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Back to School Means an Increase in Asthma Related Emergencies Outside the Home

HOUSTON – August 15, 2006 – With school starting, parents and teachers must revisit solutions to a growing problem among students: how to prevent and handle asthma attacks that occur during school hours or activities.

"It is crucial that school officials and medical personnel become immediately aware of a student's asthma and know the location of the child's inhaler. In these situations, medical jewelry can mean the difference between life and death," said Rick Russell, president and CEO of American Medical ID, a company that provides medical identification jewelry and has a special line of medical jewelry aimed at children and teenagers.

During an asthma attack, when minutes count, it is critical for everyone on the scene to understand the nature of the attack and the location of lifesaving equipment. Unfortunately, that information is not always clearly evident.

While many schools have well documented response plans for individual children, it is essential that all school staff, including substitute teachers and temporary staff, are aware of children's asthma conditions and individual treatment plans, including the exact location of a child's rescue inhaler or other medication.

The best way to do that is to have this information always on the child, in the form a medical ID. Knowing the importance of and wearing a medical ID bracelet or necklace on a consistent basis can become a problem, particularly as children get older. Preteens and teenagers often resist wearing medical ID jewelry because they believe it singles them out.

"For a medical ID to be effective, it must be worn at all times, says Russell. "The best way to ensure this is to offer medical IDs that children want to wear all the time. We create jewelry that fits a child's unique medical needs and personal style." As your child heads back to school this year, make sure he or she wears a medical ID and continues to wear it — every day. Without one, precious time can be lost during an asthma attack at school.

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