Hawaii COPD Coalition

making a difference with very limited resources

2 Organizational Models

Planning to Plan
- Beautiful organizational charts
- A place for everything & everything in its place
- Significant planning period before any programs begin
- Favored by governments & large organizations

Ready, Fire, Aim
- A “feet on the ground” model
- A workable plan is made for things that can be done in the near term.
- The original plan is revised based on experiences
- Used by many small non-profits with limited resources
Consequences

Planning to Plan

- Many resources are used and exhausted in planning.
- Sometimes no time remains for the program itself.
- Plans may become obsolete before any execution.

Ready, Fire, Aim

- Initially not taken seriously because so small & nimble
- Fewer resources devoted to planning so more available for execution and evaluation
- More flexible and easier to revise based on experience

Barriers

Little money

Rejection

No interest

Solutions

Improvise, use volunteers, look in unlikely places, diversify

Cultivate friends, advocates, & champions; try, try again

Persist in looking for allies
Not a non-profit
Too big & too costly
You can’t do it alone

- Get a fiscal agent, work with existing organizations
- Organize & prioritize
- Start small & “just do it”

- Keep networking and building friends and allies

The Usual Suspects

- American Association for Respiratory Care
- State Association for Respiratory Care
- American Thoracic Society
  - Public Advisory Roundtable (inspiring)
  - Patient Materials & Grants
- State Thoracic Society
- ACCP Patient Materials
- National Heart Lung Education Program
Who Else?

- State Department of Health
  - Chronic Disease Division
  - Tobacco Prevention & Ed Program
  - BRFSS & State Health Survey
- State Tobacco Free Coalition
- Community Health Centers
- Faith-Based Communities

MORE Potential Collaborators

- PPOs (the Blues)
- Managed Care (Mayo, Kaiser)
- Medicaid
- QuitLine
- American Lung Association
- Pharmaceutical companies
- The United Way
Volunteers & Interns

Healthcare Students
• Pharmacy & Pre-Pharmacy
• Public Health (MPH)
• Medical Students
• Respiratory Therapists
• Nursing
• Social Work

Policymakers, elected/appointed officials
Other Organizations
* Medical Centers
* Community Pharmacies (stand alone, supermarkets)
* Community Organizations—Lions, Rotary, others
* American Legacy Foundation
* Other Support Groups (in state)
• On-Line Support Groups (e.g. EFFORTS, COPD-Alert, COPD Information Forum, COPD International)
• COPD Foundation & US COPD Coalition
• Learn More, Breathe Better, NHLBI
• Other non-profits
• EPA, CDC, NIH, AHRQ & others
Yes, we can!

Working together, we can accomplish many things:

1. Collect statewide COPD prevalence data
2. Lung health clinics throughout state
3. Increase awareness of COPD by policymakers
4. Share and network with others
5. Establish and maintain support groups
6. Educate healthcare professionals
7. Provide COPD education days

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www.hawaiicopd

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