



**Investing in Best Practices for Asthma: A Business
Case for Education and Environmental Interventions**
A Discussion With The Authors

Tuesday, June 19, 2007 2:00 PM - 3:30 PM EDT

Polling Question

Who's here? (Select one.)

- a. Health Plan
- b. Health Care Provider
- c. Coalition/Non-Profit Organization
- d. State Public Health/Environmental Department
- e. Other



Communities
in ACTION for
Asthma-Friendly
ENVIRONMENTS

By 2010, 1000 communities will lead the nation in the delivery of quality asthma care



Asthma Health Outcomes Project: *The Research Behind Effective Asthma Programs*

Expansive, landmark study conducted by University of Michigan School of Public Health

Project Goals:

- ▶ Identify characteristics of successful asthma programs that include an environmental component
- ▶ Codify success characteristics; Inform ongoing asthma efforts; Guide future funding and research
- ▶ Facilitate information-sharing and outcome achievement in the asthma community

What Defines a “Community in Action”

- ▶ Committed to driving toward the best possible delivery of asthma care
- ▶ Established bold stretch goals in parallel with Healthy People 2010 and Network Objectives
- ▶ Tracking progress toward those goals

Healthy People 2010 Objectives to Anchor the Network

- Reduce emergency department visits
- Reduce hospitalizations for asthma
- Increase symptom free days
- Increase proportion who receive education
- Increase proportion who receive assistance assessing and reducing triggers

HP 2010 Targets & Best in Class Results

Objective	HP 2010 Target	<i>Best in Class Results</i>
Reduce ED Visits	30% – 50% (15-80 per 10,000)	50% – 75%
Reduce Hospitalizations	38% – 45% (8-25 per 10,000)	50% – 80%
Increase Symptom-Free Days	>10 per 14 days	10.4 days in a row
Increase Education	30%	100%
Increase Assistance to Assess/Reduce Triggers	50%	100%

Polling Question

Which of these outcomes do you track in your programs? (Select all that apply.)

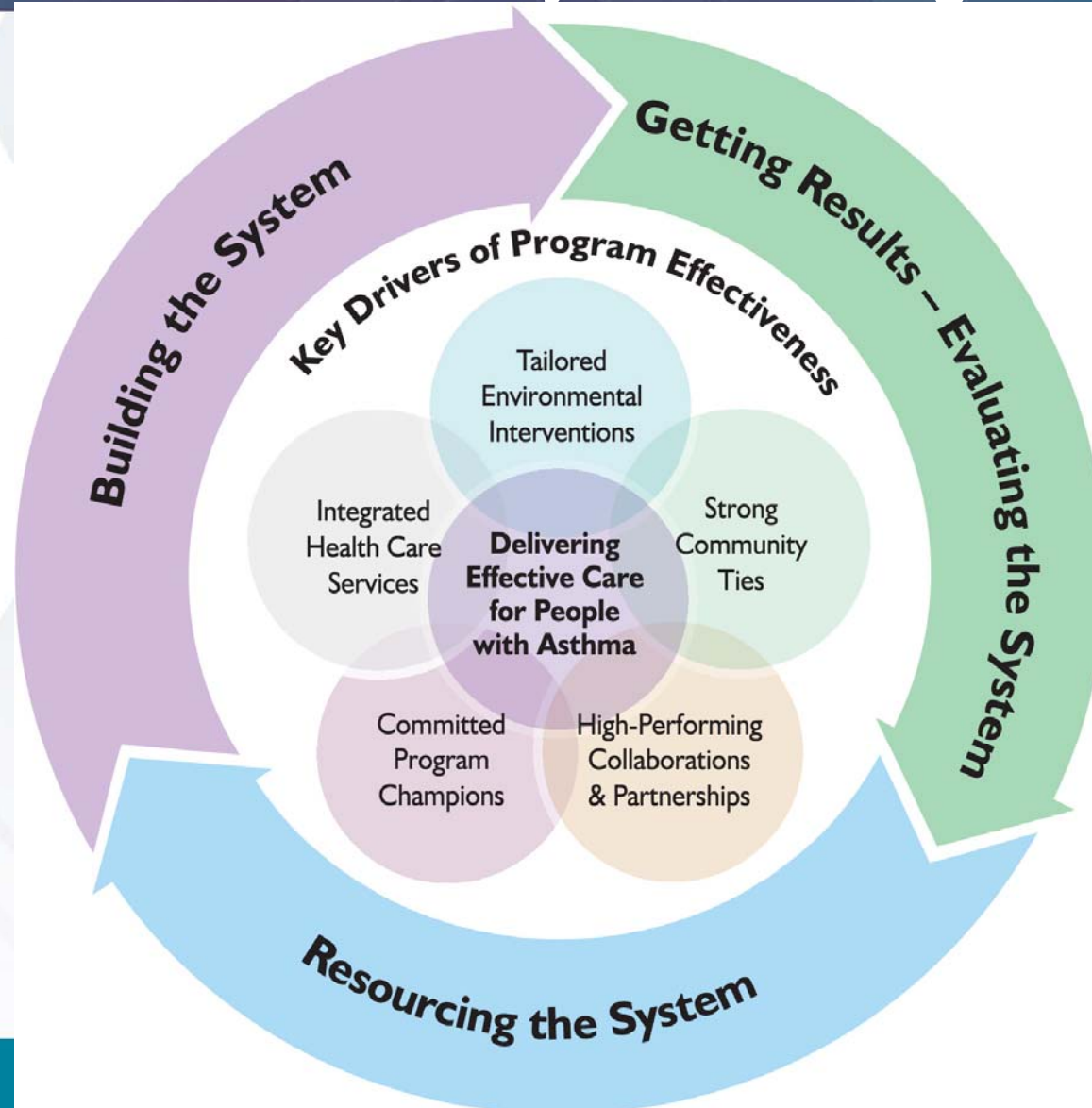
- a. Reduced ER visits and/or hospitalizations
- b. Increased symptom-free days
- c. Increased education
- d. Increased assistance to assess/reduce triggers
- e. Other

Mobilizing Community-Level Action: The Communities in Action for Asthma-Friendly Environments Initiative

Creating a system to ensure success...

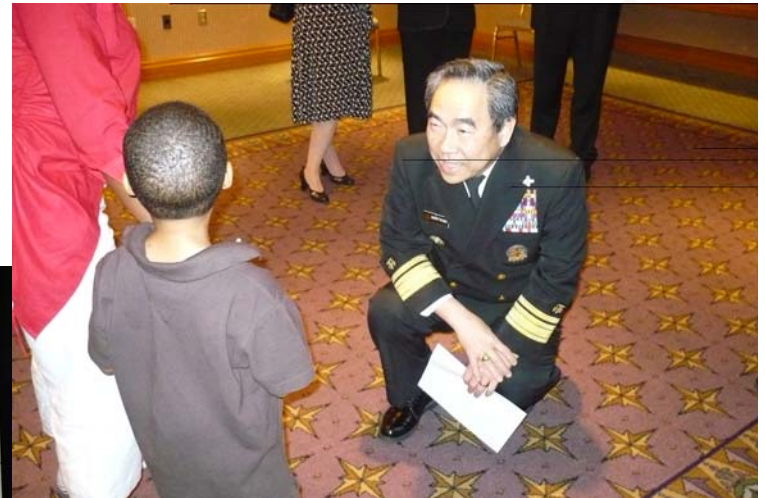
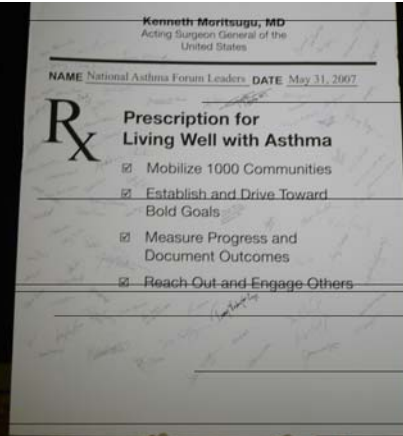
Change Package	<ul style="list-style-type: none"> • Accelerate adoption of a system-based approach for creating & sustaining effective programs <p>Access the Change Package: www.asthmacommunitynetwork.org/changepackage.aspx</p>
Pacing Events	<ul style="list-style-type: none"> • Empower community leaders to integrate best practices <p>Download presentations & materials from the 2007 National Forum, May 31-June 1 in DC: (INSERT URL)</p>
Awards Program	<ul style="list-style-type: none"> • Recognize success & highlight best practices <p>Apply for the National Exemplary Award: www.asthmacommunitynetwork.org/awardinformation.aspx</p> <p>Read about this year's National Environmental Leadership Award in Asthma Management Winners: www.epa.gov/asthma</p>
Online Network	<ul style="list-style-type: none"> • Share information and strategies in real-time <p>Join the Network: www.asthmacommunitynetwork.org</p>

Change Package Version 2.0: A Systems-Based Approach for Creating & Sustaining Effective Community Asthma Programs



2nd Annual National Asthma Forum

May 31-June 1, 2007



Engaging communities from across the nation committed to providing quality asthma care

Connecting Communities Every Day....

Visit www.AsthmaCommunityNetwork.org to join today!



Mobilizing 1000 communities to lead the nation in the delivery of quality asthma care

[Register](#) | [Search](#) | [Forgot Password?](#)

Vital Signs

Total Programs: 149
Total Users: 233
[Our Newest Program](#)

Member Login

Home

- Communities in Action
- Call To Action
- Register Today
- Site Sponsors
- Action Strategies
- Change Package
- Community Profiles
- Mentors
- Events
- Tools
- National Locator
- Resources
- Message Boards
- Recognition Opportunities
- Award Information
- Winner Profiles
- Apply Now

Spotlight

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](#)

National Exemplary Award



[View Award Winners](#)
[Apply Now](#)

National Locator

- Community Programs
- Events



Key Drivers for Program Success

Committed Leaders & Champions
Strong Community Ties
Integrated Health Care Services
High-Performing Collaborations
Tailored Environmental Interventions

- 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



Helping families lead active, healthy lives

- Learn how [communities across the nation](#) are addressing asthma care.
- [Share](#) your approaches for success.
- Become a [Mentor](#) and share your expertise

Message Boards

[Asthma Health Outcomes Project](#)
[Positive Health Outcomes Program Sustainability](#)
[View All Topics](#)
[Message Board Tutorial](#)

Polling Question

Have you joined the Online Network?

(Select one.)

a. Yes

b. No

Polling Question

What cost measures are tracked by your asthma program? (Select all that apply.)

- a. Program costs per patient/participant
- b. Direct health care expenditures
(e.g. ED visits, hospitalizations, physician visits, etc.)
- c. Indirect health care expenditures
(e.g. lost productivity)