

# ACTION GUIDE



*Communities in Action for Asthma-Friendly Environments*

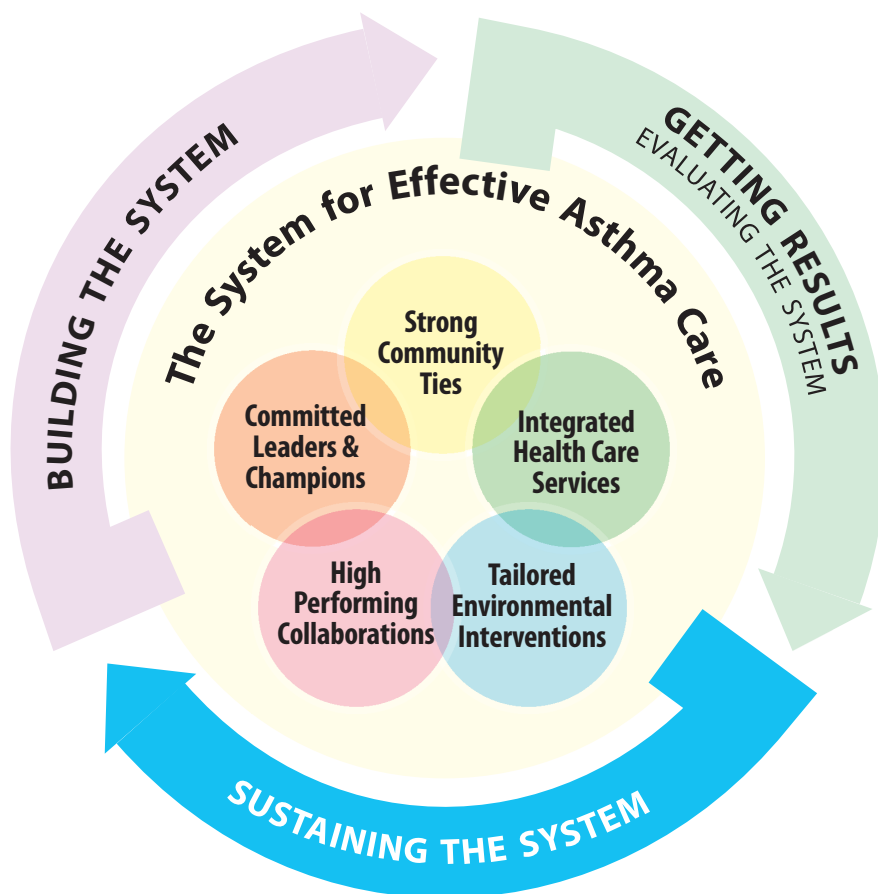
## 2009 National Asthma Forum

WASHINGTON, DC JUNE 4-5, 2009

This guide serves as a tool to facilitate your participation in the Forum and to help you identify your next steps for action in your community.

### A Systems-Based Approach for Creating, Sustaining and Spreading Effective Community Asthma Programs

#### DELIVERING HIGH QUALITY ASTHMA CARE



Join the Communities in Action for Asthma-Friendly Environments Network.  
Go to [www.asthmacommunitynetwork.org](http://www.asthmacommunitynetwork.org).

# SESSIONS

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## Day One: Thursday, June 4, 2009

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Keys to Success – *Building Effective Community Asthma Control Systems That Last* .....4

The System at Work – *Using Tailored Environmental Interventions to Improve Community Asthma Outcomes* .....5

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Break-ins: *Taking Action with the System for Delivering High Quality Asthma Care* .....8

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## QUESTIONS FOR INSIGHT AND ACTION

## Day One: Thursday, June 4, 2009

**The Future We Are Creating – *Asthma Under Control in Our Communities* .....8:45 – 9:30**

**What is *my own bold vision* for asthma care in my community?**

[illegible]

	Presentation Highlights & Insights	Actions to Take on My Program
<p><b><i>The System – Key Drivers</i></b></p> <ul style="list-style-type: none"> <li>• Committed Leaders and Champions</li> <li>• Strong Community Ties</li> <li>• High-Performing Collaborations and Partnerships</li> <li>• Integrated Health Care Services</li> <li>• Tailored Environmental Interventions</li> </ul>		
<p><b><i>Running the System</i></b></p> <ul style="list-style-type: none"> <li>• Building the System</li> <li>• Getting Results – Evaluating the System</li> <li>• Sustaining the System</li> </ul>		
<p><b><i>Spreading the System</i></b></p> <ul style="list-style-type: none"> <li>• Expanding my success</li> <li>• Incorporating others' successes into my program</li> </ul>		

**The System at Work – *Using Tailored Environmental Interventions to Improve Community Asthma Outcomes* ..... 10:30 – 11:30**

**What did I hear that I want to know more about in order to advance my program?**

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**Evaluation – *Your Gateway to Success* ..... 11:30 – 12:30**

**Based on Tom Chapel's presentation, what key steps in evaluation do I most need to work on?**

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**What conversations do I want to pursue to advance my program's evaluation?**

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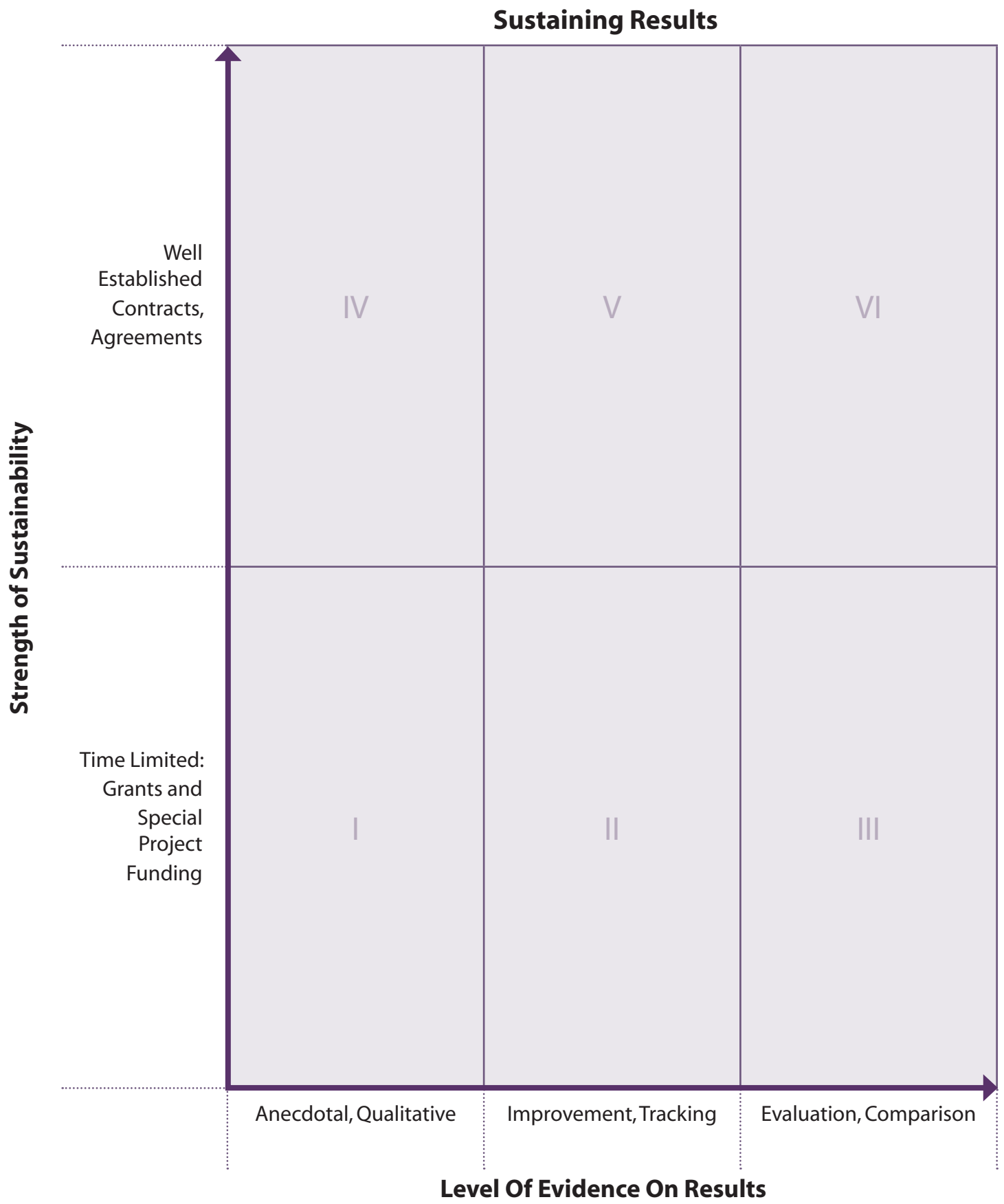
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The Population Whose Asthma  
I Am Committed to Bringing Under Control

	Community Assets		Program Assets	
	Enterprise Providing a Leadership Platform	Coalition, Collaboration We Have Put Together	Integrated Health Care Services Producing Results	Tailored Environmental Interventions
Where we are today. The assets we are building or have in place.	Status: _____ Description:	Status: _____ Description:	Status: _____ Description:	Status: _____ Description:
What we can add to make our strategy more effective, with greater reach.	Description:	Description:	Description:	Description:



### Tailored Environmental Interventions

Questions for Insight and Action	What did I hear?	What will I do?
What are my insights about <b>actions and strategies</b> to create effective tailored environmental interventions?		
What are my insights about <b>tools and resources</b> needed to create effective tailored environmental interventions?		
What are my insights about <b>conversations</b> needed to create effective tailored environmental interventions?		
What are my insights about <b>key indicators</b> needed to evaluate the effectiveness of tailored environmental interventions?		



## Integrated Health Care Services

Questions for Insight and Action	What did I hear?	What will I do?
What are my insights about <b>actions and strategies</b> to provide Integrated Health Care Services?		
What are my insights about <b>tools and resources</b> needed to provide Integrated Health Care Services?		
What are my insights about <b>conversations</b> needed to provide Integrated Health Care Services?		
What are my insights about <b>key indicators</b> needed to evaluate the effectiveness of Integrated Health Care Services?		

## Leveraging Community Assets for Asthma Program Success

Questions for Insight and Action	What did I hear?	What will I do?
What are my insights about <b>actions and strategies</b> to leverage community assets?		
What are my insights about <b>tools and resources</b> needed to leverage community assets?		
What are my insights about <b>conversations</b> needed to leverage community assets?		
What are my insights about <b>key indicators</b> needed to evaluate the effectiveness of my community assets?		

## Day Two: Friday, June 5, 2009

Leadership Platform: *The Business Case That Brings It All Together in Your Community* ..... 8:45 – 9:45

### My Leadership Story: *What is the Value Proposition I Offer My Community?*

#### Price: A realistic request & a bold offer

##### **Asthma Action Team (AAT)**

AAT is requesting \$320,000/year to bring “asthma under control” for the 8,000 children with asthma in our community.

The program cost is \$40/child with asthma.

Communities spend on the order of \$1,200/child to treat asthma.

The increment of \$40/child is expected to be partially offset by reduction in urgent and emergency care.

##### **My Program**

Asthma Population: \_\_\_\_\_

Program Cost/person: \_\_\_\_\_

Total Program Cost/year: \_\_\_\_\_

**Who do I need to have a conversation with to get this data?**

#### Population: The people we are committing to serve

##### **Asthma Action Team**

The population in our geographic area is 480,000 residents.

The number of children (under 19) is 80,000.

The number of children with moderate to severe asthma/year is 8,000 (10%).

The program’s population is the 8,000 children with asthma each year.

##### **My Program**

Total Population: \_\_\_\_\_

Population of interest: \_\_\_\_\_

Percent of population of interest with asthma: \_\_\_\_\_

People with asthma: \_\_\_\_\_

**Who do I need to have a conversation with to get this data?**

#### Value: The results we will be accountable for delivering

##### **Asthma Action Team**

Bringing “asthma under control” will result in two high value outcomes:

- Increase the percentage of children with **asthma action plans** from 50% to 95%
- Decrease the number of **pediatric asthma ED visits/year** from 13/1,000 children in our community to 2/1,000 over a three year period. (1,040 visits/year to 160 visits/year) (\$600,000 swing in dollar value)

##### **My Program**

##### **High Value Outcome #1:**

From: \_\_\_\_\_

To: \_\_\_\_\_

##### **High Value Outcome #2:**

From: \_\_\_\_\_

To: \_\_\_\_\_

**Who do I need to have a conversation with to get this data?**

**Program:** The efforts we will manage to deliver the results

<b><i>Asthma Action Team</i></b>	<b><i>My Program</i></b>	<b><i>Who do I need to have a conversation with to get this data?</i></b>
AAT will bring asthma under control through:		
(a) the development of a community registry that gives providers instant access to information on pediatric asthma patients,		
(b) a team of nurses (2 FTE) who provide training to providers in best practice, and		
(c) home environmental assessments (50) for children with ED visits.		

### Cost Structure: The dollars that drive pricing

<b>Asthma Action Team</b>		<b>My Organization ... My Program</b>		<b>Who do I need to have a conversation with to get this data?</b>
• Management (10%)	\$32,000	Management ( __%)	\$ _____	
• Evaluation (10%)	\$32,000	Evaluation ( __ %)	\$ _____	
• Program Elements (85%)	\$256,000	Program ( __ %)	\$ _____	
• <b>Total</b>	<b>\$320,000</b>	<b>Total</b>	\$ _____	

**Evaluation: How we manage for results; How we keep our commitments**

<p><b><i>Asthma Action Team</i></b></p> <ul style="list-style-type: none"> <li>• Increase the rate of children with asthma action plans: Registry information system will produce monthly reports of children with asthma action plans.</li> <li>• Decrease the number of pediatric asthma ED visits: Hospital council will produce quarterly ED visit reports for children with asthma-related visits.</li> </ul>	<p><b><i>My Organization ... My Program</i></b></p> <ul style="list-style-type: none"> <li>• High value outcomes #1:</li> </ul> <hr/> <hr/> <hr/> <hr/> <ul style="list-style-type: none"> <li>• High value outcome #2:</li> </ul> <hr/> <hr/> <hr/> <hr/>	<p><b><i>Who do I need to have a conversation with to get this data?</i></b></p>
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What measures do I need to track to demonstrate my program's effectiveness?

Outcomes	<hr/> <hr/> <hr/> <hr/>
Costs	<hr/> <hr/> <hr/> <hr/>

Who can I partner with to help me design an evaluation plan and get the data I need?

Inside my Program	
In my Community	
In my State	
Nationally	

**What are the three critical actions I will take when I return to my community to advance my program's effectiveness?**

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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<b>Conversation Topic</b> I want to discuss to advance my program.	<b>Who</b> I need to have this conversation with.	What <b>Offers</b> and <b>Assets</b> I can present.	What I will <b>Request</b> .

## Notes

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