



asthma
NEW ZEALAND

ANNUAL REPORT

2023

Kia māmā ake ai te hā
Helping New Zealand Breathe Easy

Contents

- 1 Strategic Roadmap
- 2 A Word From The Chair
- 3 A Message From Our CEO
- 5 A Lifetime Achievement
- 6 A Heartwarming Story
- 7 The Importance of Early Education
- 9 Empowering Children
- 11 Working with Mana kidz
- 13 Healthy Homes
- 15 Thank you to our Funders
- 16 Our Life Members
- 17 The Team
- 18 The Financials

Breathe
Easy

Strategic Roadmap 2022 - 2024

MISSION

Helping New Zealand Breathe Easy
Kia māmā ake ai te hā

PURPOSE

Reduce Asthma & COPD
hospitalisation by 50% by 2029

STRATEGIC
PRIORITIES

WHAT WE DO

HOW WE DO IT

ENGAGEMENT & EDUCATION

We deliver respiratory education that changes habits and behaviours

We use tools our young people connect with and relate to, to educate on respiratory health

We use gamification and animation to break down health literacy barriers

O2Max education is imbedded into the NZ school curriculum

We enable Schools to be confident in the understanding and management of asthma

Our education tools are relevant, relatable and accessible to Māori, Pacific and low-income families

We provide insights into asthma that allow Kiwi's to understand it better

We challenge unhelpful attitudes toward asthma

CREDIBILITY & AWARENESS WITH HEALTH PROFESSIONALS

We support Health Professionals deliver respiratory care that keeps people out of hospital

Provide a simple mechanism for asthma & COPD patient referral, follow-up and support

We partner with Māori Health providers to achieve Maori health aspirations & equity in healthcare

We provide easy access to practical Nurse lead asthma and COPD education

We provide health professionals digital assets which help their patients understand their respiratory condition

We make it easy for Health Professionals to contact us

ORGANISATIONAL CAPABILITY

We provide an environment that inspires people to do their best and be their best

Our working environment is flexible, supportive and enables our people to work in ways that respects their family and career

We encourage continuous learning through access to leading research, innovation and education in respiratory care

Technology enables our team to deliver education to more people in more impactful ways

Collaboration and a desire to see people breathe easy stimulates new ideas and approaches to respiratory education as a team

Our team have access to technology which enables them to achieve more in less time from wherever they are

MANAGE RESOURCES RESPONSIBLY

Our business model takes a long-term view and enables innovative, intelligent investment

For every \$1 invested in Asthma NZ, it returns \$8 in social impact

Asthma NZ support AECT's mission and provide a strong ROI

We have a sustainable business model that provides confidence to funders

New funding relationships come from a strong track record of impact and performance

Our Funders have confidence in our ability to deliver the impact needed to achieve our purpose

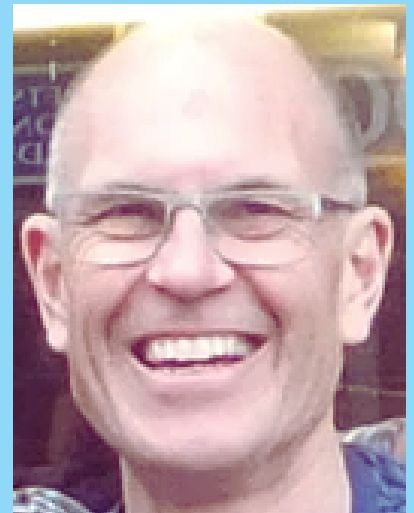
Technology optimises efficiency and effectiveness of business support and delivery functions

"Nothing else matters
when you can't breathe"

A Word From The Chair

There are over 28,000 registered charities in New Zealand. Each (presumably) seeking to make a positive difference in their own way. But do they make a difference, and how do they know? Many of these charities are aiming to meet a need in the community that is not covered by tax dollars.

Given the tough economic times in these post-covid days, it is no surprise that many charities are closing or going into hibernation. With government “coffers” so low they are in no position to take over or offer support to financially stressed charities. This is particularly concerning in the healthcare sector which is currently undergoing massive restructuring.



Greg Banks
President

So, what of Asthma New Zealand?

It is with immense pride that I can say that Asthma New Zealand is indeed making a positive difference. I am in awe of the activity and results that Katheren and her team achieve and how widespread the reach of their education programmes are. Not only through their one-on-one patient visits, but also in-school visits, the O2 Max digital platform, and nurse training courses. The quality, professionalism and expertise of these courses means they are in high demand, not only by nurses but also by a growing number of doctors. The success of our team is in no small part due to their passion to improve the quality of lives of people living with Asthma and COPD.

Achieving these results has not been easy given the increasing difficulty in fund-raising. We are competing with many other deserving charities and whilst we are in the health sector we are not seen as a “glamorous” cause. Breathing is something we can take for granted – right? Well, yes, until you can’t! We are very grateful to our sponsors and donors (who are listed at the end of this report), who can be assured that we make their dollar go a long way and that it pays for results rather than overhead. You need not take our word for it – our effectiveness was validated by the Impact Lab report as outlined in our 2022 AGM Report.

My tenure as President and Board member ends at this AGM, and it has been a privilege to support Katheren and the direction she is steering us. A heartfelt thank you to our passionate team of nurses and support people – we are nothing without you! Lastly, thank you to my fellow Board members who give up their own time – your insights, opinions and judgement keep us on the right path and I wish you well in the years ahead. Breathe easy!

A MESSAGE FROM OUR CEO

Would I be saying anything different than those who have gone before me when I say, “we are living in uncertain and challenging times”. It seems that so much is moving in the wrong direction, and it is hard to know what is right, or who is right. It has long been said, energy flows where focus goes, so I think it important in times of change and uncertainty to focus on the stuff that is working.

Asthma New Zealand are in the education business, we just happen to educate in the field of health. Education is one of the most effective tools for empowering people to understand and self-manage their health. I believe it a foolish endeavour to expect people to take responsibility for things they don't understand. In the last year Asthma New Zealand have educated over 2,500 individuals, in many cases we have been in their homes talking to many more than the patient we were there to see. Health literacy starts with building trust, it is one of the reasons home visits are so important to Asthma New Zealand.

Given that health literacy is one of the most powerful antibiotics an individual can take, schools have always been an important part of Asthma New Zealand's service delivery. The self-esteem and confidence a young person gains from taking control of their own health cannot be under-estimated. Habits are formed in our early years, we know that once you experience living well with asthma you can never unknow that. And whilst we may become slack with good habits, we never lose the knowledge of what needs to be done. Technology has become a powerful tool for communicating with young people, O2Max was developed to ensure respiratory education is present in health sciences classes. You cannot expect young people to care for their lungs if they don't know where they are.



Katheren Leitner
Chief Executive

A MESSAGE FROM OUR CEO

Many know the lofty goal Asthma New Zealand declared in 2019 – A 50% reduction in Asthma and COPD hospitalisation by 2029. When we made this statement, we were aware that we could not do it on our own. We needed all the support we could get. Aware that asthma and COPD are what we specialise in, Asthma New Zealand increased the number of education workshops we delivered for Health Professionals and ensured we had a number of virtual sessions to enable participants from across the country access also.

Asthma New Zealand Nurses have the privilege of being with patients every day, we hear their frustrations, we hear their questions and reasons for poor self-management. Understanding this allows us to educate in a way that meets their needs. Passing our learnings and insights on to other health professionals enables many more patients than just those we have capacity to see to benefit. In 2022 – 2023 Asthma New Zealand Educators delivered insightful, patient centric education to more than 1,000 health professionals.

You do not need to get to the end of this report to realise the landscape Asthma New Zealand operates in. The pressure on funders is significant, the pools of money dwindling as more people require support. Doing what we do smartly is critical, having the courage to do it essential. Afterall, nothing else matters when you can't breathe.



Outstanding Dedication and Achievement: Ann Wheat Honored with Respiratory Lifetime Service Award

We are delighted to acknowledge Ann Wheat for her outstanding contributions to respiratory care. In recognition of her unwavering dedication, Ann has received the prestigious Respiratory Lifetime Service Award at the esteemed Respiratory Achievers' Awards, presented by the Asthma and Respiratory Foundation NZ. (ARFNZ)

For two decades, Ann has served as an exceptional asthma nurse educator with Asthma New Zealand. Throughout her illustrious career, she has been a tireless advocate for best practice asthma management, extending her expertise to patients, practitioners, nurses, educators, and raising awareness about asthma and COPD.

Understanding the crucial link between medication usage and health outcomes, Ann emphasizes the importance of using medication devices accurately, empowering countless patients.

Ann was deeply moved by the award, stating, "It was the biggest shock... It means an awful lot when your peers recognize you, and I really enjoy what I do."

Originally from the UK, Ann trained as a nurse and midwife at Auckland Hospital in the 1970s. Prior to joining Asthma Auckland in 2002, she excelled as a Practice Nurse, leaving a lasting impact on the Howick-Pakuranga community where she has lived for nearly 30 years.

In her modest manner, Ann reflects, "I have done a lot in the background over the past 20 years, but I have really enjoyed doing it." Her humility adds to the profound impact she has had on respiratory care and countless lives she has touched.

Ann Wheat's remarkable journey as an asthma nurse educator and her exceptional service make her a truly deserving recipient of the Respiratory Lifetime Service Award. Her unwavering commitment and passion for empowering others have been an inspiration to us all. We celebrate Ann's achievements and express our gratitude for her positive influence in respiratory care.



***Ann Wheat
Asthma New Zealand Nurse
Educator & Recipient of the
(ARFNZ) Lifetime Service Award***

A Heartwarming Journey of Support and Gratitude

*by Karen Chong
(Alan's Daughter)*

Dad - Alan, was diagnosed with COPD around 2004, after he embarked on a smoking cessation program together with mum after she suffered a heart attack.

Dad used to be a heavy smoker, smoking up to 50 cigarettes a day at the heaviest. He had started smoking when he was 15 and still at school. On one hand, he was very proud that he managed to kick the 40-year bad habit, but on the other, he was very sad that he had COPD just as he was close to retirement as that threw a spanner in the works with all his retirement plans.



Alan Chong

The COPD West Auckland Group offered dad lots of support, friendship and laughter at its weekly meetings. It was something dad looked forward to attending. The meetings offered dad peer support with fellow COPD sufferers where they shared their lived experience and challenges. Dad was very grateful to the nurses who helped run the meetings as he learned breathing techniques and exercises from them, obtained insights on how to live healthily and protect himself especially in winter when it is cold and damp. It was also through COPD West Auckland that he obtained a dehumidifier to use in his bedroom at night as his breathing was usually very impaired in the mornings. They even have gatherings where they bring their other halves along and share some lovely food. It was some great camaraderie amongst the group.

So grateful was our family that dad got so much from COPD West Auckland that we made a small donation to Asthma New Zealand in his memory when he passed away on 2 January 2023. We hope that you will continue with your great work in the community.

The Importance of Early Education

Sofia's Asthma Journey

Sofia's journey with Asthma New Zealand began after a severe asthma attack, leading her to be referred by Middlemore Hospital due to a history of poor asthma control. Introduced to our services, Sofia's story highlights the vital impact Asthma New Zealand makes in the lives of young individuals and their families.



A Compassionate Approach

Shortly after Sofia's referral, Beki, one of our dedicated asthma nurse educators, met with her and her family. The recent hospital visit had left Sofia feeling scared and overwhelmed, and her mother was equally concerned, given other family members' struggles with allergies. Beki took a calm and supportive approach, explaining Asthma New Zealand's role in empowering families with knowledge to manage asthma effectively.

By providing personalized education, Beki reassured both Sofia and her mother that asthma could be controlled with proper understanding and management.

Empowering with Knowledge

During the meeting, Beki conducted Sofia's assessment, and the results indicated her asthma was not as controlled as it could be. Understanding the importance of visual aids, Beki explained the airway function and demonstrated the correct usage of inhalers, medication, and spacers.

He discussed trigger management, uncovering Sofia's adenoid issue, which correlated with her asthma. Beki emphasized the significance of addressing this condition alongside asthma management, the good news being Sofia's mother made an appointment with a specialist, offering a positive outlook.

Taking Control of Asthma

The conversation delved into managing triggers such as cold air, pollen, and exercise. Sofia, an active young girl, learned how two puffs of her inhaler 20 minutes before exercise could enhance her asthma control during physical activities.

Reviewing Sofia's Asthma Action Plan from the hospital, Beki confirmed its accuracy and encouraged Sofia's mother to share it with the school, ensuring a comprehensive understanding of Sofia's asthma management within her educational environment.

Emergency Preparedness

Given Sofia's recent asthma attack, Beki collaborated with Sofia's mother to create an Emergency Asthma Plan, ensuring preparedness in the event of another attack

Ongoing Support and Progress

Since their first meeting, Beki has consistently stayed in touch with Sofia and her mother, monitoring Sofia's progress and overall well-being.

Through ongoing guidance and support, Sofia's confidence in managing her asthma has flourished. As a testament to Beki's dedication, Sofia affectionately refers to him as "The Asthma Man," like a superhero.

Sofia's story is a great example of how Asthma New Zealand's team of dedicated Nurses continue to provide guidance and care to improve the well-being and asthma management for our patients, changing people's lives to that they can live well with Asthma.



Empowering Primary School Children to take control of their Respiratory Health

Asthma New Zealand has updated it's innovative digital learning platform aimed at providing crucial respiratory education to primary school children. The online-based platform now consists of four interactive sections, covering Lung Health, Allergies and Triggers, Smoking and Understanding Asthma. It can be used by teachers or nurses to facilitate group sessions and completed individually or as homework

This simpler, cleaner platform incorporates captivating videos and animations at the beginning of each section, capturing children's attention and setting the stage for the learning experience. This interactive approach ensures active engagement and enhances the overall learning process.

After each video, the platform presents a quiz to test comprehension and a selection of mini-games to assess retained information. This comprehensive approach reinforces key concepts and makes learning enjoyable. By incorporating varied assessment methods, the platform ensures a thorough understanding of the topics covered.



To motivate children, the platform awards points based on performance, fostering a sense of achievement. Players are encouraged to share their results with teachers or parents, facilitating ongoing communication and collaboration. This feedback loop enables educators and caregivers to provide guidance and support based on individual progress.

O₂max



Actual Screen Shots



Actual Screen Shots

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A noteworthy feature of this new platform is its suitability for independent learning. Designed for primary school children, it offers a user-friendly interface that allows them to navigate confidently at their own pace. This promotes autonomy and self-directed learning while reinforcing knowledge outside the classroom.



The platform is flexible and adaptable to different learning environments. Teachers and nurses can utilize it for group sessions, encouraging active participation and discussion. Afterward, children can complete activities individually or as homework, reinforcing their learning and personalizing their engagement.

Asthma New Zealand's digital learning platform revolutionizes primary school children's respiratory education.

Through its engaging format, comprehensive learning and assessment components, and collaborative features, it empowers children to take control of their health and make informed decisions.

Offering independent learning and versatility in application, this platform equips young learners with the necessary knowledge and tools to manage their respiratory health effectively, empowering children to ensure a healthier future generation.



Working together to deliver

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C.A.R.E* to Mana Kidz

Written by Fuchsia Goldsmith and Alamani Mataupu of Mana Kidz



ManaKidz

Mana Kidz first partnered with Asthma New Zealand to deliver the NEAT course to nurses employed as part of the Mana Kidz Programme. We received overwhelmingly positive feedback on this training, in the sense that this enabled nurses to add an extra feather to the cap and extend their ability to awhi tamariki and provide needed support. This early engagement with Asthma New Zealand enabled us to identify ongoing opportunities to collaborate and work more cohesively with schools to reduce the impact of asthma in our communities.

*Course in Asthma and Respiratory Education



Some key opportunities that have sparked from working together include the provision of training days, advocacy, and improvements to service delivery.

Training has been of high value to the Mana Kidz network, the expansion of the NEAT day to the CARE training and setting this up as an annual training for our network has been positively received. This expansion has enabled our kaimanaaki/whānau support workers to attend asthma training and to grow their capacity to kōrero about asthma and support tamariki. The feedback from kaimanaaki/whānau support workers has been that the training has been immensely valued and they feel more confident in supporting whānau and tamariki with asthma. Specifically, they, along with our nurses feel more confident in knowing what questions to ask about asthma, how to talk to tamariki and whānau in a way that is easily understood, discussing device technique, and understanding the potential triggers for asthma. Kaimahi also feel confident in completing an asthma plan, understanding scope and when to refer to the Asthma New Zealand experts who will then connect with the tamariki and whānau to provide further information and ongoing support.



Another opportunity that was identified stemmed from a better understanding of the burden of asthma in our school communities. Hearing statistics from Asthma New Zealand prompted us to look at our own Mana Kidz tamariki hospital admission data, and we found that we have a particularly high number of preventable admissions due to asthma. This led to the decision to create a standing order for salbutamol and spacers with a Mana Kidz asthma guideline and the intention of reducing barriers to asthma care for Mana Kidz tamariki.

Beyond these activities, Asthma New Zealand has led a funding application to get Asthma Kits into all Mana Kidz schools. This has the potential to considerably improve the care available to tamariki who may experience an asthma attack and reduce the risk of a serious or potentially life-threatening event.

An ongoing partnership with Asthma New Zealand enables ongoing high-quality education for our network and ensures that we continue to work towards plugging gaps in asthma care for tamariki, in the hope that we see a reduced burden of asthma, fewer hospital admissions and better outcomes for our Mana Kidz tamariki living with asthma.

Healthy Homes

A KIWI DREAM



Katheren Leitner,
Asthma New Zealand CE,
filming the Healthy Homes Series

THE MUCH ANTICIPATED SIX PART SERIES - AVAILABLE TO WATCH NOW

Asthma New Zealand Nurse Educators spend a lot of time in people's homes.

As New Zealand's largest Asthma education organisation we have seen inside thousands of homes and what we know to be true is that those who live in cold, damp,

mouldy homes must work much harder at managing their asthma than those that don't.

Shocked by the knowledge that New Zealand is recognised by the World Health Organisation as having some of the unhealthiest homes in the world, Asthma New Zealand had to understand why!

We wanted to understand why is it so difficult to have healthy homes in NZ despite the problem being well-researched and documented for over 4 decades now.

Asthma NZ self-fund this project because we did not want influence of any kind. We had to speak without prejudice, we had to edit without fear of losing sponsorship. We had to ask the questions you need answered so you can make better decisions. If your home is not healthy, it is only a matter of time before you become unhealthy.

The 6 episodes are now available to watch, please do share them. If the Ministry cannot provide the industry with a clear mandate, NZ consumers need to. Nothing else matters when you can't breathe.

To watch the Healthy Homes Series go to:
www.asthma.org.nz/pages/healthy-homes

The work of Asthma New Zealand is only possible thanks to :



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Mr. William Price

Mrs. Lynne Watson

Mr. Greg Halse

*Acknowledgements to those
who have passed*

Mr. David Bridge



BOARD MEMBERS & STAFF

Greg Banks	President
Amy Chan	Board Member
Dave Rosenberg	Board Member
Emma-Kate Greer	Board Member
Greg Lay	Board Member
Scott Green	Board Member

Board of Directors

Katheren Leitner Chief Executive

Nursing Team

Beki Maseko	Team Lead
Ann Wheat	Nurse Educator
Annie Cunningham	Nurse Educator
Brianna Hoskin	Nurse Educator
Grace Fusha	Nurse Educator
Jen Stevens	Nurse Educator
Katie Faaiuso	Nurse Educator
Kim Bellerby	Nurse Educator
Silvia Mackie	Nurse Educator
Sonia Wiltshire	Nurse Educator

Support Office Team

Matt Jones	Marketing Support Manager
Zoe Hunt	Health Promotions
Swarna Hemachandra	Fundraising Administrator
Jee Ho Rodriguez	Accounts

Asthma New Zealand Incorporated **Statement of Financial Performance**

For the year ended
31 March 2023

	2023	2022
	\$	\$
Revenue		
Donations, fundraising and other similar revenue		
Donations	91,720	208,698
Grants	493,093	369,064
	584,813	577,762
Fees, subscriptions and other revenue from members		
Campaigns, Information & Membership	11,428	15,674
Revenue from providing goods or services		
Contracts - WDHB & CCDHB	306,025	327,137
Trading	53,825	55,444
Training	6,615	1,740
Corporate Sponsorship	20,242	-
	386,707	384,321
Other revenue		
Other revenue	18,658	14,159
Total Revenue	1,001,606	991,916
Expenses		
Expenses related to public fundraising		
Promotion & Fundraising exp	20,399	11,223
Special project costs		
Special Project Costs	99,553	166,798
Volunteer and employee related costs		
Salaries	895,250	842,132
Costs related to providing goods or services		
Personnel Expenses	39,304	26,262
Communication	28,210	29,484
Service Provision	35,878	33,682
Property	116,887	117,696
	220,279	207,124
Other expenses		
Audit Fee	10,223	8,808
Depreciation	179,445	95,546
Loss on sale of fixed assets	-	1,048
General Expenses	10,306	7,581
	199,974	112,983
Total Expenses	1,435,455	1,340,260
Surplus / (Deficit) for the Year	(433,849)	(348,344)

Asthma New Zealand Incorporated
Statement of Financial Position
 As at
 31 March 2023

	2023	2022
	\$	\$
Assets		
Current Assets		
Bank accounts and cash	210,596	622,722
Debtors and prepayments	31,777	29,720
Inventory	7,759	8,598
Total Current Assets	250,132	661,040
Non-Current Assets		
Property, plant and equipment	332,057	389,678
Total Non-Current Assets	332,057	389,678
Total Assets	582,189	1,050,718
Liabilities		
Current Liabilities		
Creditors and accrued expenses	25,611	33,211
Employee costs payable	56,911	58,152
Unused donations and grants with conditions	57,768	85,712
Finance lease liabilities	-	365
GST payable	(4,184)	(6,654)
Total Current Liabilities	136,106	170,786
Total Liabilities	136,106	170,786
Total Assets less Total Liabilities (Net Assets)	446,083	879,932
Accumulated Funds		
Accumulated surpluses	446,083	879,932
Total Accumulated Funds	446,083	879,932



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Thank You

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