Talking points:
1) Coalition models
2) Then: history, structure, successful initiatives
3) Now: structure, initiatives, focus
Coalition Models

- Public health agency sponsored
- Organization sponsored
- Independent organization
Then/History

• Formed in 1996
• Joint project of Respiratory Health Association (formerly American Lung Association of Metropolitan Chicago) and American College of Chest Physicians
• Initial funding:
  • Foundation: Otho SA Sprague, Chest Foundation
  • Pharmaceutical funding
  • Government: NAEPP, EPA, HHS
Then/Landscape

Why?
• High ER visits, hospitalizations and deaths as compared to the national average
• Lack of collaboration/cohesion among asthma stakeholders
• No forum for the asthma community to come together
Then/Landscape

- Public Health and medical focus on asthma
- Governmental and private funding of asthma
- Research community not working together
- Little collaboration in asthma
Then/History

• 2000: transitioned to an independent 501(c)(3) organization
• Pros: able to fundraise, neutral entity, own Board of Directors/volunteers
• Cons: competition, energy diverted to running a not-for-profit as well as coalition building, skills of staff change
Then/History

• 2000 – also transitioned to having a membership program
• Pros: diversified funding, commitment of organizations and individuals
• Cons: seen only as a “membership organization”, costs for organization and individuals
Then/Structure

Board of Directors

Data Task Force

School Task Force

Community Task Force

Professional Development
Then/Successful Initiatives

- Annual Data workshop/reports
- Educational meetings
- Gadget Seminar
- Chicago Public Schools Asthma Policy
- Asthma-Friendly School Awards
- Inhaler laws
- Inhaler surveys
Then/Successful Initiatives

- Collaborative projects
- Illinois Asthma Partnership
- Materials
- Community engagement
Now/Landscape

- Attention diverted to other health issues
- Reduced funding for asthma
- More collaboration, but also competition for funds
- High ER visits, hospitalizations and deaths
Now/Structure

Board of Directors

- Education Workgroup
- Research Workgroup
- Asthma-Friendly Environments Workgroup
- School
- Community Advisory Board
Now/Initiatives

- Re-branding, communication strategies, social media
- Enforcement of school policies
- Evaluation of Asthma-Friendly School Awards
- State of Asthma in Chicago
- Community Advisory Board
- Asthma-Friendly Housing
- Educational meetings combined with data
- Research collaborations
Now/Focus

- Increased focus on outcomes
- Communications strategies
- Non-traditional partners
- Increase public health focus
- Diversified funding sources
- Getting asthma back as a local funding priority
- Engaging patients and caregivers
- Education on co-morbidities
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