

trusted

messengers

IMPACT REPORT 2025

Overview

Allergy & Asthma Network's Trusted Messengers program is an award winning, groundbreaking initiative designed to transform lives and under-resourced communities affected by asthma, allergies and related conditions. This innovative program is bridging gaps in healthcare, providing vital patient education and fostering a supportive network.

Background

Trusted Messengers launched in 2020 to address the health impacts of COVID-19 and asthma, offering medically accurate and culturally relevant patient education and community outreach to the Black, Hispanic/Latino, rural, and under-resourced communities disproportionately affected by COVID-19 and asthma.

Communities with limited access to quality healthcare often face challenges such as:

- Difficulty adhering to medications and treatments
- Overwhelming wait times to see a healthcare specialist
- Limited access to preventative care
- These barriers increase the risk of poor health outcomes, hospitalizations, and even death

Today, the Trusted Messengers focus nationwide on asthma, allergies, eczema, and related diseases, with continued emphasis on underserved communities. The program collaborates with trusted community leaders and healthcare providers to conduct health assessments at local events and provides culturally meaningful education resources.

Trusted Messengers Vision

To lead initiatives that reduce health gaps and enhance access to essential health information and screenings for individuals at higher risk of asthma, allergies, and related conditions. Our goal is to be a trusted leader in collaborating with others to expand access to essential health resources and screenings, especially those most impacted by asthma, COPD, eczema, and food allergies.

Trusted Messengers Mission

To establish a trusted national initiative that expands healthcare access and supports lasting health outcomes for all communities.

Trusted Messengers Strategic Key Elements

Healthcare Access and Equity

- Aims to bridge gaps in healthcare access for underserved communities
- Focuses on asthma, COPD, eczema, and food allergies
- Focuses on the communities facing health outcome disparities
- Strives to minimize obstacles for high-risk individual

Patient Empowerment and Self-Management

- Encourages self-management and self-advocacy skills
- Promotes shared decision making between patients and providers
- Offers a 6-week asthma self-management education intervention
- Provides surveys and assessments to increase health awareness
- Aims to improve asthma control and reduce healthcare utilization

Community Engagement and Outreach

- Meets people with limited healthcare access where they are
- Partners with faith-based organizations, community groups, and health centers
- Offers education and screening programs at local events
- Promotes healthy lifestyle changes through culturally relevant education
- Aims to be a trusted leader in expanding access to health resources

Digital Innovation and Personalization

- Utilizes data to create personalized health solutions
- Offers digital platform to manage asthma
- Leverages partner digital channels and outreach
- Emphasize scalability as a core principle
- Aims to be a rapid and innovative approach

Cultural Competence and Inclusivity

- Provides education materials that respect different cultures
- Offers education resources in both English and Spanish
- Focuses on culturally relevant patient education
- Aims to build trust among diverse communities
- Emphasizes authenticity as a core principle

Research and Education

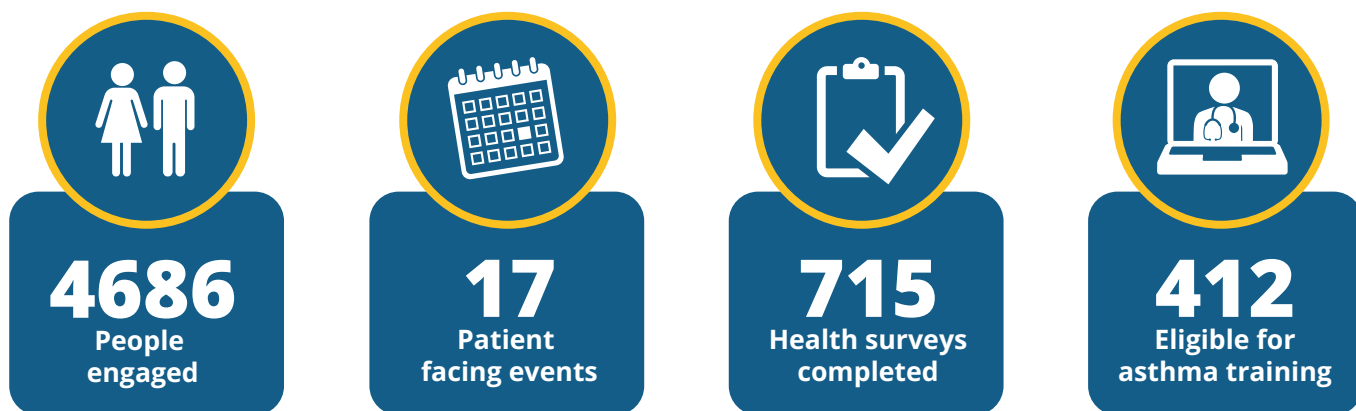
- Creates opportunities for individuals to learn about research engagement
- Demonstrates measurable improvements through the asthma self-management education program
- Adheres to “gold standards”
- Collaborates with organization providing technical expertise

How the Trusted Messengers Program Works

The Trusted Messengers program uses a structured approach that combines education, community engagement, and personalized support:

- **Community partnerships:** We collaborate with local organizations, faith-based institutions, and community leaders to provide free educational resources to patients and caregivers.
- **Outreach and education:** Trusted Messengers staff participate in workshops, health fairs, and one-on-one sessions to share vital health information and resources.
- **Screening and referrals:** The program includes asthma and allergy surveys, screenings, and assessments at events, connecting at-risk individuals with appropriate healthcare providers.
- **Virtual Asthma Coaching Program:** This award-winning program complements in-person efforts, offering accessible support and education through a 6-week online course with a certified asthma educator.
- **Ongoing support:** Trusted Messengers provides follow-up to the Virtual Asthma Coaching Program, at the 12th and 20th weeks and 7th and 13th months, to evaluate progress in asthma management. This ongoing support helps participants continue managing their health and accessing necessary resources.

By combining these key components, the Trusted Messengers program creates a comprehensive support system that addresses the unique needs of everyone it serves.

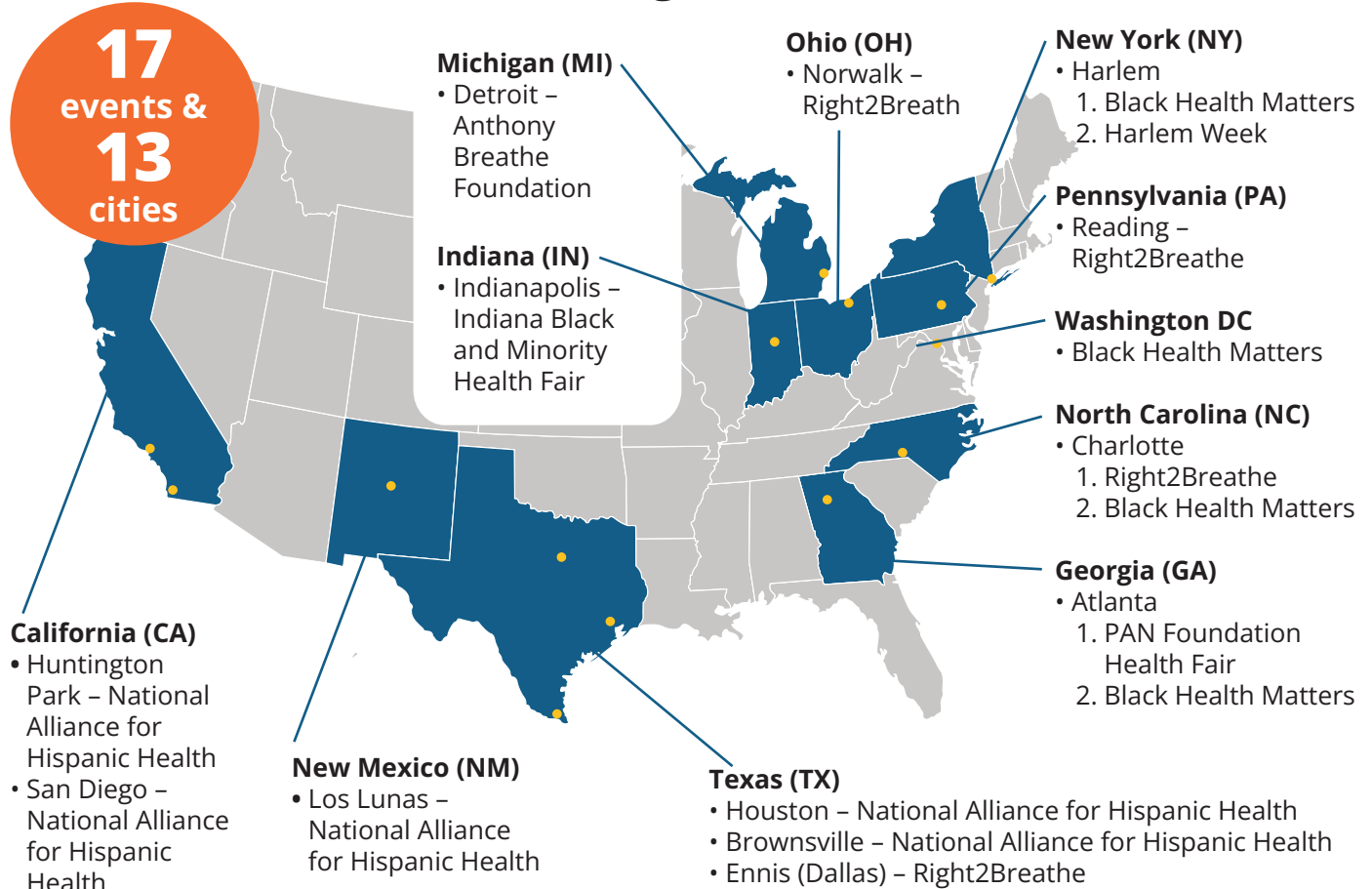


"The educational materials you provide [are] very helpful, and your webinars are very informative."



Trends From 2025: Trusted Messengers saw significant growth, including a 2.7 fold increase in people engaged, a 2.3 fold increase in completed surveys, and a 1.5 fold increase in individuals eligible for asthma coaching.

Location of Trusted Messengers Events in 2025

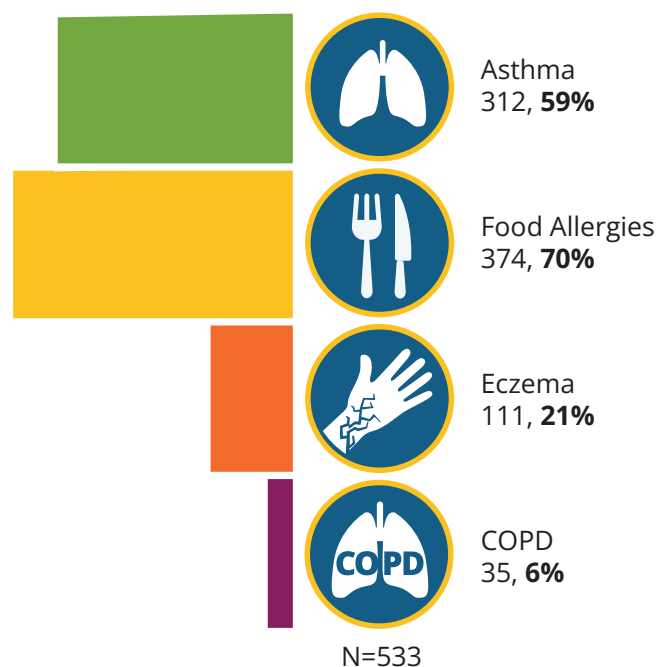


Outreach event attendees who completed the screening tool and had one or more of the four main health conditions.

They were provided education and resources about asthma, COPD, eczema, and food allergies.

2. New! Fractional exhaled nitric oxide (FeNO) testing was added to the screenings.

A fractional exhaled nitric oxide (FeNO) level test can help diagnose and manage asthma. It measures the amount of nitric oxide that is exhaled from a breath. Increased levels of nitric oxide are associated with airway inflammation in the airways. This test can be used to determine whether someone being treated for asthma is responding well to certain medications. Of the 258 individuals that completed the FeNO screening, 74 (32%) exhibited intermediate or high FeNO results, indicating airway inflammation was present.

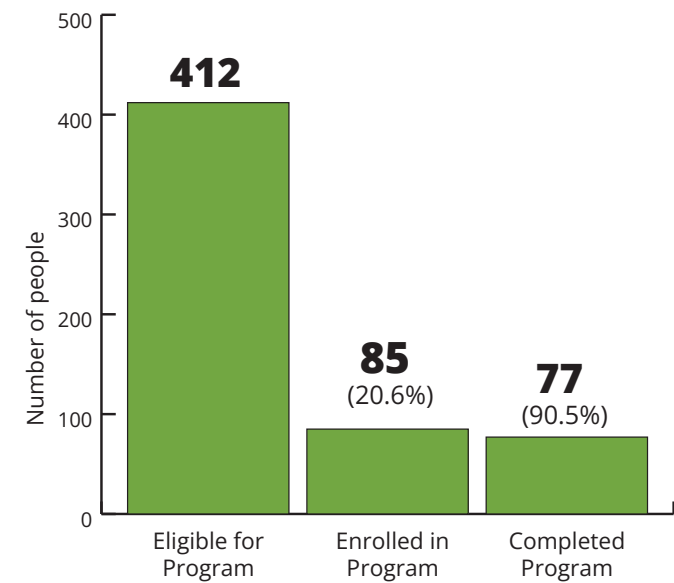


*Note: Please note that percents do not add up to 100% because a respondent may have multiple health conditions.

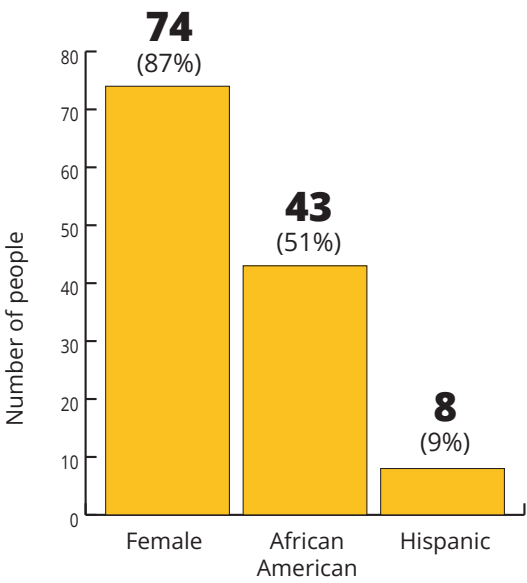
Asthma Self-Management Education Coaching Program

The Asthma Self-Management Education Coaching Program demonstrates clinical and statistically significant outcomes in asthma control, self-management, and healthcare utilization. The program enrolled 85 people. With ongoing enrollment, 91% of the current participants completed the 6-week asthma education sessions.

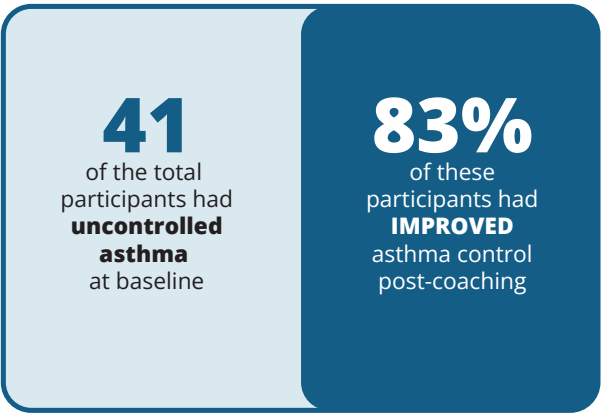
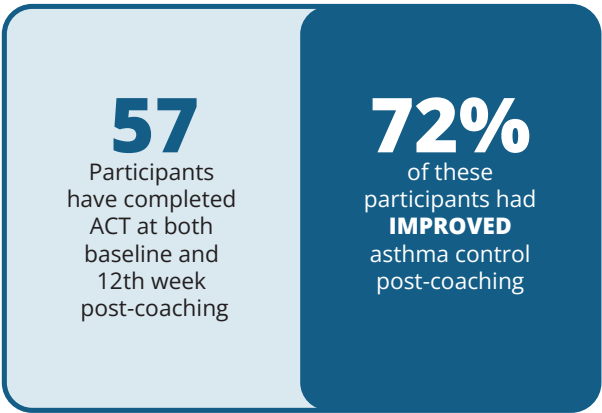
Screened vs. Enrolled participants



Demographics of enrolled participants



Asthma Control Test Survey Results



Of those (n=36) who had uncontrolled asthma at baseline



59%

Experienced a **DECREASE** in Corticosteroid use



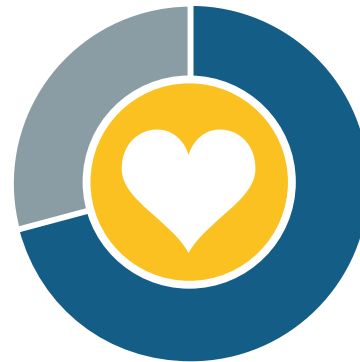
51%

Experienced a **DECREASE** in number of asthma-related doctor visits



32%

Experience a **DECREASE** in urgent care and emergency room visits



71%

Experienced an **IMPROVED** quality of life

"Working with a coach gave me a feeling of safety, as I learned how to identify my less than obvious symptoms and learned how to deal with them. The individualized coaching was the highlight of my week, because I was actively seeking help with symptoms at the time, and didn't feel able to just call up my doctor's office and ask those random questions."

"This has been a profound effect on my life I've learned a new way of life to adjust to once was a barrier and now I've learned how to address it and live my life this was a great experience and I'm glad I signed on."

"I've had asthma my entire life and I have learned more from [coach name] than I have ever learned regarding asthma. I am now more in tune and proactive with my symptoms and I have a better understanding of what's going on in my lungs. Great program!"

"This program helped me understand why I was having so many symptoms and how to advocate for myself."

100%

Agree or strongly agree that the asthma coaching program was useful.

"The program was very informative for me. I have had asthma since childhood so being re-educated as an adult gave me a different perspective."

Educational Resource Development

New materials released in 2025

- **Trifold handouts in English and Spanish**, covering:
 - Asthma
 - Asthma Triggers
 - Asthma Control
 - Allergic Rhinitis
 - Chronic Hives
 - Eczema
 - Food Allergies
 - Allergy Control at Home
- **Spanish-language website relaunch** (redalergiayasma.org)
- **Asthma Equity Explorer database** helps researchers track gaps in asthma health outcomes (asthmaequity.org)

Publications, Abstracts, and Presentations

Trusted Messengers' impact and reach are enhanced and disseminated through peer-reviewed publications and presentations at national and international conferences.

Publications:

- Tonweber, L., Patel, M., Gibson, S., Flynn, S., Pu, W., Marker, R., Gardner, D.D. (2025). Virtual Asthma Self-Management Education Impact on Participant Quality of Life. *Annals of Allergy, Asthma & Immunology*. 135(5):Supp (S45) DOI: 10.1016/j.anai.2025.08.145
- Gardner, D. D., Tonweber, L., Flynn, S. Gibson, S., Patel, M. (2025). Virtual Asthma Self-Management Education Program Offered by Certified Asthma Educators and Digital Platform. *The Journal of Allergy and Clinical Immunology*. 335. DOI: 10.1016/j.jaci.2024.12.340
- Gardner, D. D., Tonweber, L., Flynn, S. (2025). Bringing Exercise, Asthma Assessments, and Teaching to Everyone (Breathe). *American Journal of Respiratory and Critical Care Medicine*, 211:A3658. <https://doi.org/10.1164/ajrccm.2025.211.Abstracts.A3658>

Abstracts

- Virtual Asthma Self-Management Education Program Offered by Certified Asthma Educators and Digital Platform. Presented at AAAAI in San Diego, California. February 2025.
- Bringing Exercise, Asthma Assessments, and Teaching to Everyone (BREATHE). Presented at the ATS Annual Conference in San Francisco, California. May 2025.
- Virtual Asthma Self-Management Education Impact on Participant Quality of Life. Presented at ACAAI in Orlando, Florida. November 2025.

Conference Presentations

- University of Texas Health Science Center at San Antonio
- Association of Physician Associates in Allergy, Asthma & Immunology
- Respiratory Advances Seminar
- Indiana Environmental Public Health Division
- TriState Asthma Coalition
- PriMed Virtual Webinar



The National Institute of Health's National Heart, Lung, and Blood Institute (NHLBI) awarded a Small Business Innovation Research Grant in collaboration with Blue Marble Health that supported the development of the application used for the Virtual Asthma Coaching Program. This digital platform has the potential to address minority health and disparities by using patient-centered design approaches and access.

Looking Ahead to 2026 – 2027

Key Goals	Status
Increase referrals to the Asthma Self-Management Education Coaching Program.	Trusted Messengers and Asthma Coaching Websites were updated, and enrollment inquiry forms were digitized to improve usability.
Increase participation in health focused events.	Planned 20 community events in focused cities (Detroit, MI; Dallas, TX; Atlanta, GA; and Charlotte, NC).
Refine the strategic approach for event planning.	Participate in events expecting a minimum of 300 attendees in locations with a high asthma burden.
Formalize strategic partnerships.	Secure new partnerships with the PAN Foundation; and other groups that will reach and impact more people.
Expand bilingual educational resources.	Develop bilingual education focused on Allergy Control and Nasal Polyps.
Enroll 500 people in the Virtual Asthma Coaching Program.	Developed a new entrance for individuals who may be interested in a 2-week asthma education program.
Expand the coaching model to other disease states.	The needs assessment for expanding the coaching program to eczema is concluded with great interest in individuals newly diagnosed with eczema.

Additional Health Equity Program Goals

- **Trusted Messengers** will evolve into a multi-dimensional initiative to close healthcare gaps and improve care for all.
- **Clinical Trial Diversity:** Promote the importance of engagement in research.
- **Policy and Advocacy:** Prioritize expanding healthcare services, promoting environmental fairness, and securing support for government-funded programs.
- **Future Expansion:** Explore health coaching for people who are newly diagnosed with eczema.

Conclusion

Trusted Messengers has grown into a nationally recognized initiative, driving measurable improvements in healthcare outcomes. With expanded programming, innovative digital platforms, and strengthened partnerships, we continue to make a meaningful impact in communities that have limited access to resources.

Looking ahead, our focus remains on supporting patients and their families, expanding healthcare access, and advocating for improvement in asthma, COPD, food allergies, and eczema.

Award



Trusted Messengers was recognized as a Bronze-level Anthem Award recipient

Sponsors

We want to express our sincere gratitude to our partners that support our Trusted Messengers program.



Founding Partner



The views expressed in this publication are those of the authors and do not necessarily reflect the official views of the National Institutes of Health.