Leveraging Asthma Awareness Month: Communities Making a Difference

Thursday, May 3, 2007
1:00 PM – 3:00 PM EST
May is Asthma Awareness Month!

Communities across the nation are taking steps to raise awareness about asthma and ways to reduce the burden of asthma.
Polling Question

Are you hosting an event during Asthma Awareness Month?

– Yes
– No
Laying the Foundation: Drivers for Improving Health Outcomes for Asthma

David Rowson, Director, Center for Asthma and Schools, US Environmental Protection Agency, Washington, DC
Programs with Positive Health Outcomes:

- work with healthcare providers
- have close ties to their communities
- collaborate with other agencies/institutions, particularly government agencies
- follow accepted program design steps (e.g., needs assessment, target pop. analysis, etc.)
- tailor interventions to individuals’ needs, especially environmental trigger sensitivity

www.AlliesAgainstAsthma.net/AHOP
Effective Interventions & Best Practices:
Model Program Results -- A Snapshot

- 80% decreases in unplanned provider visits
- Decreases in asthma severity classification for 50% of patients with moderate to severe asthma
- Up to 60% - 75% decreases in emergency room visits
- Up to 50% decreases in hospitalizations
- Improved medication use
- Net saving of $800 in health care costs per child per year

See the Change Package (www.asthmacommunitynetwork.org) for more details
What’s happening with Asthma Trends?

Asthma Emergency Room Visits
Children 0-17 Years, 1992-2004

Data Source: CDC/NCHS: National Hospital Ambulatory Medical Care Survey
| Committed Leaders & Champions | • Lead with energy and focus on results  
• Use outcome data to promote change  
• Demonstrate passion and perseverance in pursuit of program goals  
• Be open to change and test new methods for improving outcomes |
| Strong Community Ties | • Increase your program’s cultural competence by working closely with your community  
• Make your commitments, communications, and services easy to understand, welcoming, and easy to access  
• Support other community programs |
| High-Performing Collaborations | • Partner as much as you can, particularly with established organizations  
• Collaborate to implement your program and share the workload  
• Share everything possible to leverage your and your partners’ resources  
• Be a reliable collaborator for your partners |
| Integrated Health Care Services | • Educate clinical care teams and address their needs to help them incorporate best practices into their standards of care  
• Promote patient-provider interaction outside of the clinical visit  
• Facilitate communication across the care team |
| Tailored Environmental Interventions | • Educate clinical care teams and individual patients on environmental asthma triggers  
• Assess patients for allergies and triggers and provide tailored environmental education and counseling during the clinical visit  
• Provide tools and training to manage environmental asthma triggers |
Mobilizing Community-Level Action:  
The Communities in Action for Asthma-Friendly Environments  
Initiative

Call to Action:  By 2010, 1000 communities will lead the nation in the delivery of quality asthma care

<table>
<thead>
<tr>
<th>Creating a system to ensure success…</th>
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<tbody>
<tr>
<td><strong>Change Package</strong></td>
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<tr>
<td>• Accelerate adoption of key drivers and action strategies</td>
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<td><a href="http://www.asthmacommunitynetwork.org/changepackage.aspx">Access the Change Package</a></td>
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<td><strong>Pacing Events</strong></td>
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<td>• Empower community leaders to integrate best practices</td>
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<td><a href="http://www.epaasthmaforum.com">Register for the 2007 National Forum, May 31-June 1 in DC</a></td>
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<td><strong>Awards Program</strong></td>
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<td>• Recognize success &amp; highlight best practices</td>
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<td><a href="http://www.asthmacommunitynetwork.org/awardinformation.aspx">Apply for the National Exemplary Award</a></td>
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<td><strong>Online Network</strong></td>
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<td>• Share information and strategies in real-time</td>
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<td><a href="http://www.asthmacommunitynetwork.org">Join the Network</a></td>
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Polling Question

Which of these Key Drivers are most strongly demonstrated in your current Program?

a. Committed Leaders and Champions
b. Strong Community Ties
c. High Performing Collaborations
d. Integrated Health Care Services
e. Tailored Environmental Interventions
Communities in Action

2007 National Exemplary Award Winners:

- Asthma Alliance of Indianapolis (Indiana)
- Genesee County Childhood Asthma Task Force (Michigan)
- Priority Health (Michigan)
Apply to be a National Exemplary Award Winner…

This could be you!

www.asthmacommunitynetwork.org/awardinformation.aspx
Polling Question

What will you be willing to do to advance excellence within community-based asthma care?

a. Read and learn about the National Exemplary Award winners
b. Apply for an award
c. Promote award winners in your community
d. Encourage others to apply for the award
Join Communities From Across the Nation
Committed to Providing Quality Asthma Care…

Register for the 2007 National Forum:  www.epaasthmaforum.com
2007 Communities in Action for Asthma-Friendly Environments

National Asthma Forum

Visit www.epaasthmaforum.com and register today!

**When?**
May 31-June 1, 2007, in Washington, D.C.

**Why?**
- Learn about key drivers for community program success that have been shown to be linked to improved health outcomes for people with asthma, as highlighted in the *Communities in Action for Asthma-Friendly Environments* Change Package
- Engage with your peers around issues critical to program success, including approaches to benchmark outcomes, accelerate results, and build sustainability
- Join EPA in honoring winners of the prestigious National Environmental Leadership Award in Asthma Management

**Who?**
- A minimum of two people from your community asthma partnership should attend
- To maximize your experience at this Forum, you are encouraged to bring representatives from health care plans, health care providers, state and local health and environmental departments, nonprofit organizations, and others affiliated with your program

Register Today: www.epaasthmaforum.com
Polling Question

What components of the 2007 National Asthma Forum will be most useful for your program?

a. Hearing from other successful programs
b. Networking with your peers
c. Developing strategies for achieving results
d. Learning a system for getting your community into action
Join An Online Network of Communities in Action…
Visit www.AsthmaCommunityNetwork.org to join today!

Communities in Action for Asthma Friendly Environments
Web Call
Leveraging Asthma Awareness Month: Communities Making a Difference
May is Asthma Awareness Month and May 1, 2007 is World Asthma Day. In light of this, join us May 3 from 1:00-3:00pm EST for a Web call to discuss strategies and best practices to improve asthma management. Hear from asthma programs achieving great success.

Web Call Registration

Key Drivers for Program Success
- Read how six programs are successfully integrating these key drivers in the Change Package
- Gauge your program’s strengths in these areas through the Program Assessment Tool

Community Programs in Action
- Learn how communities across the nation are addressing asthma care.
- Share your approaches for success.
- Become a Mentor and share your expertise

Helping families lead active, healthy lives
EPA, in partnership with Allies Against Asthma, is supporting a web-based platform to facilitate peer to peer learning and real time information exchange between community based programs and those that support them.

EPA is committed to growing the national network of **Communities in Action for Asthma Friendly Environments (CAAFE)** to include 1,000 communities by 2010

- In the first six months, over 150 programs have joined the CAAFE Network

Join the **Communities in Action for Asthma Friendly Environments** Network to learn and integrate into your program the strategies of successful community-based asthma management programs.

Visit www.AsthmaCommunityNetwork.org to join today!
Learn strategies from other communities dedicated to quality asthma care....
Polling Question

When you join the Online Network which features will you use most?

a. Change Package
b. Community Profiles
c. Message Boards
d. Mentor Program