# **Special Bulletin**

## For professional providers

May 19, 2025

## National Asthma and Allergy Awareness Month

May is <u>National Asthma and Allergy Awareness Month</u>, an annual designation by the Asthma and Allergy Foundation of America (AAFA) since 1984. This crucial time coincides with peak allergy and asthma season, making it an ideal opportunity to educate individuals, families, and communities about these prevalent conditions.

The AAFA's focus in 2025 is on **empowering individuals, families, and communities** to improve and save lives of people living with asthma and allergies. Throughout May and beyond, we ask you to share and utilize the <u>AAFA's resources and tools</u> to raise greater awareness.

### Background

Over 100 million Americans\* live with asthma and/or allergies, sometimes experiencing multiple conditions simultaneously. Specifically:

- Nearly 28 million Americans have asthma (approximately 23 million adults and 4.9 million children).
- About 20 million Americans have food allergies (16 million adults and 4 million children).
- Roughly 81 million Americans suffer from allergic rhinitis or hay fever (67 million adults and 14 million children).
- In the United States, there are about **4,000 deaths per year** due to asthma and allergies. Most of these deaths are preventable.

While there is currently no cure for either asthma or allergies, there are steps that can be taken individually and collectively that mitigate the risks of these conditions. Learn more at the <u>Asthma and</u> <u>Allergy Foundation of America website</u>.

### \*All statistics are from the AAFA.

The following entities, which serve the noted regions, are independent licensees of the Blue Cross Blue Shield Association: Western and Northeastern PA: Highmark Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Choice Company, Highmark Health Insurance Company, Highmark Coverage Advantage Inc., Highmark Benefits Group Inc., First Priority Life or Highmark Senior Health Company. Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., First Priority Health, First Priority Life or Highmark Senior Health Company. Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company, Highmark Choice Company, or Highmark Senior Health Company. Delaware: Highmark BCBSD Inc. d/b/a Highmark Blue Cross Blue Shield. West Virginia: Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Health Insurance Company, or Highmark Blue Cross Blue Shield, Highmark Health Insurance Company, or Highmark Blue Cross Blue Shield. Highmark BCBSD Inc. d/b/a Highmark Blue Cross Blue Shield. West Virginia: Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Health Insurance Company, or Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Blue Shield.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

