Successful partnerships getting results

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Basic partnership definition

A public agreement among a group of people to work together for a common interest.

Partnership refined

- A willingness to collaborate with others to reach common goals, without giving up individual identity or personal interests.
- A good-faith attempt to work together to achieve desired outcomes.

Oregon State University. (1999). Successful partnerships. [http://seagrant.oregonstate.edu/sgpubs/onlinepubs/g99001.html](http://seagrant.oregonstate.edu/sgpubs/onlinepubs/g99001.html)
Partnership refined

- Finding a way to tolerate people you might not like, but agree to work with.
- An acknowledgment that cooperation may be the best strategy for getting things done.

Successful partnerships

- Collaborative decision-making
- Effective communication
- Broad membership
- Local knowledge
- Common vision
- Pooled resources

Funding partnership

• CDC funds the WI DHS
• DHS contracts with the Alliance to manage the coalition and facilitate the creation/implementation of the WI Asthma Plan
• Alliance serves as the neutral organization
Broad membership
Leadership

- **Chair:** Erika Horstmann, PharmD, RPh, Pharmacy Society of Wisconsin
- **Vice chair:** Rhonda Duerst, RRT-NPS, AE-C, Children’s Hospital of Wisconsin

- Executive committee
- Initiative teams (*former workgroups*)
- 10 local asthma coalition members
- More than 150 individual members
Executive committee

- Chair
- Vice chair
- DHS principle investigator
- Alliance executive director
- Former workgroup chairs
- Bureau of community health promotion
- Department of Public Instruction
- Fight Asthma Milwaukee (FAM) Allies & other local coalitions
Executive committee

- Health care professionals and their professional associations
- Health delivery organizations
- Self-insured employer
- American Lung Association in WI
- WI Allergy Society
- WI Medical Society
- Advocacy groups
Executive committee by discipline

- Allergists
- Asthma educators
- Case managers
- Disparities
- Epidemiologists
- Lobbyists
- Nurse practitioners
- Pediatricians
- Pharmacists
- Public health
- Pulmonologist
- Respiratory therapists
- School nurses
- Tribal
Executive committee

*by type of organization*

- 2 advocacy
- 2 health plans
- 5 hospital systems
- 2 local coalitions
- 2 medical colleges
- 1 pharmacy
- 3 school representatives
- 5 state associations
- 6 state & local gov’t public health
- 1 tribal clinic
WAC membership

- Advocacy organizations
- Child care providers
- Clinical staff (RN, RT, AE-C, etc)
- Community-based organizations
- Environmental organizations
- Health plans and other payers
- Pharmaceutical companies
- Pharmacists
- Physicians
- Schools
- State and local government
- Tribal community
Securing coalition partners

One-sided
- We need you to be a member because...
- Here’s all the opportunities we have for you to get involved.

Partnership
- What are your needs?
- Here are some ways we can meet those needs.
- Here are some areas that might interest you? What, if any, involvement makes sense to you?
Local knowledge

- 10 local coalition members
- Most carry our logo
- All support the WAC vision and mission
- Implement the Wisconsin Asthma Plan locally
- Mini grants
- Technical support
- Local coalition meetings
Common vision

- Create draft with members/partners
- Share draft for public comment
  - Listening sessions
  - One-on-one meetings
  - Online feedback
- Incorporate recommendations
- Acknowledge participants
- Owned by the coalition
Collaborative decision-making
Executive committee

- Annual implementation funding
- Annual local coalition mini grants
- Approval of initiatives and tools
- WAC meeting planning
- Approval of WAC awards
WAC membership

- Prioritized and approved final Wisconsin Asthma Plan
- Meeting evaluations direct future opportunities
- Coalition evaluation
- Prioritized remaining activities
- Approval of new tools
Effective communication

- Website: http://www.chawisconsin.org/wac.htm
- Semi-annual coalition meetings
- Your Dose of Oxygen e-newsletter
Asthma: Resources

Quick links: Business case | Clinical tools | Clinical tools for pharmacists | Clinical tools for prescribing clinicians | Cultural competency | Environment-indoor | Environment-outdoor | Family support | Free/low cost clinics and services | Guidelines | Health disparities | Just for kids | Policy | Schools | Statistics | Work-related asthma

Business case

- Asthma: A Business Case for Employers and Health Care Purchasers
- Asthma ROI Calculator – Explores potential financial returns from quality improvement and asthma disease management programs
- Insurance coverage for asthma – Purchaser checklist
- The Role of Pest Control in Effective Asthma Management: A Business Case.

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Clinical tools

- Asthma action plans
- Asthma Control Test – Two tests available: one for Ages 4-11 and one for Ages 12 and over to gauge if asthma is in control.
- CDC Asthma Speaker's Kit for Healthcare Professionals
- Certified asthma educators (AE-C) – Wisconsin AE-C willing to serve as a resource.
- Children's Health Survey for Asthma – Self-report measure completed by parents of children with chronic asthma between the ages of 5 and 18.
- Depression screening tool – Validated two-question Patient Health Questionnaire (PHQ-2) for an initial assessment. If a patient answers "yes" to either question, follow-up using the nine-question tool (PHQ-9).

Web links

- Allergy & Asthma Network
- Mothers of Asthmatics
- Allies Against Asthma
- American Academy of Allergy Asthma & Immunology (AAAAI)
- American Association for Respiratory Care
- American College of CHEST Physicians
- American College of Allergy, Asthma & Immunology
- American Lung Association
- American Lung Association of Wisconsin
- American Lung Association of Wisconsin Asthma Walk
- America's Children and the Environment
- Asthma and Allergy Foundation of America
- Asthma Initiatives of Michigan
- Camp WITKIDAS
- CDC National Asthma...
Semi-annual coalition meetings

- Location moves around the state
- High quality national & local speakers
- Initiative implementation
- Speakers provide replicable tools and/or resources
- Diverse funding
- WAC award
WAC award

• Individuals, organizations, communities
• Consistent with the WI Asthma Plan
• Work completed over and above job requirements
• Not awarded to staff or WAC executive committee members
WAC awardees

- Work site asthma programs
- Cities
- Companies
- Physicians
- Legislators
- Governor
- Bus company
- School district
Your Dose of Oxygen

- Coalition updates
- Grant opportunities
- Member highlights
- Research
- Resources
- Training
Additional communication

- Press releases
- Letters to the editor
- Journal articles
- Radio News Network
- Radio ad
- Social media – Facebook and Twitter
- Display board
Pooled resources

• Diverse funding of WAC meetings
  – CDC grant
  – Pharmaceutical sponsored education speakers
  – Vendor fees
  – Registration fee
  – Other program sponsors

• Organizational support
  – Staff
  – Resources
Specific partnership examples
2.1: Promote cross-sector partnerships among federally supported, community-based programs targeting children who experience a high burden of asthma.
American Lung Association

- Serves as fiscal agent for local coalitions as needed
- Leads policy initiatives
- Asthma Educator Institute
- Asthma 101
- Radio News Network
- Fight for Air Walk
- Multiunit smoke free housing
Pharmacy Society of Wisconsin

- Universal Medicaid coverage of spacers and valved-holding chambers
- Asthma care fax
- Asthma Control Test
- Co-sponsored webinars
Healthy homes

- Creation of the WAC home walkthrough program
  - Healthy homes programs
  - Zero-Trace
- Translated into Spanish by local coalition partners
- Implemented by local asthma coalitions with home visitors
Smoke free workplaces

- Partnership letter
- Only hold large events in communities with comprehensive smoke free ordinance
- WAC award to the Wisconsin Restaurant Association, cities and communities
- Letters to the editor
Local asthma coalition implementation

- Asthma care fax
- Asthma focused follow-up visit
- WAC home walkthrough program
- WAC school walkthrough program
- Emergency department referral program
Cleaner Valley Coalition

- Coal plant to meet current air quality standards
- Disparate population – low socio-economic status, minority populations
- WAC as a partner
  - Health expert
  - DHS provided local asthma data
  - Brought new partners
- Agreed to convert to natural gas by 2016
Additional resources

• CDC’s Learning & Growing through Evaluation: State Asthma Program Evaluation Guide
  – [http://www.cdc.gov/asthma/program_eval/guide.htm](http://www.cdc.gov/asthma/program_eval/guide.htm)

• CDC’s Guide for State Health Agencies in the Development of Asthma Programs
  – [http://www.cdc.gov/asthma/NACP.htm](http://www.cdc.gov/asthma/NACP.htm)
Additional resources

• Healthy WI Leadership Institute
  – http://hwli.org/leadership-library/resources-for-coalition-leaders/

• WAC Local Asthma Coalition Toolkit
  – http://www.chawisconsin.org/lac.htm

• WAC Resources
  – http://www.chawisconsin.org/asthma-resources.htm
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