

# ASTHMA AND COPD COALITIONS CHEST CONFERENCE

Nov. 3, 2010

## COALITION BUILDING & ORGANIZATIONAL CHALLENGES

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## COALITION BUILDING: Getting started

- Developing and maintaining coalitions
  - What is an asthma or COPD coalition?
  - Why have a coalition?



## What is an asthma/COPD coalition?

- An asthma/COPD coalition is a network of individuals representing diverse interests who agree to work together to achieve common goals that will improve the lives of people with asthma/COPD.

## The Coalition Model

- **Benefits**
  - Can achieve more together than alone
  - Pool knowledge for more effective strategies
  - Share, leverage and coordinate resources
  - Media attention
  - More power to change policy

## COALITION ORGANIZATIONAL CHALLENGES

- **Funding**
  - Inconsistent sources of funding and short-term funding cycles
- **Collaboration**
  - Difficulty in securing strategic partners or building strong relationships with community leaders; difficulty keeping partners engaged
- **Leadership**
  - Changes in leadership due to funding, unpaid leadership
- **Research and data**
  - Conveying importance of evaluation, overcoming discomfort with data, understanding how to collect and use
- **Action**
  - Need for short term wins to balance out long term goals, changes in political landscape affects goals

## The Coalition Model: Coalition Members

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>- Community residents</li> <li>- Local health department staff</li> <li>- Community-based organizations</li> <li>- Lung health organizations (ALA)</li> <li>- Child care or advocacy organizations</li> <li>- Clinical providers</li> </ul> | <ul style="list-style-type: none"> <li>- Environmental or environmental justice organizations</li> <li>- Medical managed care insurers</li> <li>- Hospital or clinic staff</li> <li>- Academic researchers</li> <li>- Housing authority or tenants rights groups</li> <li>- School district staff</li> </ul> |
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## COALITION BUILDING: Getting Started

- How do you start?
  - ✦ Build from a base of dedicated individuals
  - ✦ Identify and enlist new members and strategic partners
  - ✦ Articulate common goals
  - ✦ Establish operational guidelines/bylaws



## HOW TO STRUCTURE THE COALITION

- **Geographic Area-** community-based vs. coalition-wide
- **Topics to address-** clinical vs. environmental vs comprehensive
- **Leadership structure**– staff, committees, other?
- **Decision-making process-** consensus vs. other
- **Decision-makers vs. Implementers**

## Maintaining Involvement

- Quick wins
- Positive relationships
- Clear expectations
- Clear role within mission/vision
- Appreciation (1-1, in emails, at meetings, newsletters)
- Fun!!
- Logistics worked (schedule, etc)
- Mandated
- Meeting specific needs
- Regular communication so people don't forget

### COALITION BUILDING: Policy Advocacy



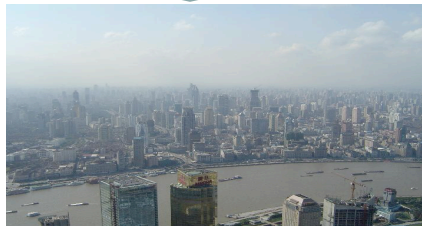
- If the coalition is engaging in policy advocacy, it often requires working at multiple levels simultaneously.
  - Example: Asthma coalition members work with local and state tobacco advocacy groups, and local governments to support a local jurisdiction passing a smoke free multi unit housing ordinance

## SUSTAINING COALITONS

- Funding
  - × Investment and leveraging of resources
  - × Integration of funding
- Research and Data
  - × Telling the story with data
- Communication
  - × Communication and advocacy
- Leadership
  - × Creating leaders, advocates and champions
- Action
  - × Initiating action
  - × Systems change



## Identifying problems/creating solutions



## COALITION SUCCESSFUL STRATEGIES

- Devote time to develop and articulate a vision supported by all members of the coalition
- Recognize and address issues of power in the coalition
- Foster leadership skills among coalition members
- Define interim bench marks and rewards
- Provide support and training for volunteer members
- Foster and mentor new leaders
- Utilize outside support resources (ex. RAMP, NLRC)

## CAFA: COMMUNITY ACTION TO FIGHT ASTHMA

- In 2002 The California Endowment funded initiative to support local community based asthma coalitions
- Focus on policy change
- Statewide support provided by RAMP in northern Cal and NLRC in Southern Cal
- Support provided by Policy Link, UCSF Evaluation Team, consultant on sustainability
- Monthly topical calls
- Bi annual in person 2 day meetings
- Legislative visits

## RESOURCES

- American Lung Association [www.lungusa.org](http://www.lungusa.org)
- American Asthma Foundation [www.americanasthmafoundation.org/](http://www.americanasthmafoundation.org/)
- American Academy of Allergy, Asthma and Immunology [www.aaaai.org/](http://www.aaaai.org/)
- Asthma Community Network [www.asthmacommunitynetwork.org/](http://www.asthmacommunitynetwork.org/)
- Asthma Society of Canada [www.asthma.ca/](http://www.asthma.ca/)
- Canada Lung Association [www.lung.ca](http://www.lung.ca)
- RAMP Regional Asthma Management and Prevention [www.rampasthma.org](http://www.rampasthma.org)
- COPD Foundation [www.copdfoundation.org/](http://www.copdfoundation.org/)
- U.S. COPD Coalition [www.uscopdcoalition.org/](http://www.uscopdcoalition.org/)
- International COPD Coalition [www.internationalcopd.org/](http://www.internationalcopd.org/)
  
- Coalitions Work <http://coalitionswork.com/>

## THANK YOU!

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