

# Hawaii COPD Coalition

making a difference with  
very limited resources

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## 2 Organizational Models



Planning to Plan	Ready, Fire, Aim
<ul style="list-style-type: none"><li>• Beautiful organizational charts</li><li>• A place for everything &amp; everything in its place</li><li>• Significant planning period before any programs begin</li><li>• Favored by governments &amp; large organizations</li></ul>	<ul style="list-style-type: none"><li>• A “feet on the ground” model</li><li>• A workable plan is made for things that can be done in the near term.</li><li>• The original plan is revised based on experiences</li><li>• Used by many small non-profits with limited resources</li></ul>

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## 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

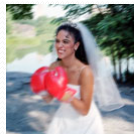
- Initially not taken seriously because so small & nimble
- Fewer resources devoted to planning so more available for execution and evaluation
- More flexible and easier to revise based on experience

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## 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**


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**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*

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## 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

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## 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



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## MORE Potential Collaborators

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



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## Volunteers & Interns

### Healthcare Students

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



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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



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## 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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Hawaii COPD Coalition

[www.hawaiicopd](http://www.hawaiicopd)

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