



# **14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**



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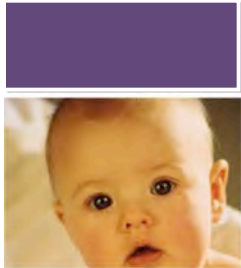
**Welcome**

**W. Brendle Glombe, MD, FCCP**



# **14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

**Welcome From CDC**  
**Paul Garbe, DVM, MPH**



# **14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

## **Welcome From EPA**

# EPA's Asthma Education and Outreach Program

## GOALS and OBJECTIVES

By 2012, 6.5 million people with asthma will have reduced exposure to environmental asthma triggers, leading to 90,000 ER visits avoided annually.

### EPA's PLAN TO REACH the GOAL

- Work with stakeholders to integrate environmental management into program approaches
- Continue to identify and share best practices information and provide tools to facilitate the adoption of effective interventions
- Mobilize community level action to address asthma
- Recognize leaders in asthma care

# EPA's Calling

**Mobilizing 1,000 Communities  
to Lead the Nation in the  
Delivery of Quality Asthma Care**

## **What Defines a “Community in Action”**

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



**2010 Total  
Communities in Action =**

**1,200**





**2011**  
**Communities in Action =**

**273**



**Grand Total of  
Communities in Action =**

$$\mathbf{1,200 + 273}$$
$$\mathbf{= 1,473}$$

An orange-colored map of the United States, including Alaska and Hawaii, with white outlines for state boundaries. A white rectangular text box is centered over the map.

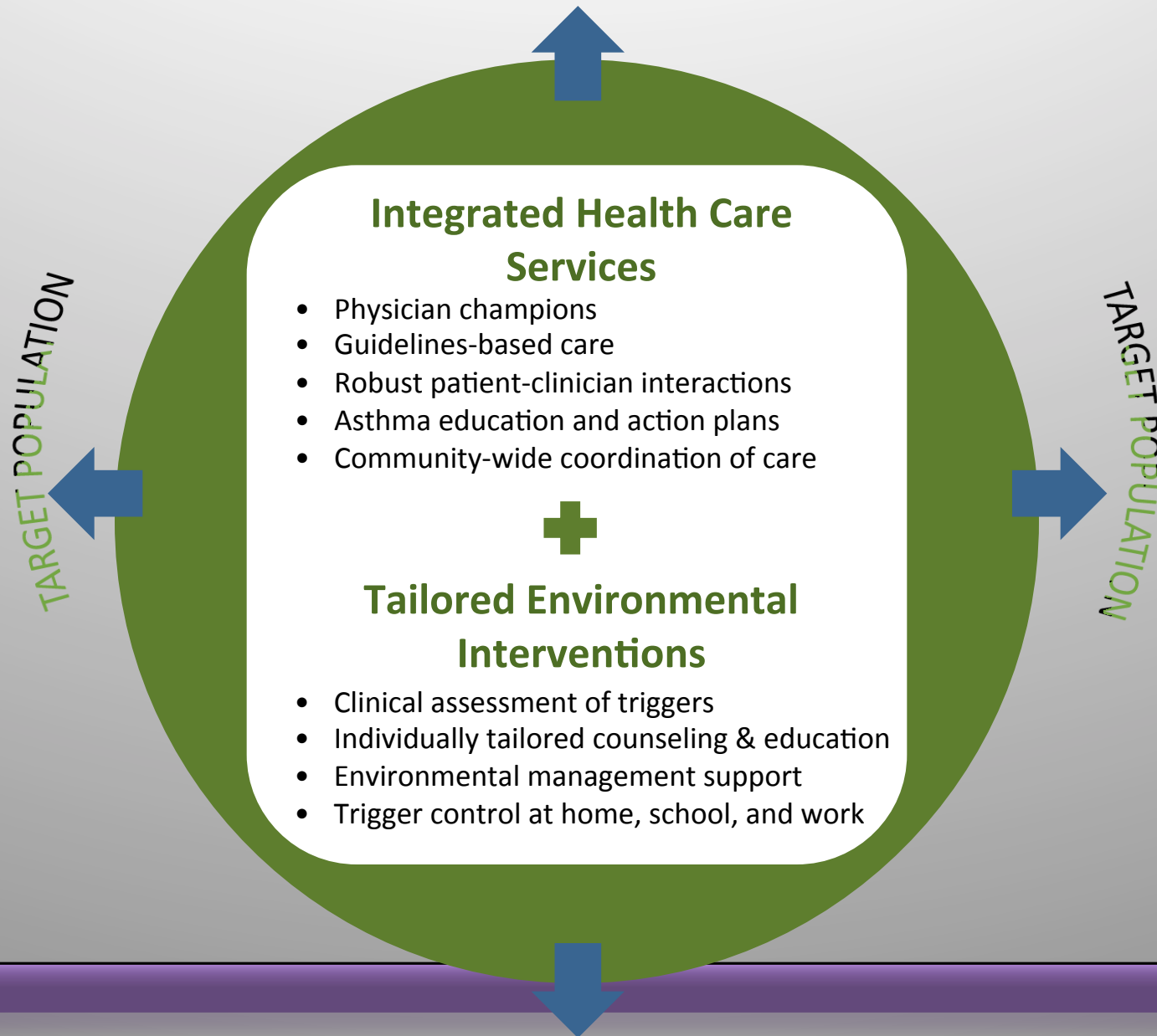
**Total Members in Action**

**2036**

# The System for Delivering High Quality Asthma Care



## What: Delivering Comprehensive High-Quality Asthma Care

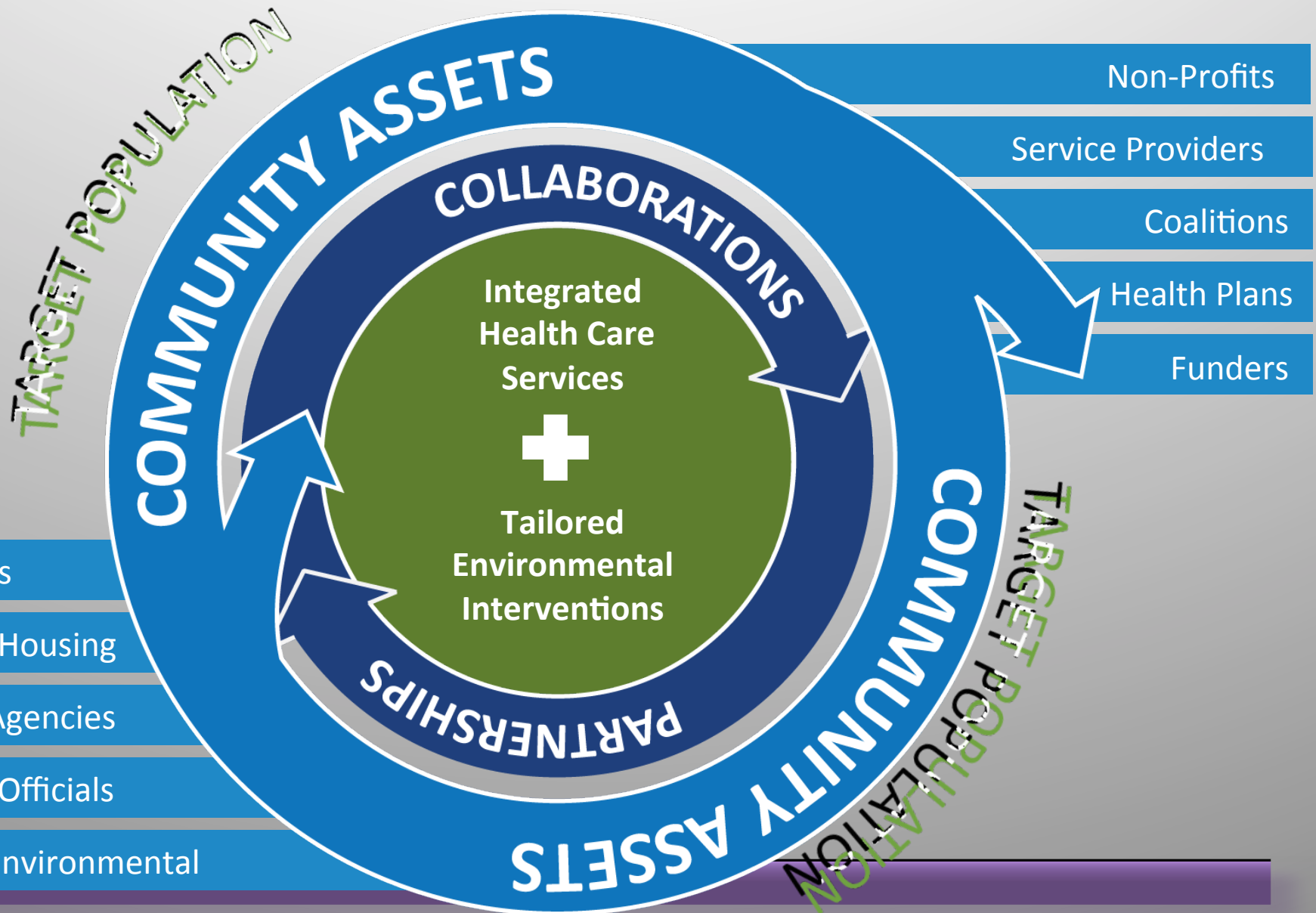




**How:** Through an Integrated, Collaborative, Community-Based System



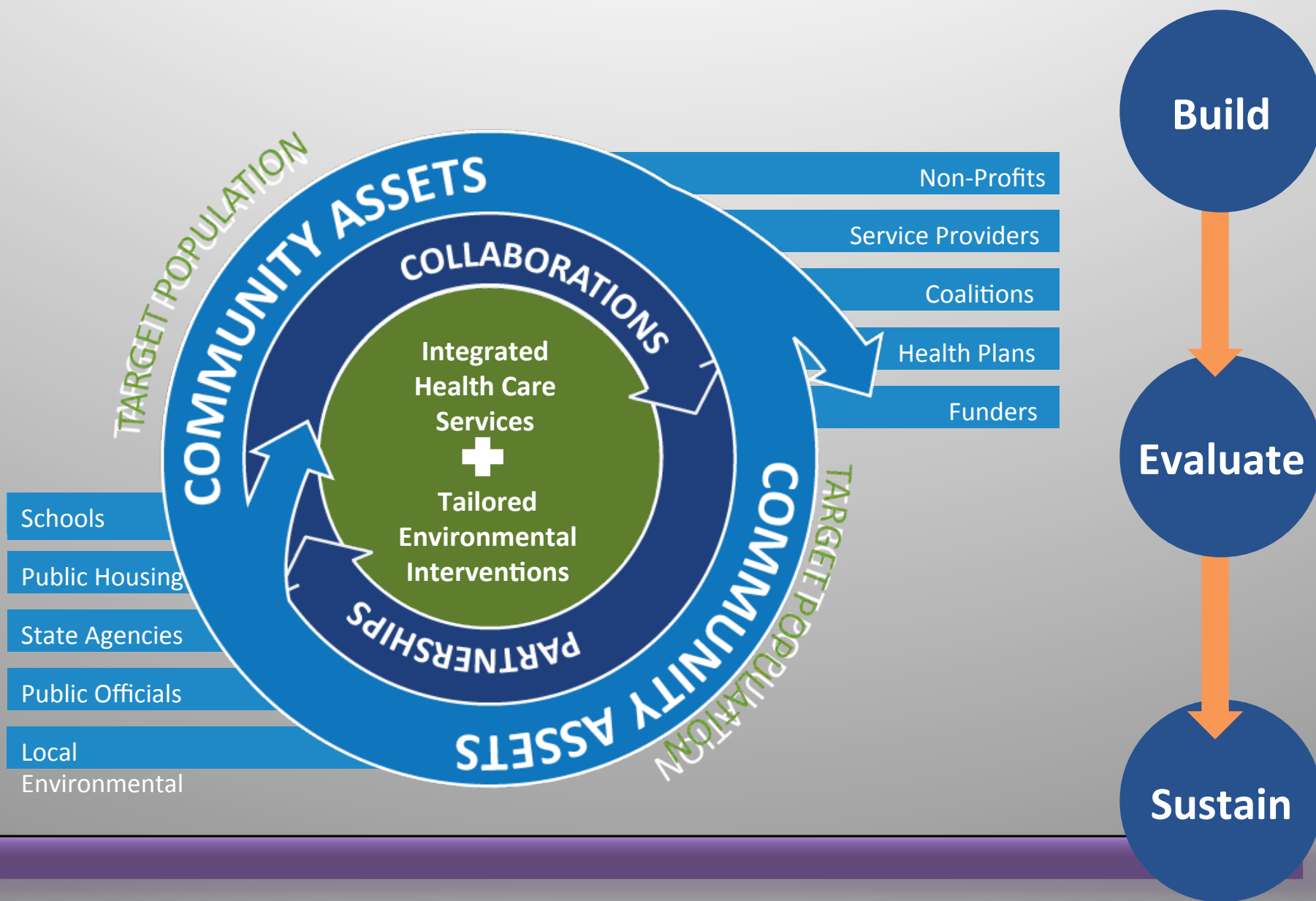
## Who: Champions and Leaders of Community Asthma Assets



**How:** Through an Integrated, Collaborative, Community-Based System



## How: Through an Integrated, Collaborative, Community-Based System




# **What is Your Domain of Influence?**

- ***What is it you are called to do?***
- ***Whom are you called to serve?***

# Empowering Through Influence

- **Framework for delivering high quality asthma care**
  - Behaviors and Practices
- **Value Proposition and Business Case**
  - Partners, Funders and Payers
- **Federal Disparities Action Plan**
  - Policy and Implementation of the National level
- **National Community-based Network**
  - Scale out by recruiting and enrolling others

# **The “What” of the Symposium**

- **Experience a Successful Framework and Proven System for Delivering Effective Asthma Care**
  - **Witness how community programs are using national resources to address diversity.**
  - **Develop a Value Proposition and Business Case to help resource your Results-Driven, Outcomes-Focused Programs**
- 

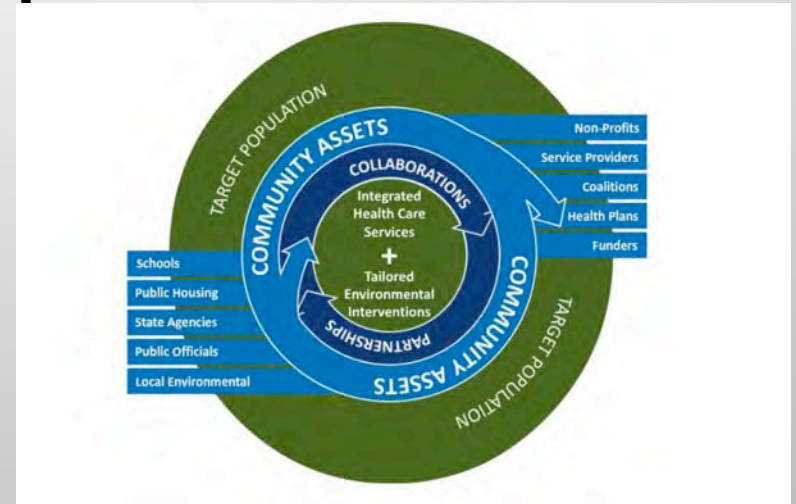
# The “What” of the Symposium

- **Construct Management Tools that Build, Sustain and Spread Your Unique Program Assets**
- **Connect to a Resource Rich Campaign and Network**
- **Develop and Practice a Leadership Narrative to Convene Partners and Stakeholders**



# The “Who” of the National Asthma Forum

- **National Award Winners**
- **Community-Based Programs**
- **Health Care Providers**
- **Community Assets from across the Nation**




# The “How” of the Symposium

- **Dynamic Presentations**
- **Powerful Leadership Discussions**
- **Direct Mentorship**
- **Break-Ins**
- **Conversations of Opportunities**
- **Generate Requests and Offers that Get Results**



# How to “Be”

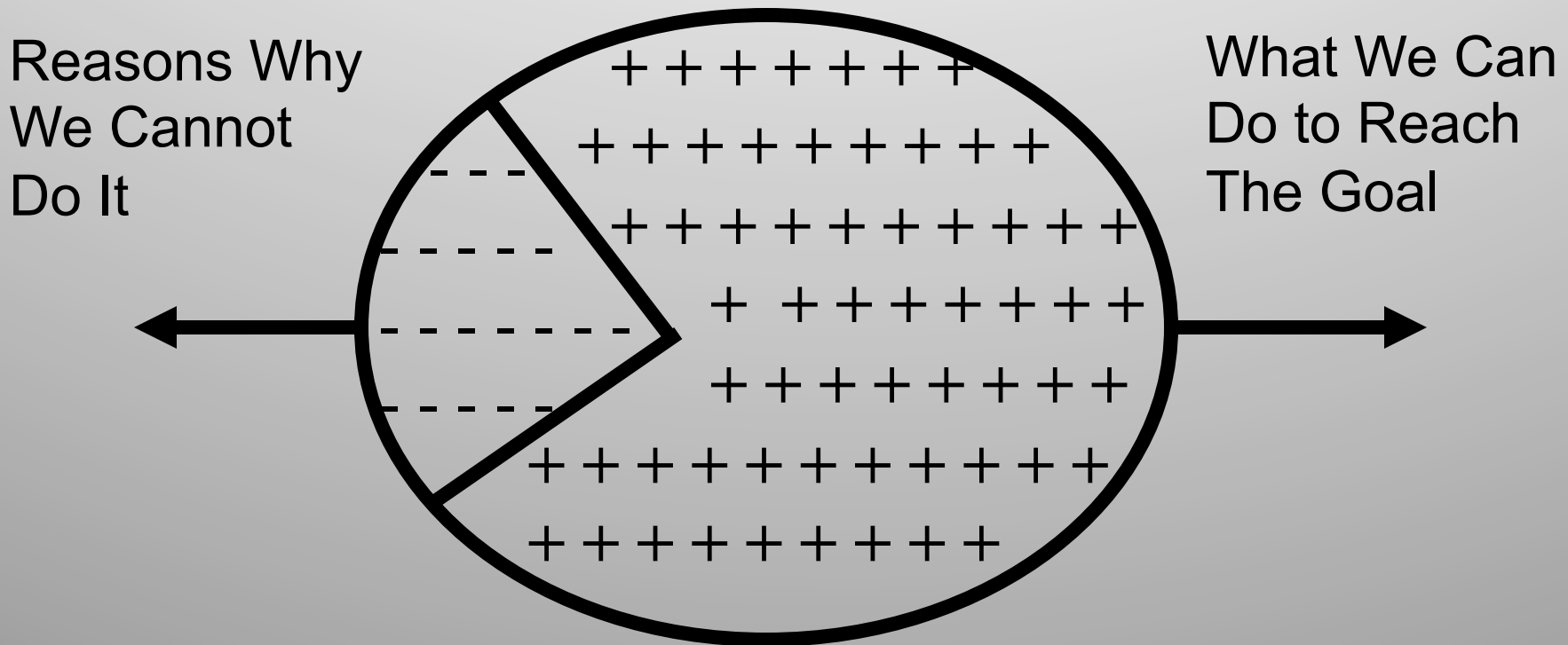
- A Powerful Community Together
  - Assuming a National Leadership Role in Asthma and COPD Control
  - Willing to Set Ambitious and Strategic Goals
  - Focused on Committing to Actions You and Your Organization Can Take
  - Leaders in Service to One Another
  - **PRESENT!**
- 



# What does it mean to be “Present”?

- Present- I am here
- Present- In the moment
- Present – A gift
- Presence – I am here, in the moment as a gift.

# Net Forward Energy: More Positives Than Negatives



Source: Enlightened Leadership Institute

“People are much more likely to *act*  
their way into a new way of *thinking*  
than to *think* their way into a new  
way of *acting*”

Richard Pascale & Jerry Sternin,  
Harvard Business Review, May 2005

**“People change what they do less  
because they are given *analysis*  
that shifts their *thinking* than  
because they are shown a *truth*  
that influences their *feelings*”**

**The Heart of Change,  
John Kotter & Dan Cohen, 2002**

# Sharing Our Wisdom

***“Community is a locus of healing, not the hospital or the clinic.”***

***“Patients cannot see outside their pain, we cannot see in, relationship is the only bridge between”***

**Dr. David Loxtercamp, author of *“A Measure of My Days: The Journal of a Country Doctor.”***



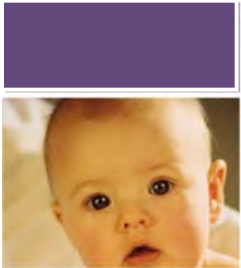
# What we do matters

“Guinea worm is poised to become the second human disease to be eradicated –and the first to be eliminated without the aid of a vaccine.”

***Washington Post***

“For Guinea worm, the only thing you can do is persuade people - many who are very isolated and tradition-bound – to change their behavior”

***Guinea worm expert, Donald Hopkins  
attributing progress to the strength of local volunteer programs  
and a “unique grassroots effort”***



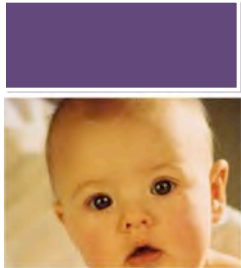
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# **The State of Asthma and COPD in 2012-Highlights and Controversies**

**Jay Peters**

**Jean Moorman**

**Janet Croft**

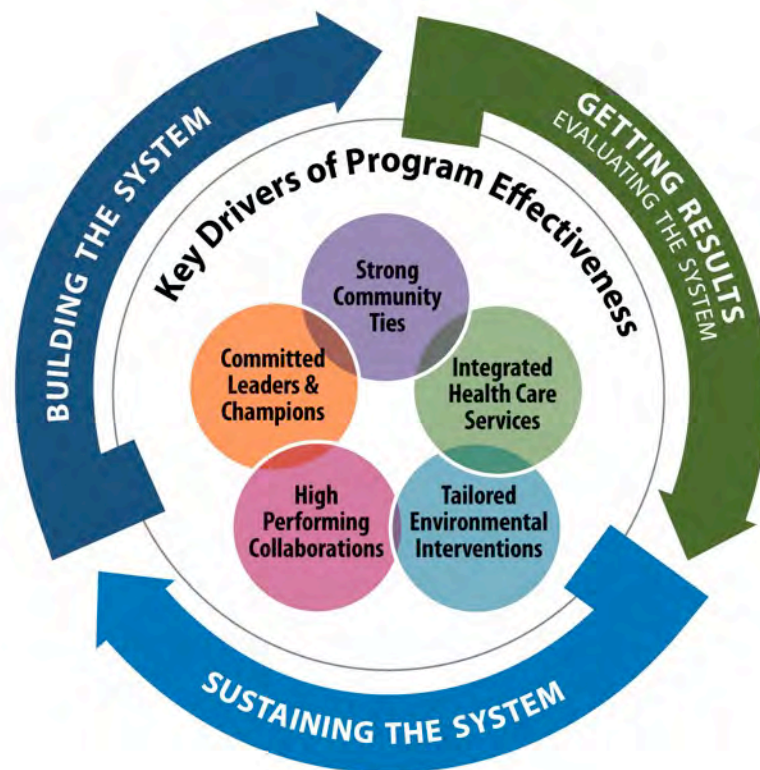


## **14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

**Programs in Action for Results  
EPA Asthma Award Winners**



# The System for Delivering High Quality Asthma Care



# How to Listen

- *What elements of this System are emerging in this program's story?*
- *What am I hearing that resonates with me?*
- *What can I take away to use in my work?*

# Tailored Environmental Interventions

- **Strategies for Action:**
  - **Educate care teams to deliver environmental trigger assessment and management**
  - **Assess trigger sensitivity and exposure in clinical interviews**
  - **Provide tailored education and counseling during clinical visits**
  - **Make environmental management a reality at home, school and work**

# Integrated Health Care Services

- **Strategies for Action:**
  - **Educate and support clinical care teams to facilitate consistent, high-quality care**
  - **Support continuous clinical improvement**
  - **Promote robust patient/provider interaction**
  - **Facilitate communication across the care team**

# High Performing Collaborations

- **Strategies for Action:**
  - **Build on what works: partner with collaborators active in your target community**
  - **Collaborate to build credibility**

# Committed Leaders and Champions

- **Strategies for Action:**
  - **Use outcomes data to promote change**
  - **Institutionalize the focus on outcomes**
  - **Create program champions**

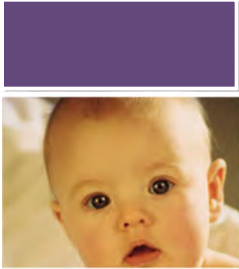
# Strong Community Ties

- **Strategies for Action:**
  - **Include your community in program planning**
  - **Engage your community ‘where it lives’**
  - **Make it easy to accept services**

# **Programs in Action for Results**

- **Connecticut Children's Medical Center**
  - Panelist: Michelle Cloutier, MD
- **Los Angeles Care Health Plan**
  - Panelist: Lisa Diaz
- **Michigan Dept. of Community Health's Asthma Prevention and Control Program**
  - Panelist: John Dowling
- **Mission Health**
  - Panelist: Melinda Shuler





## **14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

# **Networking Break-Ins**

# **Break-Ins**

## ***1. Community Health Workers Make a Real Difference***

***Mobilizing Community Resources to Incorporate  
Community Health Workers-statewide program***

***New NHLBI Curriculum for Training Community Health  
Workers***

## ***2. Improving Inpatient and Outpatient Treatment of COPD: What Local Coalitions Can Do***



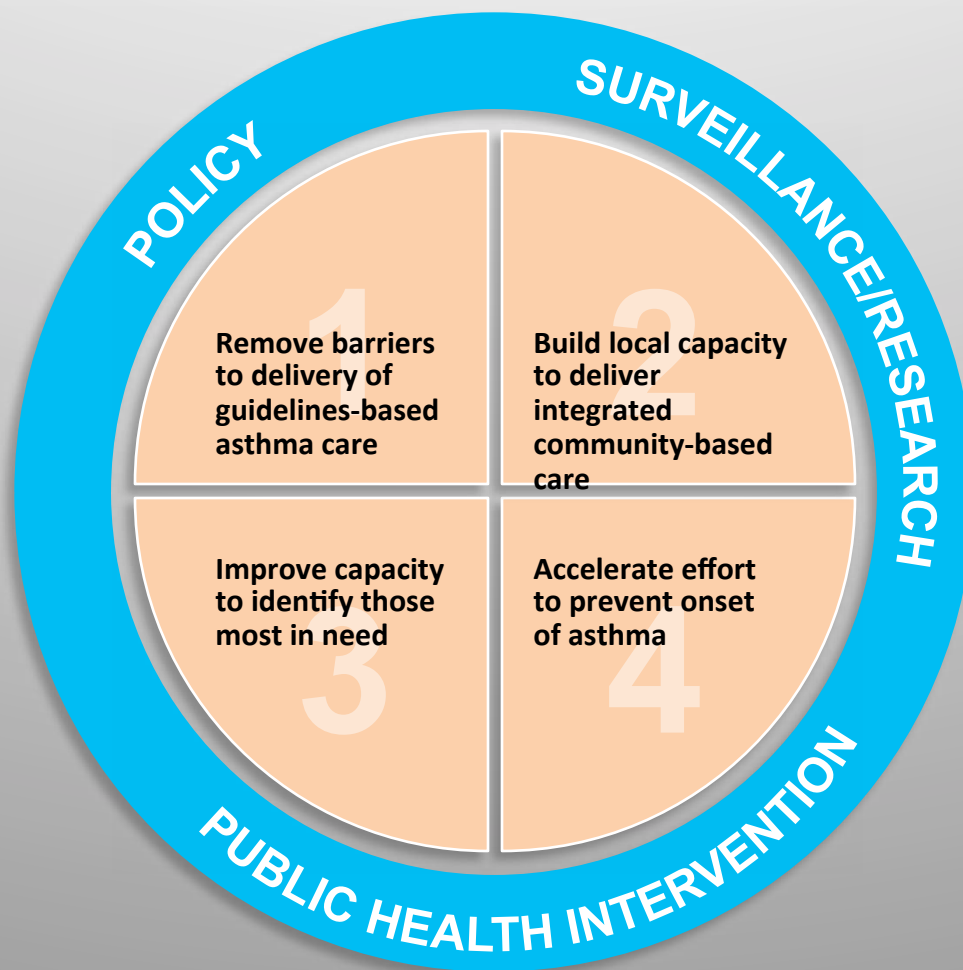
## 13<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium

# **Communities of Practice: Practicing Community to Address Asthma Disparities**

# Asthma Disparities Action Plan Launches!



# Federal Action Plan: Four Strategies



# Questions to Run On

*What strategies and approaches are successful asthma programs using to reach their target populations?*

*What are these programs doing to tailor their activities to the local community needs?*

*What actions can I take to get more powerful results in my work?*



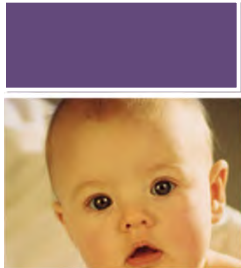
# Panalists

- Faith-based programs to improve asthma control in minorities
  - LeRoy Graham, MD, FCCP
- Model funded NACI program addressing disparities
  - Mamta Reddy, MD, FCCP, Atlanta, GA
- Addressing Asthma Disparities from a State's Perspective
  - Francesca Lopez, MSPH, AE-C
- Federal Action Plan on Asthma Disparities
  - Paul Garbe, DVM, MPH

# Open Forum

- **What did you hear?**
- **What was your reaction?**
- **What do you want to understand better to get into action?**





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**Learn More Breathe Better: How  
Local Communities Are Using  
National Campaign Resources to  
Raise Asthma and COPD  
Awareness**

# My Program's Strategic Plan



# Breaking In

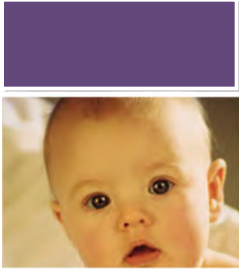


Questions for Insight and Action	What did I hear?	What will I do?
<b>Networking Session 1</b> What are my insights about <b>actions and strategies</b> to get more results on asthma or COPD in my community and program?		
<b>Networking Session 2</b> What are my insights about <b>actions and strategies</b> to get more results on asthma or COPD in my community and program?		
<b>Networking Session 3</b> What are my insights about <b>actions and strategies</b> to get more results on asthma or COPD in my community and program?		

***What is one thing you heard that everyone should know?***

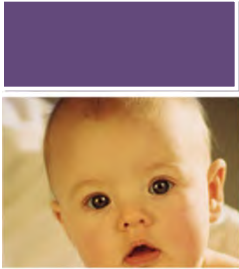
# Break Ins

- Increasing COPD Awareness and Screening
  - Jo Ellen Wynne and in Rm. 325 A&B
- Asthma Action Plans-Workshop on Developing a Community-Wide Asthma Action Plan
  - Brian Carlin, MD, FCCP and Rachael Tracy in Room 328



# 14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium

## Poster Session



# **13<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

## **Welcome to Day 2**

# The “What” of the Symposium

- **Construct Management Tools that Build, Sustain and Spread Your Unique Program Assets**
- **Connect to a Resource Rich Campaign and Network**
- **Develop and Practice a Leadership Narrative to Convene Partners and Stakeholders**



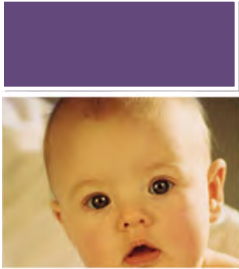
# Questions to Run On

- Who does my Program Serve/What is my Population of Service?
- What does my program do really well?
- What do I need to keep my program going?
- Who else in my community delivers really good asthma care?



# My Program's Strategic Plan





## **13<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium**

# **Networking Break-Ins**



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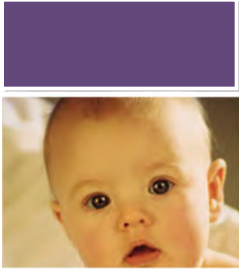
**Utilizing Technology to Implement  
Guidelines Based Care**

**Telemedicine in Chronic Disease**

**Ronald Poropatich, MD**

# Break Ins

- Preventing Re-Hospitalization for COPD
  - Jerry Krishman, MD, PhD
- Successful School-based Asthma Programs
  - Facilitators: Eric ArmBrect, PhD, Peggy Gaddy RRT, MBA



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**Sustaining Your Program-  
Defining Your Program's Value**

# My Program's Strategic Mission

## EXERCISE #2A

### My program's strategic mission



The impacts my program will have on my population of focus include

\_\_\_\_\_, \_\_\_\_\_, and

\_\_\_\_\_.

(**long-term outcomes/impacts** my program is aimed at)

# My Program's Strategic Goals

## EXERCISE #2B

### My program's strategic goals



I will measure progress towards long-term outcomes/impacts by tracking

\_\_\_\_\_, \_\_\_\_\_,

and \_\_\_\_\_.

(**short-term and intermediate outcomes** that will help you achieve your impacts – what measurable knowledge & behaviors will change as a result of your activities)

# My Program's Strategic Objectives

## EXERCISE #2C

### My program's strategic objectives



I will assess products and activities  
by tracking: \_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_.  
(my program **outputs**)



# My Program's Strategic Tasks

## EXERCISE #2D

### My program's strategic tasks

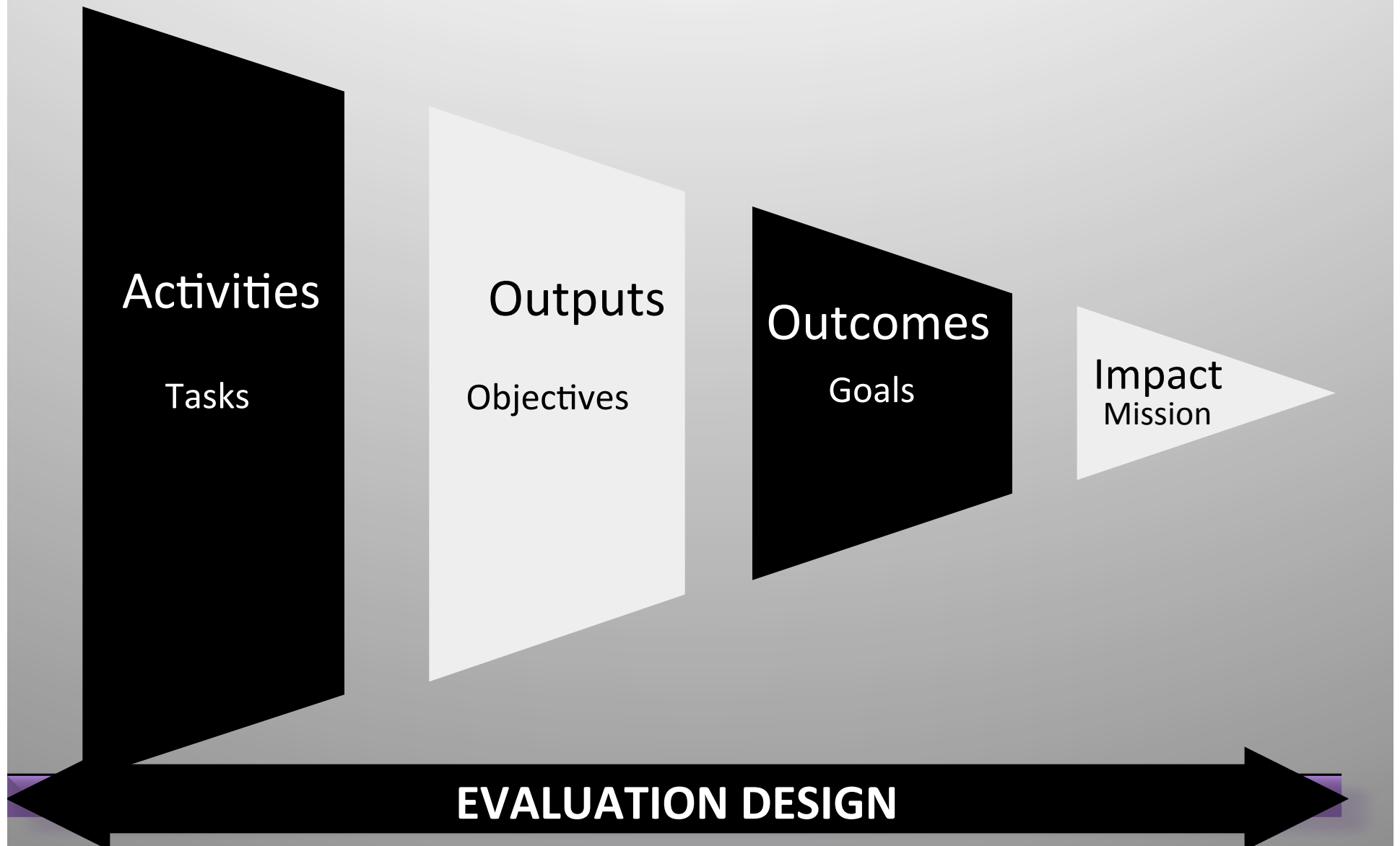


To achieve my mission, I will take the following actions:

\_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_.  
(my program **activities**)

# Translating into a Logic Model

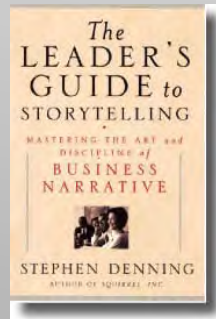
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# Storytelling as a Business Narrative



Organizational storytelling is an emerging discipline



Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward

**“A narrative is a **promise** about what you will deliver...The promise becomes a **value proposition**, a compact story about the value you bring to your customers in meeting their **needs**...Eliciting this value proposition depends on knowing **what the customer cares about** and being responsive to this need.”**

**Stephen Denning**

# What is a Value Proposition

- An analysis and quantified review of the benefits, costs and value that an organization can deliver to customers/ funders and other stakeholders.

# What is a Value Proposition Statement

- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

# Creating Your Value Proposition

Charting Your Route Forward - Knowing Where You Want to End Up  
and Writing the Plan to Get There 9:00 - 10:00 am

**EXERCISE #4**

My Population of Focus: The People I Serve: \_\_\_\_\_

**My Mission:**

The Long-Term Impacts I Will Commit to Achieving for My \_\_\_\_\_

Population of Focus: \_\_\_\_\_

What I Will Measure: \_\_\_\_\_

**My Goals:**

What I Will Achieve to Ensure I Meet My Commitments: \_\_\_\_\_

Short-term & Intermediate Outcomes: \_\_\_\_\_

What I Will Measure: \_\_\_\_\_

**My Objectives:**

What I will measure and track to assess my products and activities: \_\_\_\_\_

Outputs: \_\_\_\_\_

**My Tasks:**

The Activities I Will Run to Achieve Impacts: \_\_\_\_\_

**My Costs:**

The Investments that drive the price:

Management ( \_\_\_\_\_ %): \_\_\_\_\_

Evaluation ( \_\_\_\_\_ %): \_\_\_\_\_

Programming ( \_\_\_\_\_ %): \_\_\_\_\_

**EXAMPLE**

Top of Focus: *Students with physical disabilities and/or learning disabilities*

**EXAMPLE**

Impact: *Increased self-confidence*  
Measure: *Students' self-reported confidence*  
Impact: *Increased academic achievement*  
Measure: *Students' standardized test scores*

**EXAMPLE**

Intermediate Outcome: *Students' self-reported confidence*  
Measure: *Students' self-reported confidence*  
Intermediate Outcome: *Students' academic achievement*  
Measure: *Students' standardized test scores*

**EXAMPLE**

Outputs: *Enrollment in Computer Literacy Program*  
Enrollment in Computer Literacy Program  
Enrollment in Computer Literacy Program

**EXAMPLE**

Activity: *Providing computer literacy training*  
Activity: *Providing computer literacy training*  
Activity: *Providing computer literacy training*

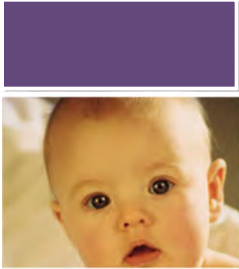
**EXAMPLE**

Management (20%) *\$200,000*  
Evaluation (10%) *\$100,000*  
Management (10%) *\$100,000*  
Total *\$400,000*

How it Works

**A Mentoring Conversation With  
Faculty Programs**





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# **Leaving in Action**

# Value Proposition Script

Leading a Breakthrough—Realistic Requests and Bold Offers 10:00 – 10:45 am

### EXERCISE #5

For \$ \_\_\_\_\_ (MY COSTS) my program will improve asthma outcomes for \_\_\_\_\_ (MY POPULATION OF FOCUS) by achieving \_\_\_\_\_ and \_\_\_\_\_ (MY IMPACTS & OUTCOMES).  
 My community will benefit from my work in terms of (MY UNIQUE VALUE FOR THIS AUDIENCE):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### EXAMPLE

For \$250,000, Asthma Care in Action will improve the quality of life for the 3,000 pediatric asthma patients we serve by reducing adverse asthma events by 30%, doubling the number of families capable of effectively self-managing their asthma, and reducing children's exposures to environmental asthma triggers in their homes. We estimate our work will deliver \$600,000 per year in savings to the health care system through 34% fewer ER visits.

What data do I need to refine my value proposition statement and how can I get it?


Who in my community needs to treat my value proposition statement?


Business	Early Value Proposition
Identification	Insurance, Public Programs, Community
Get Clinical Advice	Physician's office, Patient's Control
Get an ID for Addressing Problems	Local Clinics
Insurance Community	Cost Savings (HEDIS scores)
Healthcare Provider	For Self-management
Hospital	Reduced ED visits, Lower ER Discharge Utilization (scores)
Local organizations	Local Pediatric Specialty Clinics, Regional Clinicians
Program Partners	Local Community Health Center

11

# Completing Our Work

- **Write Your Value Proposition Leadership Story**
- **Say It Out Loud**
- **Be Showered with Encouragement!**

# Making the Pitch

“For \$\_\_\_\_\_ per  
year (MY COSTS) we will dramatically improve  
asthma outcomes for

\_\_\_\_\_ (MY  
POPULATION OF FOCUS) by achieving

\_\_\_\_\_,  
\_\_\_\_\_, and

\_\_\_\_\_ (MY HIGH VALUE OUTCOMES).”



**FIND A PROGRAM  
NEAR YOU**



**JOIN THE  
NETWORK**



**EXPLORE ASTHMA  
RESOURCES**

## From The Discussion Forum

### Asthma Awareness Month - Outreach

Emily Norton 7 Apr 2010 - 12:21 pm  
3 comments

### National Asthma Forum

epaBrandy 7 Apr 2010 - 4:06 pm  
1 comments

[more from the forum »](#)

[post to the forum »](#)

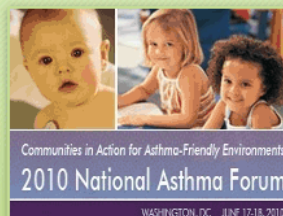
## Weekly Poll

What are the key elements to bringing asthma under control?:

- ☐ Funding
- ☐ Community Partnerships
- ☐ Comprehensive Asthma Management

[vote »](#)

## SPOTLIGHT



Communities in Action for Asthma-Friendly Environments  
**2010 National Asthma Forum**  
WASHINGTON, DC JUNE 17-18, 2010

1 2 3 4

### Upcoming Event

**Attend the 2010  
National Asthma  
Forum**

[read more »](#)

## FROM THE BLOG

### Welcome to the new AsthmaCommunityNetwork.org!

Dave Rowson 7 Jun 2010 - 11:00 am

### Action plans help

Jay M Portnoy 7 May 2010 - 6:32 pm

[more from the blog »](#)

[post to the blog »](#)

### Keys to Success

**Request a Mentor** – Find support and guidance from an AsthmaCommunityNetwork.org mentor. Learn how other programs have successfully overcome similar challenges.

### Program Spotlight

**WIN for Asthma** – Learn how bilingual community health workers offer family-focused asthma education, address household triggers, and link families to clinical and social resources.

## Upcoming Events

**JUN 19** Learn and Teach the Asthma Basics

**JUN 26** Wesley House Allergy & Asthma Health Fair

**JUL 24** Free Asthma Screening

[more events »](#)

[add your event »](#)

## New Resources

**5/25/10**  
Interactive Asthma Action Plan (iAAP)

**5/24/10**  
Interactive Asthma Action Plan (iAAP)

[more resources »](#)

[add your resource »](#)



# Gratitude