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# Chicago Asthma Consortium

Coalitions Then and Now

15<sup>th</sup> Annual ACCP Community Asthma Coalition Symposium

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## Talking points:

- 1) Coalition models
- 2) Then: history, structure, successful initiatives
- 3) Now: structure, initiatives, focus



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## Coalition Models

- Public health agency sponsored
- Organization sponsored
- Independent organization



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## Then/History

- Formed in 1996
- Joint project of Respiratory Health Association (formerly American Lung Association of Metropolitan Chicago) and American College of Chest Physicians
- Initial funding:
  - Foundation: Otho SA Sprague, Chest Foundation
  - Pharmaceutical funding
  - Government: NAEPP, EPA, HHS



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## Then/Landscape

Why?

- High ER visits, hospitalizations and deaths as compared to the national average
- Lack of collaboration/cohesion among asthma stakeholders
- No forum for the asthma community to come together



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## Then/Landscape

- Public Health and medical focus on asthma
- Governmental and private funding of asthma
- Research community not working together
- Little collaboration in asthma



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## Then/History

- 2000: transitioned to an independent 501(c)(3) organization
- Pros: able to fundraise, neutral entity, own Board of Directors/volunteers
- Cons: competition, energy diverted to running a not-for-profit as well as coalition building, skills of staff change



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## Then/History

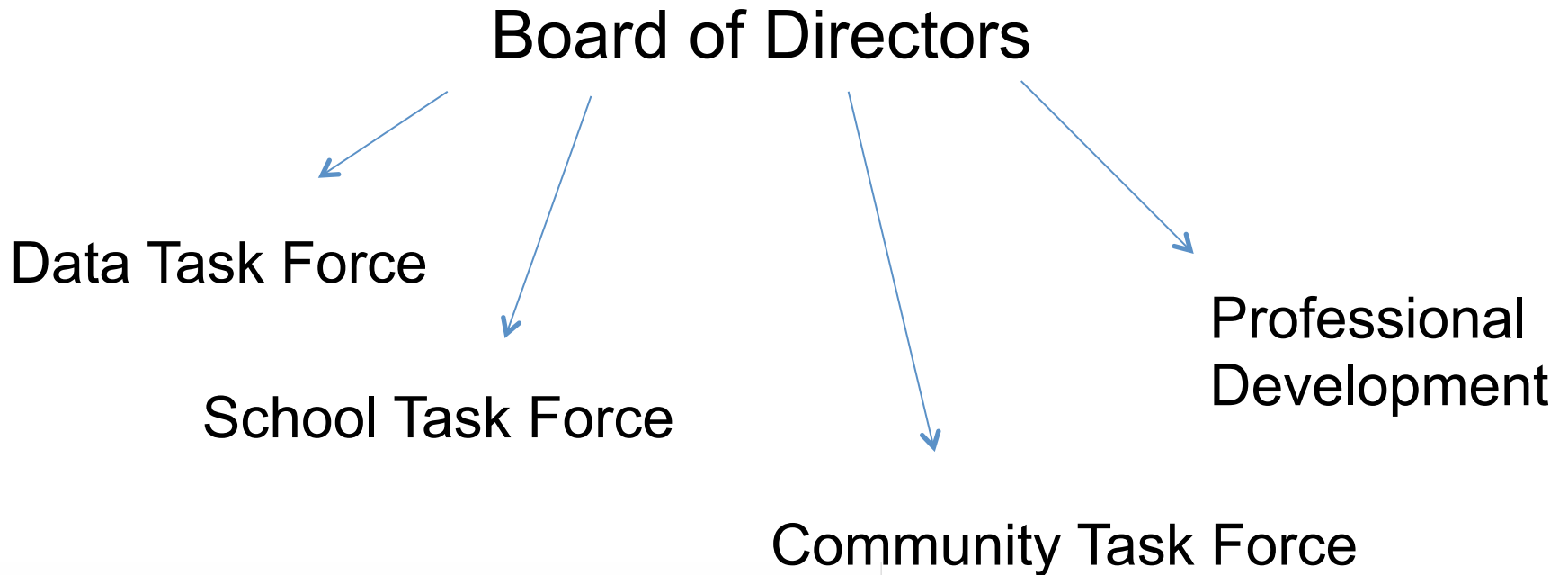
- 2000 – also transitioned to having a membership program
- Pros: diversified funding, commitment of organizations and individuals
- Cons: seen only as a “membership organization”, costs for organization and individuals





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## Then/Structure





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## Then/Successful Initiatives

- Annual Data workshop/reports
- Educational meetings
- Gadget Seminar
- Chicago Public Schools Asthma Policy
- Asthma-Friendly School Awards
- Inhaler laws
- Inhaler surveys



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## Then/Successful Initiatives

- Collaborative projects
- Illinois Asthma Partnership
- Materials
- Community engagement



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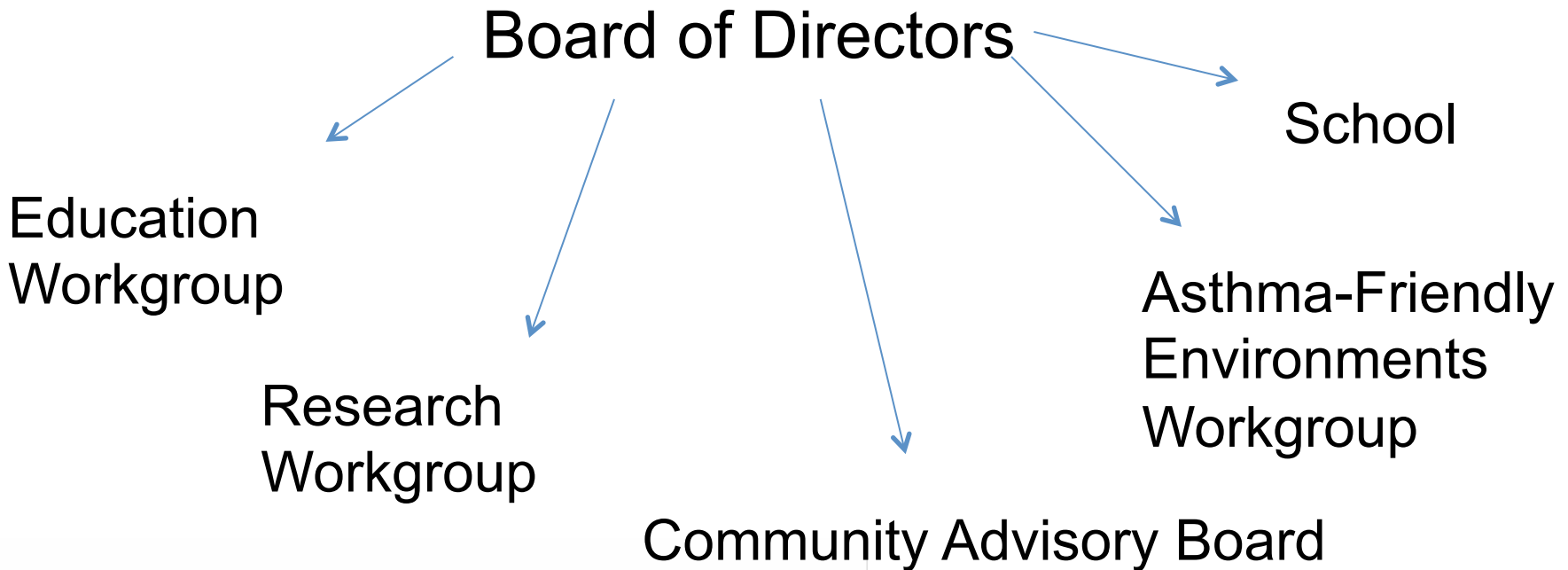
## Now/Landscape

- Attention diverted to other health issues
- Reduced funding for asthma
- More collaboration, but also competition for funds
- High ER visits, hospitalizations and deaths



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## Now/Structure





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## Now/Initiatives

- Re-branding, communication strategies, social media
- Enforcement of school policies
- Evaluation of Asthma-Friendly School Awards
- State of Asthma in Chicago
- Community Advisory Board
- Asthma-Friendly Housing
- Educational meetings combined with data
- Research collaborations



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## Now/Focus

- Increased focus on outcomes
- Communications strategies
- Non-traditional partners
- Increase public health focus
- Diversified funding sources
- Getting asthma back as a local funding priority
- Engaging patients and caregivers
- Education on co-morbidities



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