEM MONEY IN THE YEARS AHEAD.

AS PART OF THIS SAME HHS INITIATIVE --
PARTICIPATING STATES WILL COLLECT BETTER
ENVIRONMENTAL DATA AT THE LOCAL LEVEL -- SO WE CAN
BETTER UNDERSTAND THE CAUSES OF THIS ASTHMA
EPIDEMIC.

FINALLY -- PUBLIC EDUCATION IS CRITICAL IF WE ARE
TO IMPROVE THE ENVIRONMENT AND OUR CHILDREN'S
HEALTH. SO I'M PLEASED THAT AS PART OF THIS YEAR'S
BUDGET, EPA, HHS, AND HUD WOULD INVEST \$5 MILLION TO
CONDUCT A NATIONAL PUBLIC INFORMATION CAMPAIGN
AIMED AT REDUCING CHILDREN'S EXPOSURE TO
ENVIRONMENTAL RISKS THAT BRING ABOUT ASTHMA.

TODAY, MILLIONS OF CHILDREN SUFFER FROM
ASTHMA -- WHEN THEY MISS SCHOOL; OR CAN'T PLAY
SPORTS; WHEN THEY GASP FOR AIR SO BADLY THEY HAVE
TO RUSH TO THE EMERGENCY ROOM; OR END UP IN THE
HOSPITAL. WE MUST DO BETTER FOR OUR CHILDREN -- AND
WE WILL.

WHAT WE HAVE ANNOUNCED TODAY -- IF PASSED BY
CONGRESS -- WILL MOVE US CLOSER TO THE DAY WHEN
EVERY CHILD, IN EVERY COMMUNITY, CAN GROW UP
HAPPY, AND SAFE, AND HEALTHY.

I WANT TO THANK ALL OF YOU FOR HELPING TO MAKE
THAT VISION A REALITY FOR AMERICA'S CHILDREN.

**Nationwide Asthma Screening Program Kickoff
At Draper Elementary School**

**Remarks by First Lady Hillary Rodham Clinton
Washington, D.C.
May 4, 1999**

Thank you! Thank you very much! Is someone trying to tell us something? I thought that Nikita did a wonderful job, and I think that we ought to give Nikita and Domonique another round of applause. It is not easy to come and talk about something that is so important to your family in front of all of us. I appreciate Ms. Johnson doing that for us.

Dr. Coates, I'm delighted to be here at Draper. I want you to know, as I mentioned earlier, the physician who takes care of the President and who takes care of the entire White House, Dr. Connie Mariano, is a graduate of Draper. Dr. Mariano came with me today, both because she's interested in asthma and also because she wanted to see her old school. So I'm delighted to be in Dr. Mariano's alma mater.

Thank you, Deputy Superintendent Brooks, for being here. And Mr. Baldwin, I appreciate your participation. I'm also delighted to see so many of the doctors associated with this campaign, and the nurses and others who are part of this very important effort. We're also pleased to have Councilwoman Sandy Allen from Ward 8 with us. I also want to thank Katherine Kerman, who is with ASTRA, who helped to provide the funding for this campaign. And Dr. Miles, Dr. Whinder and Dr. Nsouli, who are all part of this national screening effort, and particularly the screening effort here in D. C. I also wish to thank Mrs. Evelyn Nelson, who is that art teacher who gave me a beautiful book of the children's artwork as I was coming in today.

I'm delighted also to be here with a great champion of the environment, and particularly of the strategies that we need to employ to bring people together to deal with our environmental issues. Carol Browner has been a superb administrator of the Environmental Protection Agency. I know that sometimes we take for granted, when we shouldn't, that we have improving air and we have improving water. But we're having to deal with some very difficult, toxic problems in the waste dumps and brown fields around our country. But I also know what an incredible effort that Carol Browner has put in over the last six and a half years. She started with this administration and she is still here. And that, in and of itself, is quite an accomplishment. But she's here because she's devoted to the environment. She and I have spent time together and have worried together about issues like asthma, which we have already heard are beginning to take a terrible toll because of the increase in numbers and the severity. And that's why we're here today.

We've already seen firsthand, through Nikita's words, what it must be like for a small child like Domonique to not be able to play outside or to have that terrible feeling of breathlessness that comes without much warning sometimes. I'd have to make yet another trip to

the doctor or the emergency room, or get those allergy shots. So part of our goal today is to highlight what we can do about this.

We know that there is a problem. We've heard about the statistics. Those of you who are either in schools where you have seen the increase occur, or in hospitals—particularly emergency rooms—where you know that asthma is the leading cause of admission for children, or if you are in the medical field and you are treating people with asthma, you understand that we have a problem. It is a problem that we are all pulling together to address.

There is no better place than a school to make an announcement like this, because it is here where children come. I'm old enough to remember that this is where we would come to get our polio shots, our eyes tested—I see some heads nodding—and our ears tested. We used our schools in the old days as a way of reaching every family and every child. Well that is what we are attempting to do again today. We owe a great debt to Dr. Miles and the American College of Allergy, Asthma, and Immunology, and Dr. Nsouli, who are responsible for these screenings that will be taking place across the country.

I just had the opportunity to go into Room 145 where children are being screened for asthma. It's not a painful experience, unlike getting polio shots in the old days. You can go in and have a screening that then can lead to helping you with the problem that you have. So the kickoff of the Nationwide Asthma Screening Program that is going on here at Draper is so important. I hope that the effort that we have seen here and the results that will come from it will be multiplied many times over, all over—at malls, civic centers, health fairs, and schools. Since 1997, more than 11,000 people have come to screenings like this. And we're hoping to increase that number many times over because of the emphasis on the schools. As Carol Browner pointed out, asthma rates for children under 5 have dramatically increased by 160 percent since 1980 alone. We know that there are many children who don't know where to turn. And their families aren't sure, like Nikita told us, what is happening and what they're supposed to do to try to help their child.

So I'm pleased to announce some of the steps that we're going to take to help schools like Draper, help parents like Nikita, help physicians, nurses, and others like you who are on the front lines. First, I'm pleased to announce that the D. C. Chapter of the American Lung Association will, later this month, team up with government agencies, health plans, businesses, schools, religious organizations, community organizations and others to launch a new Childhood Asthma Campaign in Wards 6, 7, and 8. That is a very welcome commitment, and I want to thank the D. C. Chapter of the American Lung Association. I believe that the President of the D. C. Association was going to be with us today. Is Judge Inez Smith Reid here today? Yes, there she is! Thank you so much Judge Reid.

In addition to our partners in the private sector and the not-for-profit sector, for the first time, the federal government will be making an unprecedented commitment to address this epidemic of asthma all over our country. As Administrator Browner just said, back in January, I announced a new \$68 million budget proposal designed to find out why the rates are increasing—and to help parents and children understand, treat, and prevent asthma. We have to pay particular attention to poor families because it is the children of the poor who suffer

*So far this initiative
has seen no legislative action*

disproportionately from this disease. And as part of the Children's Asthma Initiative, I'm pleased to announce today that the President is sending legislation to Congress that will include \$50 million in state grants that will help low-income children better manage their asthma. We will try to make sure that children enrolled in Medicaid and the new children's health insurance program, sometimes called CHIP, receive the most advanced treatments available. We want to reach out to children with information about how to manage asthma—and to collect data—so that we find out more about the problem and what we can do to address it.

I hope that the Congress will pass this entire Children's Asthma Budget this year so that we can help save children from the problems that could cause their death, that certainly rob them of some of the best years of their life and have other long-term effects. I hope that we will also do more to reach out to more uninsured children, to make sure that they're enrolled in Medicaid or CHIP so that they can get the health care that they need. One of the real problems of the uninsured population in our country, particularly children, is that if they have chronic conditions, they are not managed. Now it is true that in our country, thank goodness, that we can show up at the emergency room and hopefully get the treatment we'll need in an emergency. But that is not good enough for dealing with a condition like asthma. Asthma needs to be managed. If it is managed, you not only have the opportunity of giving the child a better life, but you save money. Because for every trip to the emergency room, we increase the cost on the entire medical system. It is another one of those examples that if we would commit ourselves to prevention and if we would commit ourselves to the kind of maintenance that we need in treating chronic conditions, we not only would do the right thing, but would actually save money as well.

We're also going to be releasing—as Carol referred to with the problem of second-hand smoking—we're going to be releasing the first ever national public-service campaign to protect children from the dangers of second-hand smoke. This is more than a nuisance for children. It can make asthma worse for more than 1 million children who live in homes with smokers. It also can contribute to serious ear infections in children, as well as pneumonia, bronchitis, and Sudden Infant Death Syndrome, known as SIDS. I just want to emphasize this—because I wouldn't ask for a show of hands—but I imagine that in any group of Americans this large there are people who smoke, or live with a smoker, or who live in the same housing or apartment complex with a smokers. I hope that you will take this information back and take it to heart. Think of what it does—that we didn't know a few years ago it did, but we now know—think of what it does in terms of the impact on children's health. Now with this PSA we will be telling parents all over the country that if you are going to smoke, please don't jeopardize the health of your children.

We have a rule in the White House that you cannot smoke in the White House. And, if you have to smoke, then you have to go outside. Now this has been a little bit ticklish for me on certain occasions when a visiting head of state like the president or the king or the prime minister of a country says, "Is she really serious?" And oftentimes my husband will say, "Well, go ask her." And that really puts me on the spot. But I have said on many, many occasions, "Yes, we are serious, because we're very serious about the health of the people who not only live and work in this White House, but of the people in this country. And we know the damage that second-hand smoke can cause." Well, I hope that you'll think of the White House as an example perhaps of your own house. And if you smoke—we did this to my husband's mother when we

lived in the Governor's Mansion back in Arkansas. She'd be out there until she finally decided that she was just going to quit, because it got cold, you know? So think about it. And this PSA will be a reminder and an encouragement to people to do what each of us can to try to prevent second-hand smoke undermining the health of our children.

If there is any disease for which the old saying, "An ounce of prevention is worth a pound of cure," applies, well, it is asthma. We know that if we work to prevent asthma, we can really take this problem on. We don't know all of the reasons why we're having this increase in asthma. That's what the research, the data, and the federal funding are for so we do know more about what is causing it. But we understand that we have a problem. And we understand that we need to address it in the many ways that are represented here—through screenings, through cooperation among physicians, nurses, the Lung Association, and the College of Allergy, Asthma, and Immunology, and through all of us working together. I hope that we will see progress in the next few years. I'd like to see those percentages go down. I'd like to see them flatten out.

We've made progress on other problems that we've faced as a nation. We got good news last week when we saw that the teenage birthrate, pregnancy rate, and abortion rate have all gone down because we have not only talked about it, but we have worked on it together. Well, I want to see on all of these issues that we really care about, that affect the health and well-being of people and the future of our country, that we have the same kind of positive results. So thank you for making Draper Elementary School a real model for what is going to be happening around the country. And thank you for your commitment to making asthma a disease of the past by working in the present with these kinds of good strategies to really make a difference in the lives of American children.

Thank you very much!