

# Childhood Asthma Policy Reform Initiative

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Department of Health Policy**

**ACCP Meeting  
San Diego, CA  
November 4, 2009**

# Disclosures

- Executive Vice President/Executive Director of Merck Childhood Asthma Network, Inc. (a nonprofit organization [501(c)(3)])
- Employee of Merck & Co.
- No financial conflicts with topics of discussion



- MCAN is a nonprofit organization [501(c)(3)] - funded by The Merck Company Foundation in 2005
- Mission: To enhance the quality of life for children with asthma and their families and to reduce the burden of the disease on them and society
- Vision: To be a respected authority, effective catalyst, and influential advocate for children with asthma



## **MCAN Goals**

- 1) Improve access to and the quality of asthma healthcare for children, especially the vulnerable and medically underserved.
- 2) Advocate for policies that expedite dissemination, implementation, and sustainability of science-based childhood asthma healthcare
- 3) Increase awareness and knowledge of asthma and quality asthma care.

## **Goal 2: Advocate for *policies* that expedite dissemination, implementation, and sustainability of science-based childhood asthma care.**

**Objective A: Serve as a catalyst for the creation of childhood asthma policy initiatives that position and maintain childhood asthma as a national public health priority and promote policies across all sectors aimed at reducing childhood asthma morbidity**

### **Priority Strategy 1 →**

Facilitate the formation of a “**council**” of professional and influential **health policy advocates** to plan, implement, lead, and sustain this initiative.

### **Priority Strategy 2 →**

Identify, engage, and **mobilize existing community-based asthma coalitions/networks** to share lessons learned in implementing quality asthma care and to provide input and **advocate for childhood asthma policy agendas**, including those developed by the “council” (above).

# What is the Childhood Asthma Policy Reform Initiative?

- **MCAN, along with the George Washington University School of Public Health and Health Services Department of Health Policy, The Geiger Gibson Program, and the RCHN Community Health Foundation, have joined in a collaborative project to develop a policy reform *roadmap* and *action plan* to prevent and ameliorate childhood asthma.**

# **The Initiative\* encompasses four principal activities**

- develop an Asthma Policy Reform Roadmap for reducing and controlling the prevalence and symptoms of childhood asthma;
- develop concrete strategies and recommendations that can be put to work by federal, state, and local policymakers, through an Asthma Policy Action Plan that emphasizes access and quality reforms, as well as preventive public health investments;
- strengthen asthma prevention and management care at the nation's more than 1,200 community health centers;
- develop a special Asthma Policy Action Plan aimed at improving health and health care for the children of Washington D.C.

**\* guided by a national advisory committee comprised of leading figures in asthma research, health and health care disparities, and national health policy**

# **Workshop on Childhood Asthma Policy Reform**

June 3, 2009

Facilitator: Sara Rosenbaum, JD, Chair  
GWU SPHHS Department of Health Policy  
and Director of the Childhood Asthma  
Policy Initiative



# Policy Workshop Purpose

- To obtain input from selected community-based and state asthma programs, networks, and coalitions engaged in asthma policy development and implementation for the **Childhood Asthma Policy Reform Initiative**

# Childhood Asthma Policy Reform Initiative

- **GWU**
  - Sara Rosenbaum
  - Anne Markus
  - Meagan Lyon
- **MCAN**
  - Floyd Malveaux
  - TJ Dunlap
  - Julie Lesch
- **RCHN**
  - Julio Bellber
  - Feygele Jacobs



**National Advisory Committee  
(20 members)**

**Health360 Strategies**  
**Allison Rosen, Dean Rosen, Danielle DeForge**



# Main Goals

- **To use the results of extensive research in the field of childhood asthma to develop an Asthma Policy Reform Roadmap for reducing and controlling the prevalence and symptoms of childhood asthma**
- **To develop and prioritize concrete strategies and recommendations for federal, state, and local policymakers in an Asthma Policy Action Plan to improve access and quality and increase investments in prevention and disease management for children with asthma**

# **Additional Goals**

- **To further strengthen asthma prevention and management care at the nation's more than 1,200 community health centers, which served one in four low income children in 2007**
- **To develop a tailored Asthma Policy Action Plan aimed at improving health and health care for the children of Washington, D.C., where more than one in ten children had asthma in 2003**

# Communication Goal

- **Together, MCAN, RCHN Community Health Foundation, Health360 Strategies, and the National Advisory Committee will work closely to ensure that the Asthma Policy Reform Roadmap and the Asthma Policy Action Plan will be useful and easily understood by a broad audience of**
  - **Policymakers**
  - **Professionals**
  - **Parents**

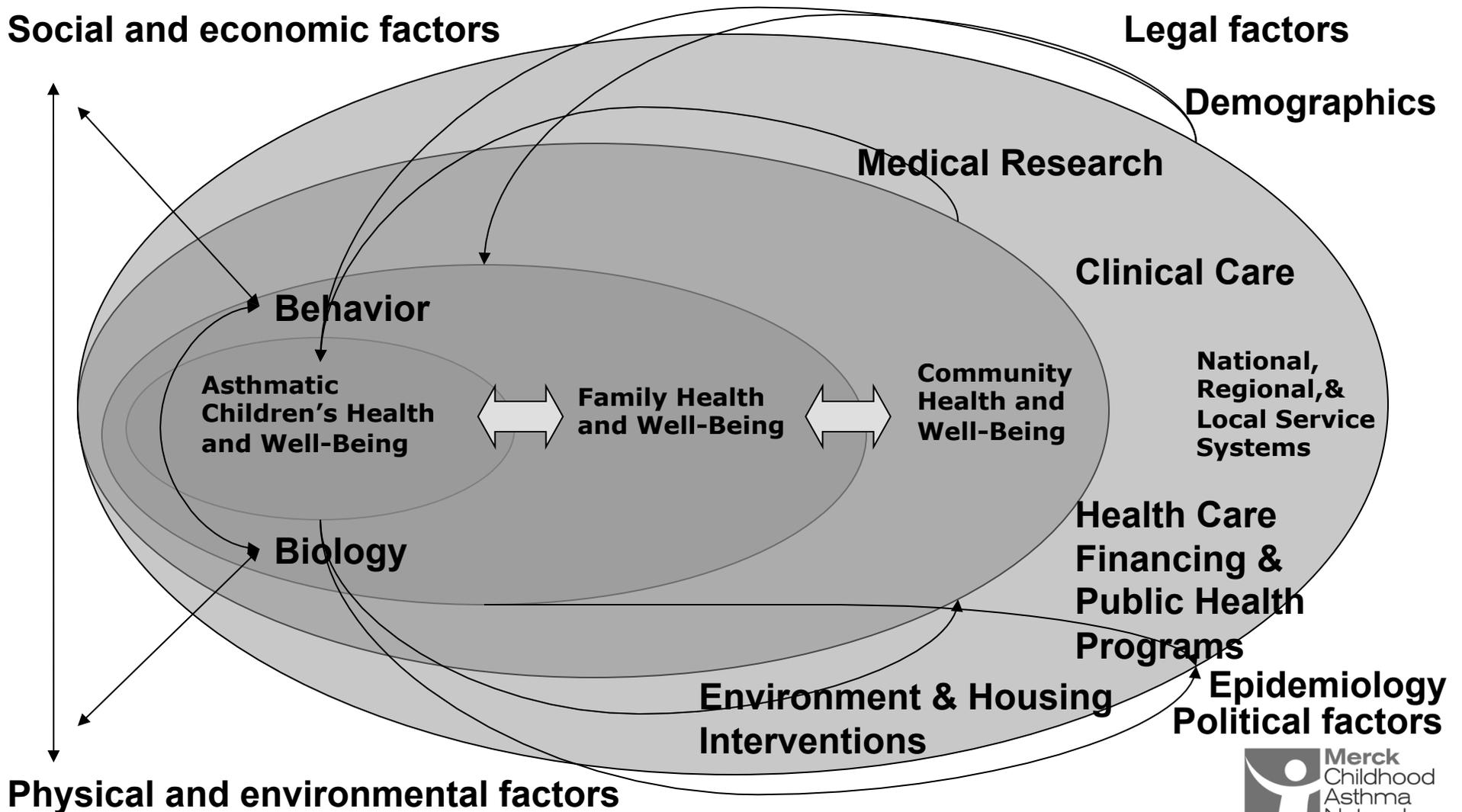
# Key Stages of the Project

- Assemble a National Advisory Committee
- Create the Policy Reform Roadmap
  - Literature review and synthesis
  - 10 key facts a policymaker ought to know
  - Assessment of policy barriers
  - Identification of policy changes
  - Specific recommendations
- Disseminate the Reform Roadmap
  - Briefing in Washington, DC
  - Press releases
  - Publication in peer-reviewed policy journal
- Transition from Reform Roadmap to Action Plan

# Conceptual Framework

- Modified ecological model as overarching framework for cataloguing existing evidence and best practices
- Key policy areas include
  - Clinical care and disease management
  - Public health (home, school, and community-based) programs
  - Environment and housing interventions
  - Health care financing
  - Research (CER, Health services, translational, etc)

# Ecological Policy Model, Combined with Medical & Social Determinants



# Products

- **Annotated Bibliography and Literature Synthesis**
- **Reform Roadmap**
- **Action Plan**
- **Peer-Reviewed Policy Journal Article**

# “Candidates” for Asthma Policy Initiatives

- Environmental issues – indoor standards, outdoor exposures (schools, homes, etc)
- Clinical care and disease management including reimbursement for case/care management (other EBI that are cost effective)
- Public health initiatives (schools, homes, community-based), e.g. AAP as integral part of EHR – link schools, medical home, health care facilities
- Asthma guidelines implementation/quality improvement initiatives and P4P
- Payers and purchasers of care – incentives for prevention
- Support for health services, CER, translational research