14th Annual ACCP Community Asthma and COPD Coalitions Symposium
Welcome

W. Brendle Glombe, MD, FCCP
Welcome From CDC
Paul Garbe, DVM, MPH
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 = 1,200 + 273 = 1,473
Total Members in Action
2036
The System for Delivering High Quality Asthma Care
What: Delivering Comprehensive High-Quality Asthma Care

- Physician champions
- Guidelines-based care
- Robust patient-clinician interactions
- Asthma education and action plans
- Community-wide coordination of care

Integrated Health Care Services

Tailored Environmental Interventions

- Clinical assessment of triggers
- Individually tailored counseling & education
- Environmental management support
- Trigger control at home, school, and work
How: Through an Integrated, Collaborative, Community-Based System
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- Non-Profits
- Service Providers
- Coalitions
- Health Plans
- Funders

- Schools
- Public Housing
- State Agencies
- Public Officials
- Local Environmental

Integrated Health Care Services
Tailored Environmental Interventions

Build
Evaluate
Sustain
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

Reasons Why We Cannot Do It

What We Can Do to Reach The Goal

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”

“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
“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”

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”
The State of Asthma and COPD in 2012-Highlights and Controversies

Jay Peters
Jean Moorman
Janet Croft
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
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
Communities of Practice: Practicing Community to Address Asthma Disparities
Asthma Disparities Action Plan Launches!
Federal Action Plan: Four Strategies

1. Remove barriers to delivery of guidelines-based asthma care
2. Build local capacity to deliver integrated community-based care
3. Improve capacity to identify those most in need
4. Accelerate effort to prevent onset of asthma
What strategies and approaches are successful asthma programs using to reach their target populations?

What are these programs doings 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?
Learn More Breathe Better: How Local Communities Are Using National Campaign Resources to Raise Asthma and COPD Awareness
My Program’s Strategic Plan

- Mission
- Goals
- Objectives
- Tasks
## Breaking In

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

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

| Networking Session 3            |                 |                |
| What are my insights about      |                 |                |
| actions and strategies to get    |                 |                |
| more results on asthma or COPD  |                 |                |
| in my community and program?    |                 |                |
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
14th Annual ACCP Community Asthma and COPD Coalitions Symposium

Poster Session
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

- Mission
- Goals
- Objectives
- Tasks
Networking Break-Ins
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
Sustaining Your Program—Defining Your Program’s Value
The impacts my program will have on my population of focus include
____________, ____________, and
____________
(long-term outcomes/impacts my program is aimed at)
EXERCISE #2B  My program’s strategic goals

I will measure progress towards long-term outcomes/impacts by tracking
________________________, ______________,
and __________________________.
(small-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

Activities
- Tasks

Outputs
- Objectives

Outcomes
- Goals

Impact
- Mission

EVALUATION DESIGN
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

<table>
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<tr>
<th>Exercise #4: Create Your Value Proposition</th>
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<tbody>
<tr>
<td><strong>My Population of Clients:</strong> The people I serve.</td>
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<tr>
<td><strong>My Mission:</strong> The long-term impact I will have on my clients.</td>
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<tr>
<td><strong>My Challenges:</strong> What I am facing.</td>
</tr>
<tr>
<td><strong>My Goals:</strong> What I will achieve to ensure that my clients are successful.</td>
</tr>
<tr>
<td><strong>My Objectives:</strong> What specific activities I will undertake to achieve my goals.</td>
</tr>
<tr>
<td><strong>My Tasks:</strong> The activities I will use to achieve my objectives.</td>
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<td><strong>My Costs:</strong> The investment that it will cost.</td>
</tr>
<tr>
<td><strong>My Resources:</strong> The resources I will need.</td>
</tr>
<tr>
<td><strong>My Impact:</strong> The impact I will have on my clients.</td>
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**Example:**
- Impact: Increased lifetime value of clients.
- Mission: To create lifelong clients.
- Goals: Increase average spend by 20%.
- Objectives: Implement new marketing strategies.
- Tasks: Launch new advertising campaigns.
- Costs: $100,000.
- Resources: New marketing team.
- Impact: 30% increase in lifetime value.
How it Works

A Mentoring Conversation With Faculty Programs
13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Leaving in Action
## Value Proposition Script

### Example

For $X>9000$, district Cancer Agency will increase the quality of life for the x1000 patients and healthy persons. Patients will be able to continue their daily activities at school or work by reducing the incidence of related conditions. This will be achieved through a comprehensive approach involving prevention, early detection, and treatment.

### Table

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<th>Example</th>
<th>Description</th>
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<tbody>
<tr>
<td>Exercise 1</td>
<td>Increase lifespan by 10%</td>
</tr>
<tr>
<td>Exercise 2</td>
<td>Reduce hospital costs by 20%</td>
</tr>
<tr>
<td>Exercise 3</td>
<td>Improve patient satisfaction by 30%</td>
</tr>
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### Questions

1. What are the main benefits of your value proposition?
2. What is unique about your value proposition?
Completing Our Work

- Write Your Value Proposition
- Leadership Story
- Say It Out Loud
- Be Showered with Encouragement!
“For $____________________________ per year (MY COSTS) we will dramatically improve asthma outcomes for
______________________________ (MY POPULATION OF FOCUS) by achieving
__________________________________________, and
__________________________________________ (MY HIGH VALUE OUTCOMES).”
Welcome to the new AsthmaCommunityNetwork.org!

Action plans help
Jessica Partlow 7 May 2010 - 8:32pm

Welcome to the new AsthmaCommunityNetwork.org!

Action plans help
Jessica Partlow 7 May 2010 - 8:32pm

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.
Gratitude