

**PROMOTIVE  
FOCUS**

Asthma playing in  
the background

**PREVENTIVE  
FOCUS**

Asthma playing in  
the foreground

**PERMISSIVE  
FOCUS**

Asthma playing out  
of earshot

**Approaching**

controlled illness

Promotive adherence  
reasoning  
Promotive medication  
adjustment

**Avoiding  
uncontrolled  
illness**

Preventive adherence  
reasoning  
Preventive  
medication overuse

**Acting  
on the spur  
of symptoms**

Permissive adherence  
reasoning  
Unstructured  
medication use

**A functional day –  
as desired by the person**