

WebReview™ American Lung Association

<http://www.lungusa.org>

Pages with reference to book, From 290 To 291

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When You Can't Breathe, Nothing Else Matters The American Lung Association is one of the most well designed web sites seen on the Internet. Its design, content, search capabilities and information are most comprehensive and the site can truly be termed as one of the best. When you type in <http://www.lungusa.org>, you will find an animated image of lungs breathing in front of you with the line: When You Can't Breathe, Nothing Else Matters merged over it. This seems to be their logo because it is seen on every page. The web site is designed in frames. No matter what page you are surfing, the search option is always present at the bottom. The most important link on the site is the A to Z listing of diseases which gives a detailed description of all the lung ailments.

The about us page starts with the mission statement: "We envision a world free of lung disease. Our mission is to make that vision a reality by preventing lung disease and promoting lung health. The American Lung Association is applying the same expertise we used in greatly reducing the threat of tuberculosis, to wipe out other threats to lung health, like asthma, influenza, emphysema, lung cancer and other life threatening conditions." Special Focus includes latest trends and developments in the field of pulmonology. Asthma and fight against tobacco is well highlighted by ALA. They have three online publications: Breathe Easy, Lungs At Work and Weekly Breather.

Other hard copy publications, like Asthma Magazine, The American Lung Association Family Guide to Asthma and Allergies can be subscribed on payment. You can also subscribe for an e-mail digest and receive periodic updates about ALA. A well-stocked bookshop is also available for cyber buyers. In April, 1997, the Nicotrol franchise of nicotine replacement therapies and the American Lung Association formed an educational partnership in an effort to help more people quit smoking. Run by ALA/Nicotrol Partnership Program, smokers should not miss out the Freedom from Smoking online Clinic and The Smoke-Free

Class 2000 (SFC 2000) which allows teens to chat about smoking, learn about the dangers of smoking and share smoking prevention information. The smoking page contains a number of useful hyperlinks and information regarding active/passive smoking hazards, world tobacco fact sheet, nicotine therapy, etc. Air pollution problem also seems to have focused ALA's attention to itself. They have a comprehensive Air Quality page which is very well organized and detailed.

Other links useful for pulmonologists/general physicians include Programs and Events, Press Center, Volunteer Research, Local ALA, Data and Statistics, Advocacy, etc. You can follow a link from ALA to the American Thoracic Society (<http://www.thoracic.org>) which is also run by ALA and it is so informative that it will require a separate review to be written on it. But in short, it is one of the websites that should not be missed. American Lung Association at <http://www.lungusa.org> is a highly valuable resource for both common people and health professionals alike.