



*Communities in Action*



NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 9-10, 2011

# Establishing Program Sustainability – Defining Your Program's Value

# Panelists

**Steven Conti**, *Seton Asthma Center*

**Cindy Cookson**, *Neighborhood Health Plan of  
Massachusetts*

**Jacqueline Fox-Pascal**, *New York City Asthma Initiative*

**Helen Margellos-Anast**, *Sinai Urban Health Institute*

**Patricia Peretz**, *WIN for Asthma*

# Action Book Exercise

## EXERCISE #4 Building My Program's Value Proposition

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

**Pop of Focus**: Children >18 yrs with poorly controlled  
asthma; 5,000 children

### EXAMPLE

**Impact**: Improve self-management  
**Measure**: % of families visited who report increase in  
number of symptom-free days  
**Impact**: Fewer adverse asthma events  
**Measure**: Decrease pediatric ER visits by 50%

### EXAMPLE

**Intermediate Outcomes**: Reduced exposure to  
environmental triggers  
**Measure**: % of households maintaining a "trigger-  
free" environment at 6 month follow-up home visit  
**Short-Term Outcomes**: Increased awareness of  
environmental triggers  
**Measure**: % of families with demonstrated knowledge  
increase through post test

**Output**: Number of providers conducting  
environmental assessments, Number of environmental  
home visits conducted, % of children referred for  
home visits

### EXAMPLE

**Activity**: Train lay health workers to deliver home visits  
**Activity**: Train providers to use electronic  
environmental assessment form  
**Activity**: Develop referral system for providers to make  
referrals for home visits

### EXAMPLE

Management (20%): \$64,000/year  
Management (10%): \$32,000/year  
Management (70%): \$224,000/year  
TOTAL: **\$320,000**

***Question:* What component of the Value Proposition are you most ready to champion?**

- 1. Population of Focus**
- 2. Mission/Long Term Impacts**
- 3. Goals/Short-term and Intermediate Outcomes**
- 4. Objectives/Outputs/Measures**
- 5. Tasks/Activities**
- 6. Costs**

***Question:* What component of the Value Proposition do you find challenging?**

- 1. Population of Focus**
- 2. Mission/Long Term Impacts**
- 3. Goals/Short-term and Intermediate Outcomes**
- 4. Objectives/Outputs/Measures**
- 5. Tasks/Activities**
- 6. Costs**

# Value Proposition

**“For \$\_\_\_\_\_ per year (MY COSTS) we will dramatically improve asthma outcomes for \_\_\_\_\_ (MY POPULATION OF FOCUS) by achieving \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (MY HIGH VALUE OUTCOMES).”**