



*Communities in Action*

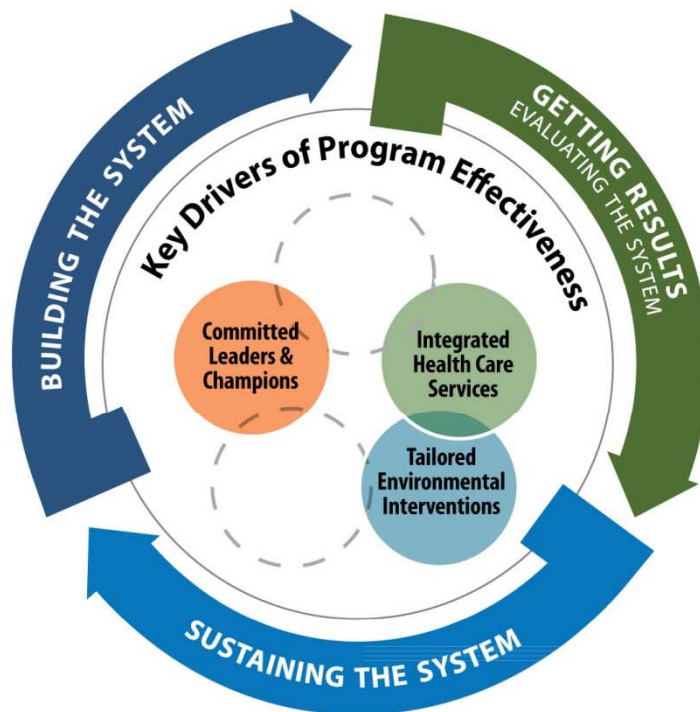


NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 9-10, 2011

# Leveraging Your Assets – Using Your Front-line Personnel to Expand Community Reach

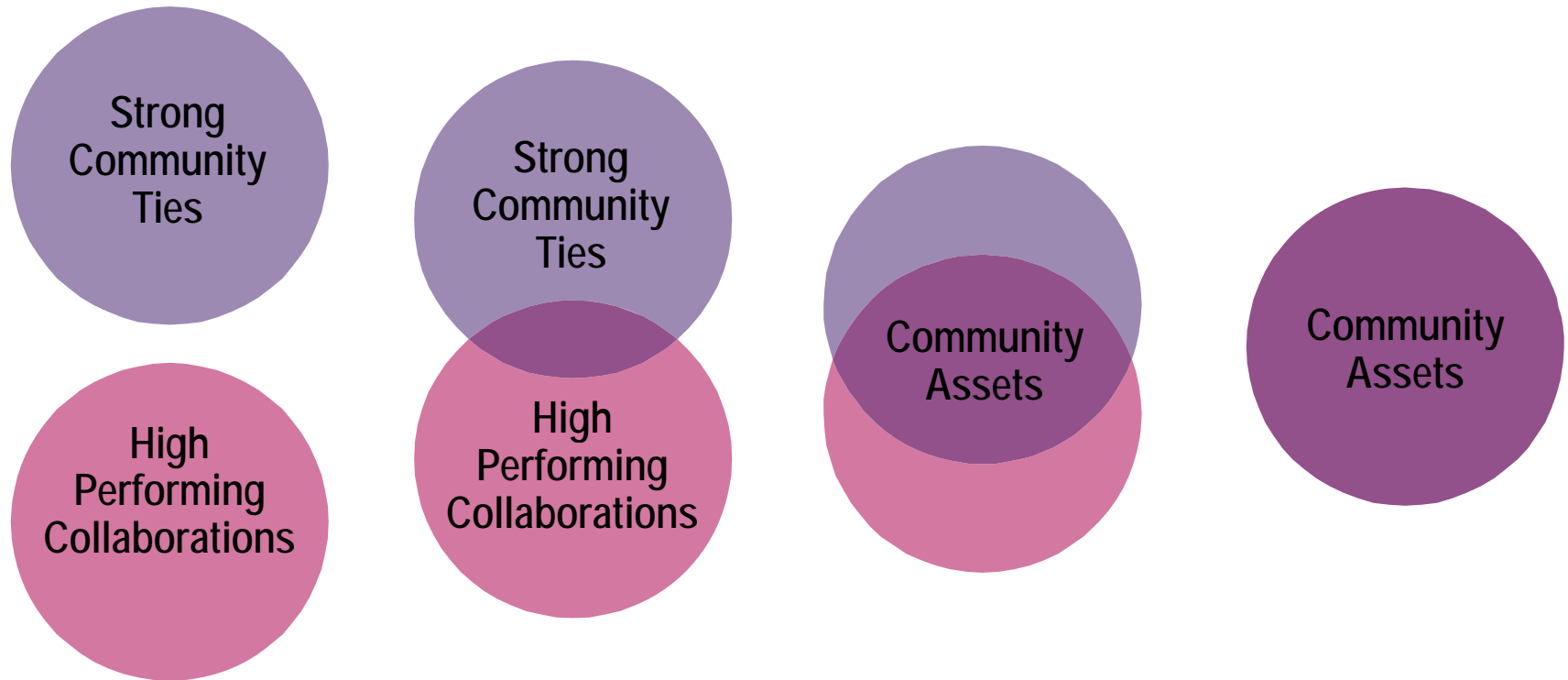
# Connecting to the *System*



**Strong  
Community  
Ties**

**High  
Performing  
Collaborations**

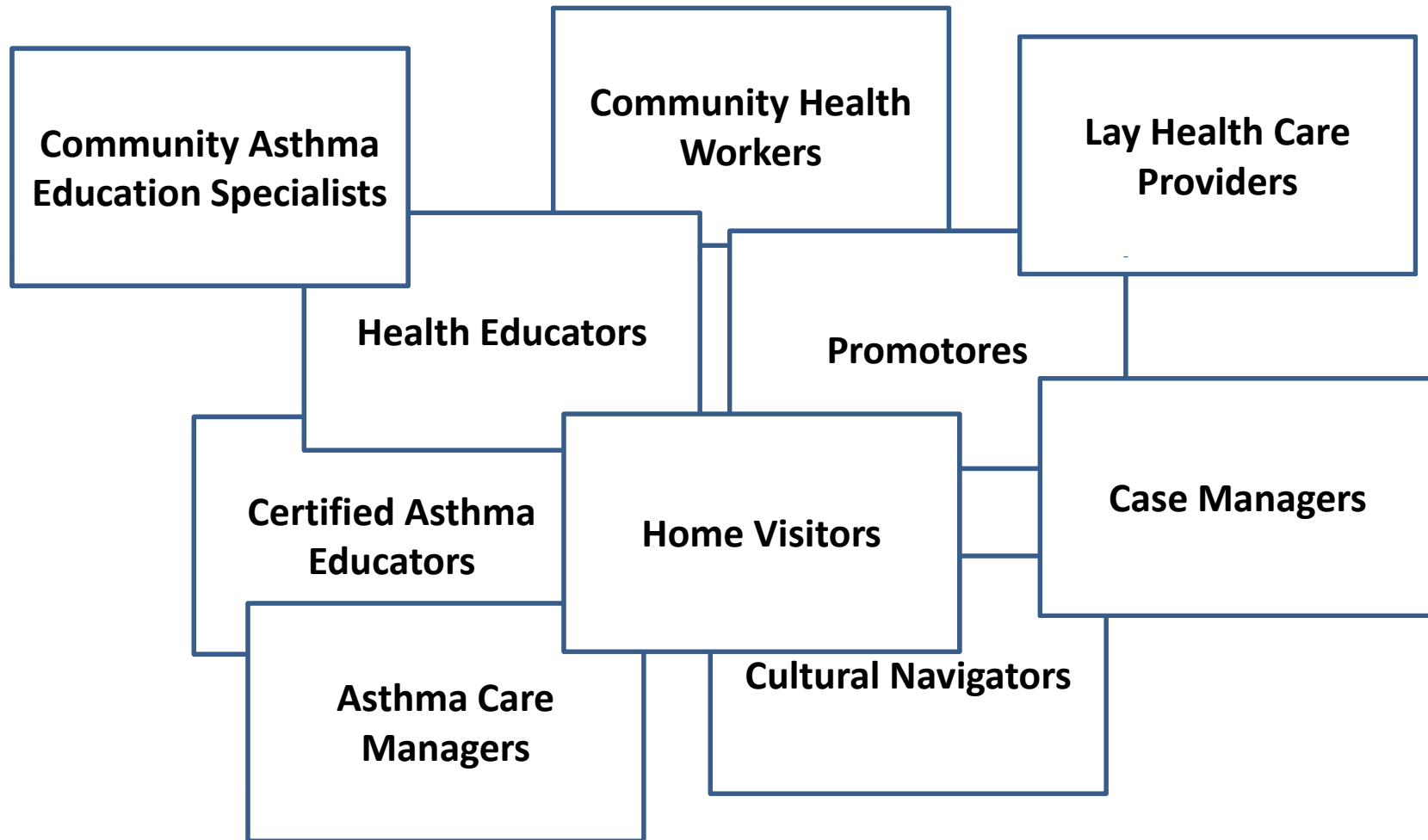
# Connecting to the *System*



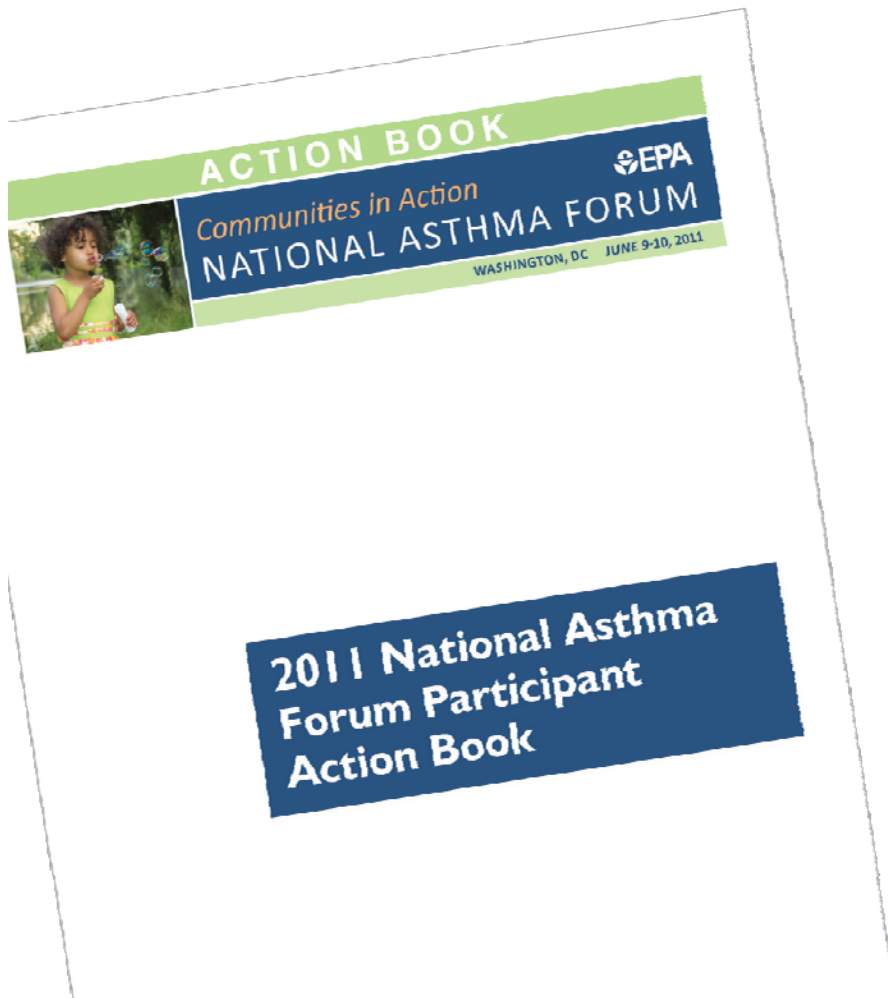
***Question:* What kinds of Front-line Personnel do you use in your program?**

- 1. Community Health Workers**
- 2. Certified Asthma Educators**
- 3. Promotores**
- 4. Lay Health Care Providers**
- 5. Home Visitors**
- 6. Other**
- 7. None**

# Terms for Front-line Personnel



# Active Listening



**How can front-line asthma care personnel help overcome challenges facing your program and help you deliver services?**

**How can you train, support and sustain front-line personnel in your community?**

**How can front-line care personnel help collect the evaluation data needed to run a goal-driven program?**



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## Dr. Tyra Bryant-Stephens and Charmane Braxton

*The Community Asthma Prevention Program (CAPP),  
The Children's Hospital of Philadelphia Hospital of  
Philadelphia*

# Conversation Coaches

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

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

**Dr. James Krieger and Maria Rodriguez**, *Public Health - Seattle & King County (KCAP)*

**Jan Roberts**, *Genesee County Asthma Network (GCAN)*

**Dr. Adriana Matiz and Yamilca Alardo**, *WIN for Asthma*



# Powerful Conversations

- **Hot topics**
  - **Recruitment**
  - **Training and Accountability**
  - **Reimbursement**
  - **Evaluation**
  - **Connecting with schools and other organizations**
- **Capture highlights of your discussion on flipchart**
- **Identify a spokesperson to share one highlight with everyone**