



Communities in Action



NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 9-10, 2011

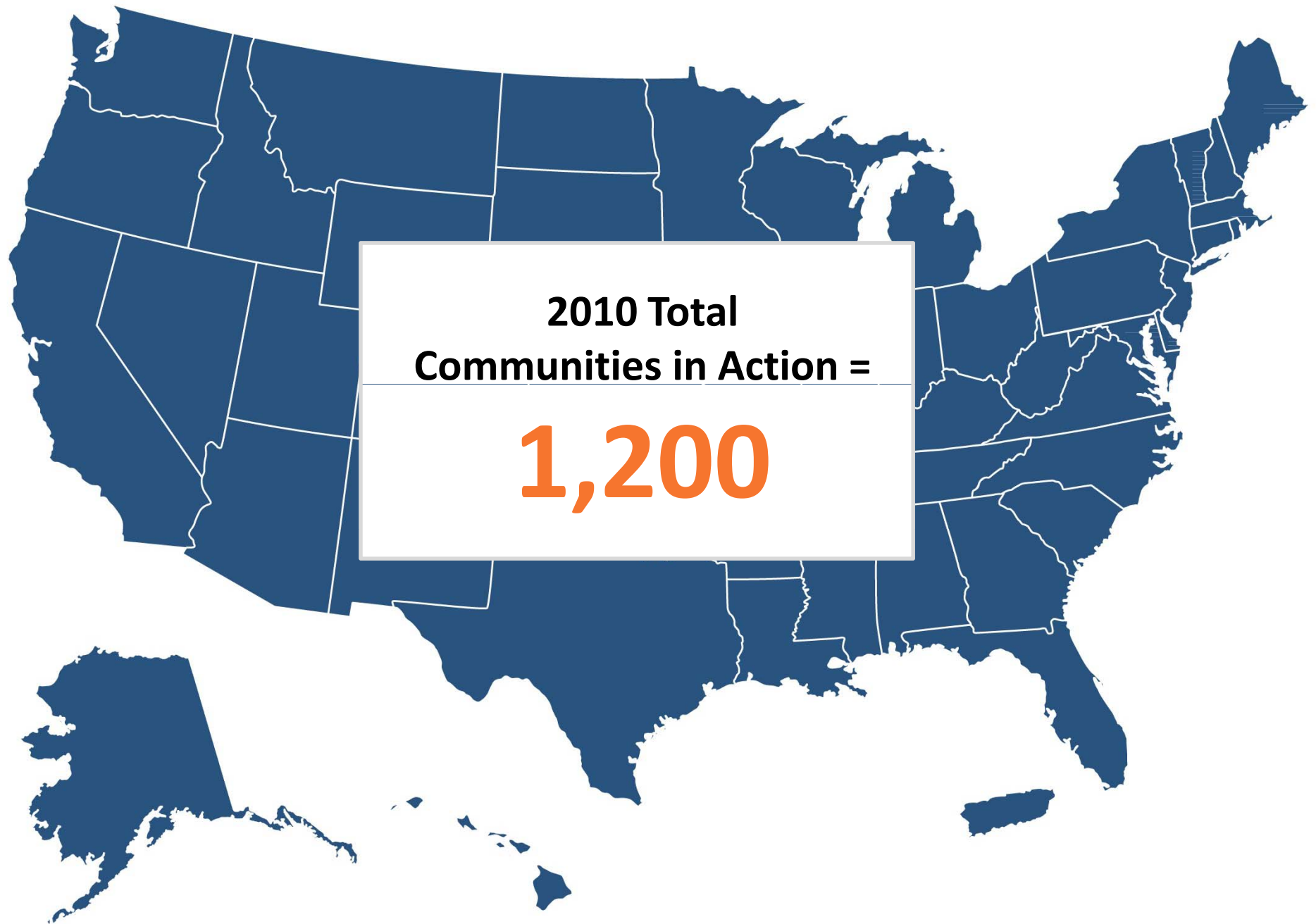
The Roadmap for Achieving Breakthrough Improvement in Community Asthma Care

Heroic Journey

The Calling

EPA's Calling

**Mobilizing 1,000 Communities to
Lead the Nation in the Delivery of
Quality Asthma Care**





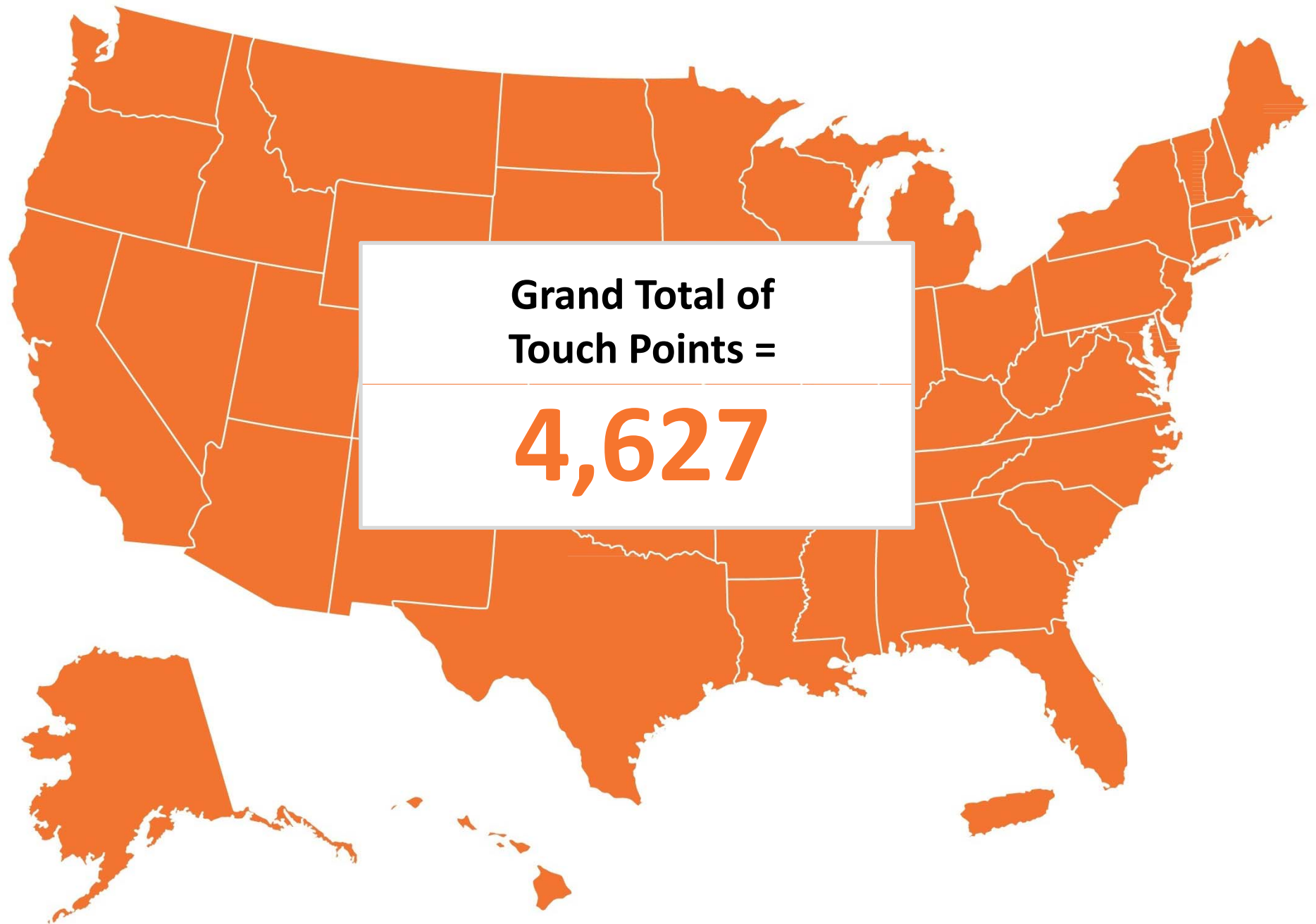
2011
Communities in Action =

273

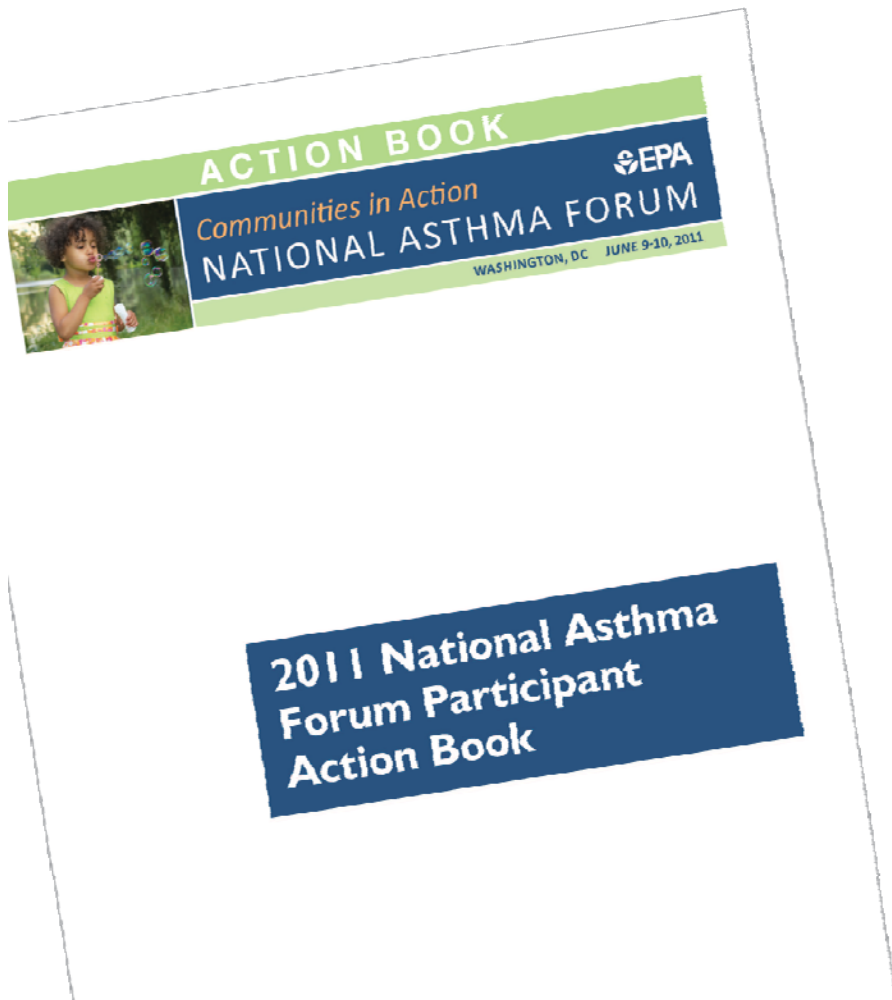


**Grand Total of
Communities in Action =**

$$\mathbf{1,200 + 273}$$
$$\mathbf{= 1,473}$$



What is Your Calling?



What is it you are called to do?

Whom are you called to serve?

Heroic Journey

Belly of the Whale

Your Guide



The System for Delivering High-Quality Asthma Care



Heroic Journey

**Triumphant Return
Home with a Boon**

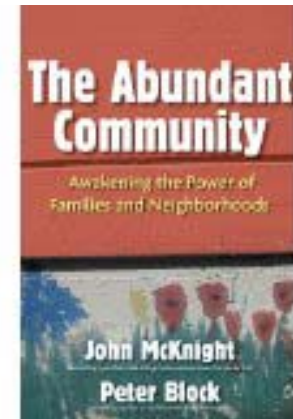
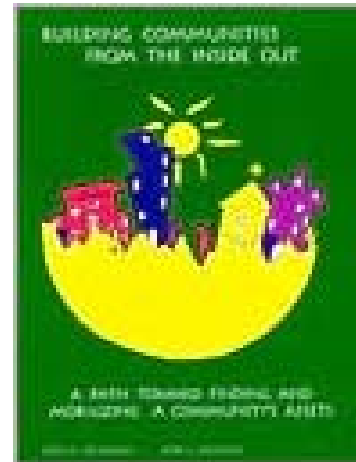
Creating Heroic Communities

MARGARET WHEATLEY | DEBORAH FRIEZE

WALK OUT WALK ON

A LEARNING JOURNEY INTO COMMUNITIES
DARING TO LIVE THE FUTURE NOW

By the bestselling author of *Leadership and the New Science*



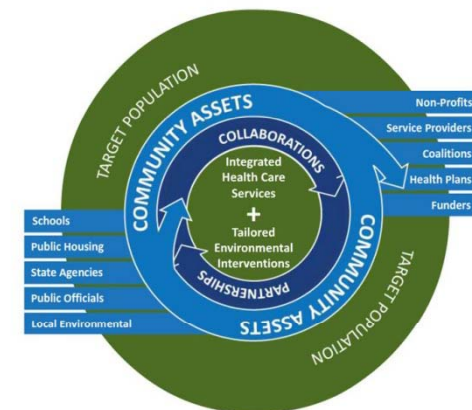
Construct, Connect, Convene

Creating Heroic Communities

- **Construct**
 - Managing knowledge, wisdom and experience assets to build and scale up
- **Connect**
 - Managing communication assets to leverage partnerships and scale across
- **Convene**
 - Managing leadership assets to invite, recruit and enroll others to scale out

The “What” of the National Asthma Forum

- Experience a Successful Framework and Proven *System* for Delivering Effective Asthma Care
- Immerse Yourself in a Deep Knowledge Base
 - Tailored Environmental Interventions
 - Data and Evaluation
- Develop Action Plans for Results-Driven, Outcomes-Focused Programs



The “What” of the National Asthma Forum

- **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**

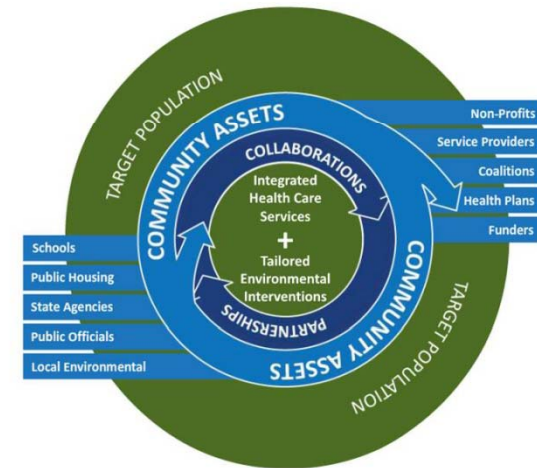
Build

Evaluate

Sustain

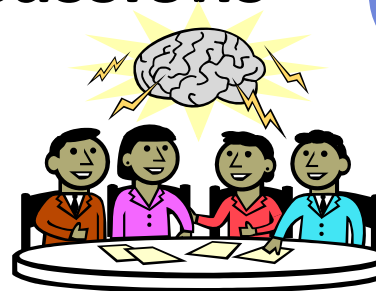
The “Who” of the National Asthma Forum

- Faculty Programs
- National Experts and Leaders
- Community-Based Programs
- Providers
- Health Plans
- Community Assets from Across the Nation

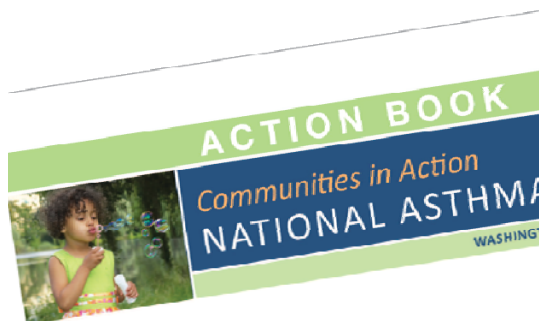


The “How” of the National Asthma Forum

- **Dynamic Presentations**
- **Powerful Leadership Discussions**
- **Mentorship Clinics**
- **Break-Ins**
 - Tailored Environmental Interventions
 - Evaluation
- **Conversations of Opportunities**
- **Generate Requests and Offers that Get Results**



Forum and Campaign Technology



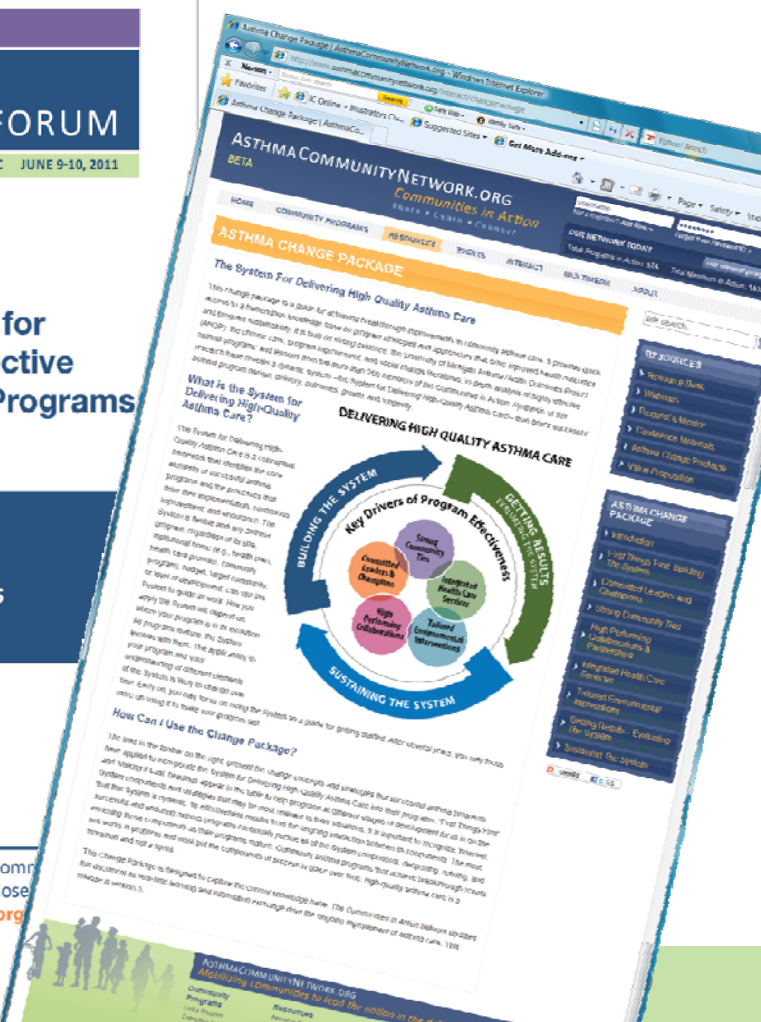
2011 National
Forum Partic
Action Book



A Systems-Based Approach for Creating and Sustaining Effective Community-Based Asthma Programs

Snapshot of High-Performing
Asthma Management Programs

To access the Change Package and to join a network of communities committed to delivering high quality asthma care, like those in this Snapshot, visit www.AsthmaCommunityNetwork.org.



AsthmaCommunityNetwork.org

The screenshot shows the homepage of AsthmaCommunityNetwork.org. The header includes the site name, a 'BETA' tag, the tagline 'Communities in Action', and navigation links 'Share • Learn • Connect'. A user greeting 'Hello, Brandy!' and links for 'Edit Your Profile' and 'Logout' are present. A 'OUR NETWORK TODAY' section displays 'Total Programs in Action: 535' and 'Total Members in Action: 906'. The main navigation bar includes links for HOME, COMMUNITY PROGRAMS, RESOURCES, EVENTS, INTERACT, and ABOUT. The left sidebar features buttons for 'FIND A PROGRAM NEAR YOU', 'PROVIDE FEEDBACK ON THE NETWORK', and 'EXPLORE ASTHMA RESOURCES'. Below this is a 'From The Discussion Forum' section with two posts: 'Asthma Awareness Month - Outreach' and 'Funding Streams for Asthma Patient Education'. A 'Weekly Poll' asks 'What are the key elements to bringing asthma under control?' with options: Funding, Community Partnerships, and Comprehensive Asthma Management. The central content area has a 'SPOTLIGHT' section for the 'Asthma PSA' by the 'EPA and AdCouncil', featuring a video player and a 'watch PSAs' button. Below the spotlight is a 'FROM THE BLOG' section with three articles: 'Working Together Towards Systems Change', 'Funding Streams for Asthma Patient Education', and 'Welcome to the new AsthmaCommunityNetwork.org!'. The right sidebar contains an 'Upcoming Events' calendar with dates from July to January, listing events like 'Free Asthma Screening', '9th Annual Asthma Retreat in West Virginia', and 'IAQ Tools for Schools Symposium'. Below the events is a 'New Resources' section with two items: 'You Can Control Your Asthma book' and 'Asthma Inhaled Medications List'. At the bottom, there is a 'My Network' section with links to 'My Programs', 'My Resources', 'My Events', and 'My Polls'. The footer includes a navigation menu with links for Community Programs, Resources, Events, Interact, and About, along with a copyright notice for 2010.

A place to connect with peers and share ideas, best practices and resources for asthma management....

...and the online space where you can continue your conversations from the Forum.

AsthmaCommunityNetwork.org – Trivia Game

- The AsthmaCommunityNetwork.org trivia game is open to all Forum attendees
- Find the questionnaire in your registration packet
- Explore AsthmaCommunityNetwork.org to answer the questions
- Rules:
 - Submit completed forms with your answers at the Network kiosk by 7:30AM Friday
 - Everyone who submits a completed form will get a prize
 - Submissions with all questions answered correctly will be entered into a grand prize drawing
 - 3 grand prize winners will be announced during the opening session Friday

Question: Which group are you most likely to identify with?

- 1. Health Care Provider**
- 2. Health Care Plan**
- 3. Community-based Program**
- 4. NGO (or Non-profit Program)**
- 5. State or Federal Program**
- 6. Other**

Question: Have you previously attended the National Asthma Forum?

- 1. Yes**
- 2. No**
- 3. Can't remember**

Question: What would you MOST like to get out of the Forum?

- 1. Connection to a professional network for leaders in asthma control**
- 2. Data and scientific evidence to support environmental interventions**
- 3. Evaluation strategies**
- 4. Leadership that engages my community more effectively**
- 5. Making the case for sustaining my program**
- 6. Benchmarking my program**
- 7. Strategies on how to integrate health services**