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Media release

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FOR IMMEDIATE RELEASE

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## **New children's book makes asthma management a breeze**

Australian Mum and Asthma Peeps website founder, Kym Latter, is celebrating success as the book *The Trouble with Bear Hugs - A Story about Asthma* enters its second print run.

The book, initially published in August 2012, is part of a range of initiatives from Asthma Peeps aimed at helping parents and children living with asthma to better understand and communicate about their asthma symptoms.

“When we initially launched the book, we found that most children's books about asthma were not targeted towards young children,” Mrs Latter revealed.

“We wanted to provide children with information, characters and a story that they could relate to, that put the situation into a context they could understand,” she said.

*The Trouble with Bear Hugs - A Story about Asthma* follows the journey of Lulu and her new friend Bear, as she learns about living with and managing her asthma.

The fundamental goal of the book was to create a story that translated the often complex medical terminology surrounding asthma management into examples that young children could understand.

For instance, a ‘tight feeling’ in the chest can be compared to the feeling of ‘a big bear giving you a bear hug’ - when this happens, it’s time to tell a grown-up!

Asthma Peeps launched [www.asthmapeeps.com](http://www.asthmapeeps.com) in 2012 as a way to make asthma medication and management easier for families, and to help children embrace their condition in a fun and positive way.

Their range of products includes personalised stickers which for spacers and inhalers, providing an attractive teaching tool for children learning about medication management and inhaler techniques.

Additionally, Asthma Peeps emergency wallet card details a child's asthma medication, attack symptoms and first-aid steps during an asthma emergency.

These colourful, animated labels and wallet card are designed to help reinforce the discussion of effective asthma management between parent and child so that patients receive the full therapeutic benefit, as well as breaking down negative myths associated with the condition.

Australia has the third highest rate of childhood asthma in the world, with the condition costing the community over \$700 million dollars per annum.

Asthma Peeps has been a proud partner of Asthma Australia since 2012, helping to educate parents, caregivers and children the importance of comprehensive asthma action plans. \$1 from each Asthma Peeps sale supports Asthma Australia's valuable campaigns.

For more information, head to [www.asthmapeeps.com](http://www.asthmapeeps.com) to shop the range and access a range of valuable and informative resources.

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