



13th Annual ACCP Community Asthma and COPD Coalitions Symposium

EPA's Asthma Education and Outreach Program

GOALS and OBJECTIVES

By 2012, 6.5 million people with asthma will have reduced exposure to environmental asthma triggers, leading to 90,000 ER visits avoided annually.

EPA's PLAN TO REACH the GOAL

- Work with stakeholders to integrate environmental management into program approaches
- Continue to identify and share best practices information and provide tools to facilitate the adoption of effective interventions
- Mobilize community level action to address asthma
- Recognize leaders in asthma care

Heroic Journey

The Calling

EPA's Calling

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

What Defines a “Community in Action”

- Committed to driving toward the best possible delivery of asthma care
- Aimed at bold stretch goals in parallel with Healthy People 2010 and Network
- Tracking progress toward those goals

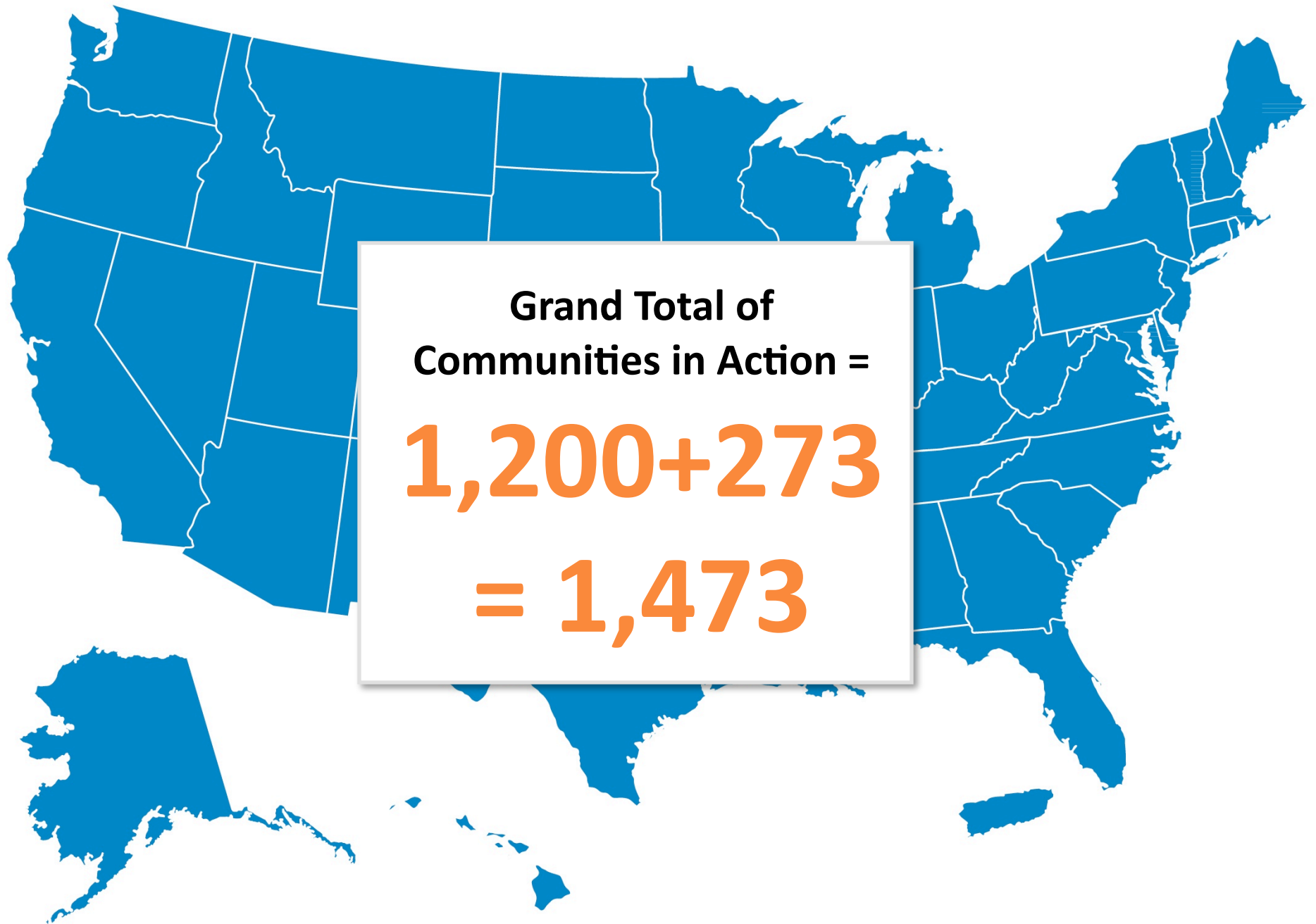


**2010 Total
Communities in Action =**

1,200

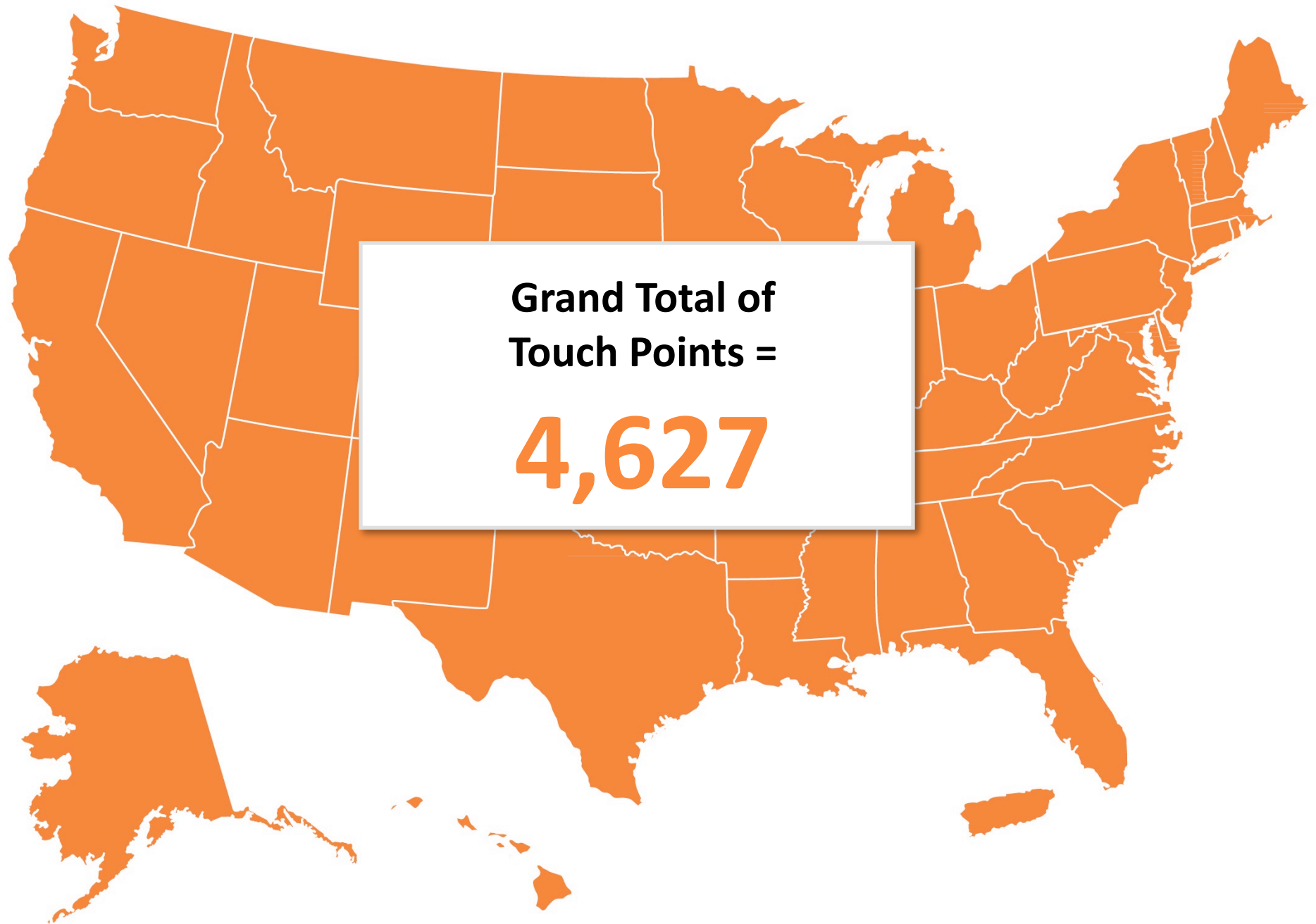


2011
Communities in Action =
273



**Grand Total of
Communities in Action =**

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



**Grand Total of
Touch Points =**

4,627

What is Your Calling?

- *What is it you are called to do?*
- *Whom are you called to serve?*

Heroic Journey

Belly of the Whale

The System for Delivering High Quality Asthma Care



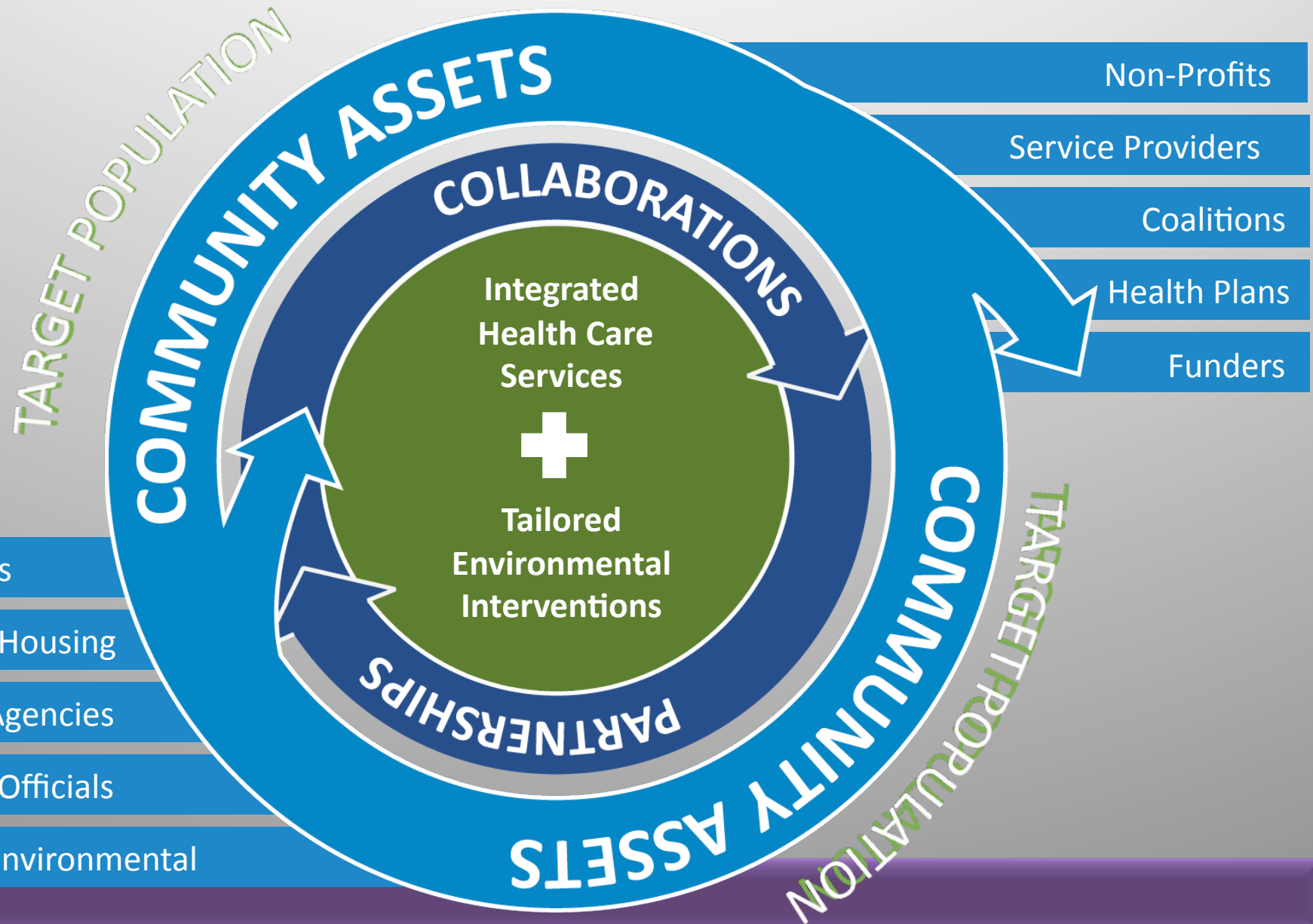
What: Delivering Comprehensive High-Quality Asthma Care



How: Through an Integrated, Collaborative, Community-Based System



Who: Champions and Leaders of Community Asthma Assets



How: Through an Integrated, Collaborative, Community-Based System

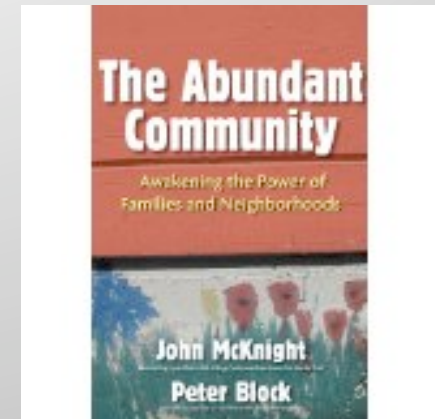
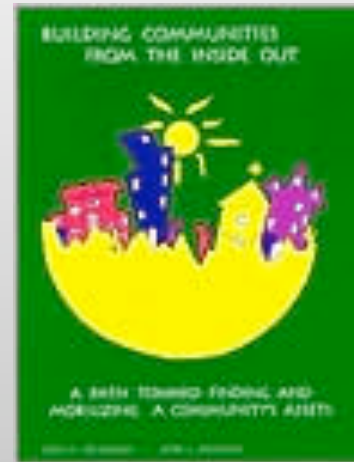
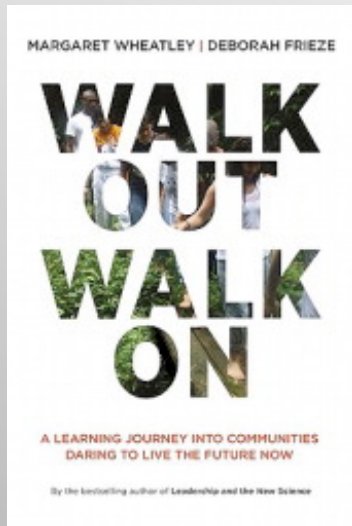
How: Through an Integrated, Collaborative, Community-Based System



Heroic Journey

**Triumphant Return
Home with a Boon**

Creating Heroic Communities



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 Symposium

- **Experience a Successful Framework and Proven System for Delivering Effective Asthma Care**
- **Witness how community programs are using national resources to address diversity.**
- **Develop Action Plans for Results-Driven, Outcomes-Focused Programs**

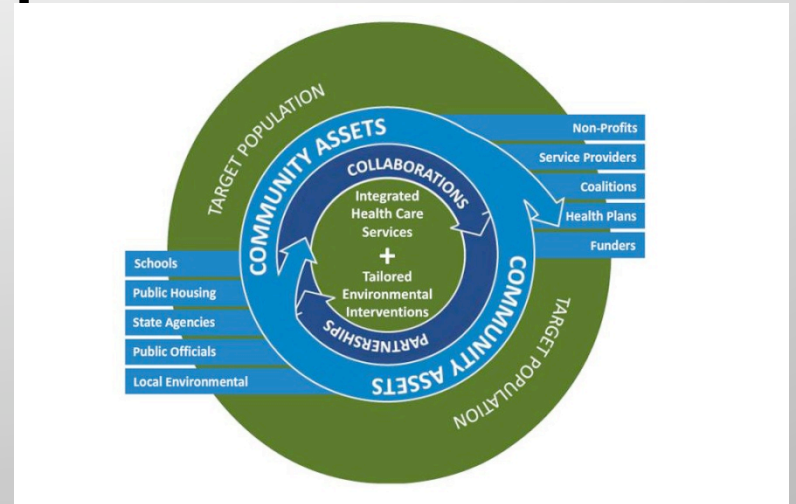
The “What” of the Symposium

- **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**



The “Who” of the National Asthma Forum

- **National Award Winners**
- **Community-Based Programs**
- **Health Care Providers**
- **Community Assets from across the Nation**



The “How” of the Symposium

- **Dynamic Presentations**
- **Powerful Leadership Discussions**
- **Direct Mentorship**
- **Break-Ins**
- **Conversations of Opportunities**
- **Generate Requests and Offers that Get Results**



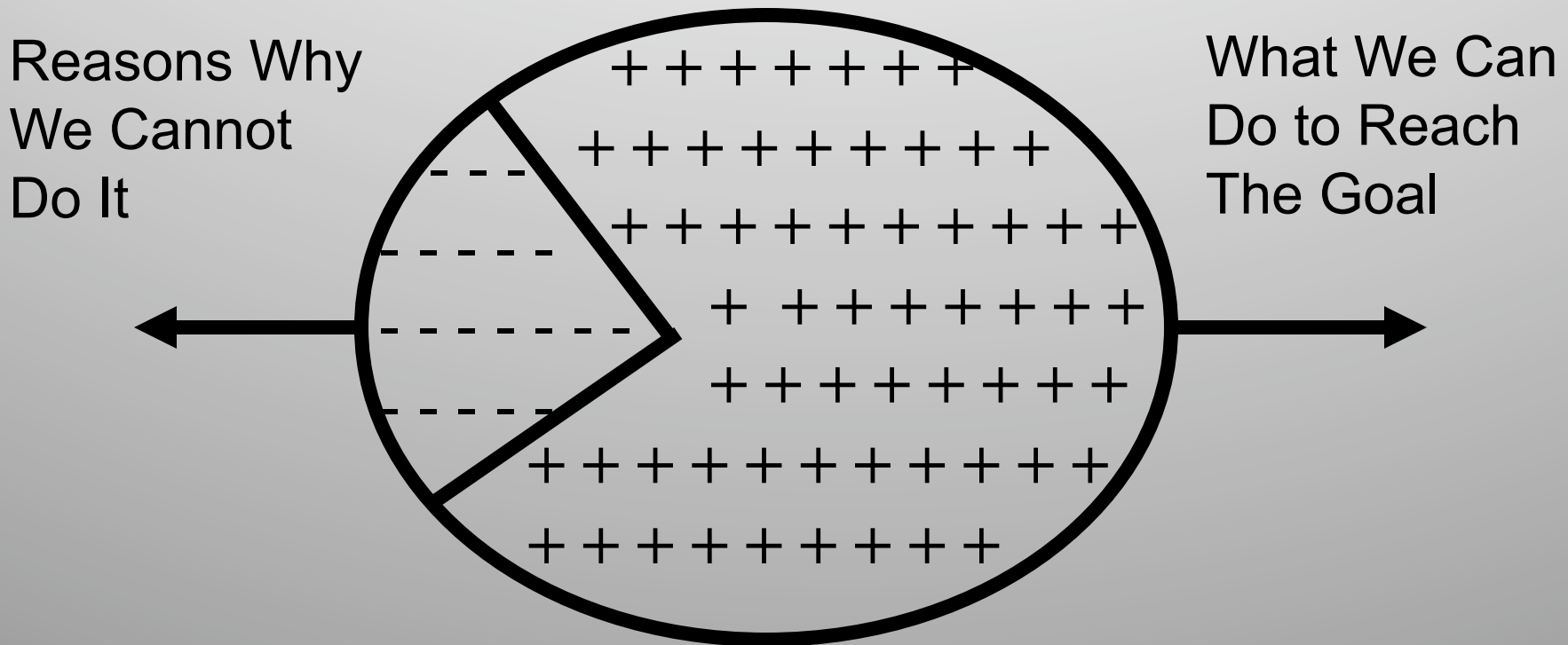
How to “Be”

- Open to Assuming a National Leadership Role in Asthma and COPD Control
- Willing to Set Ambitious and Strategic Goals
- Focused on Committing to Actions You and Your Organization Can Take
- Leaders in Service to One Another
- PRESENT!

What does it mean to be “Present”?

- Present- I am here
- Present- In the moment
- Present – A gift
- Presence – I am here, in the moment as a gift.

Net Forward Energy: More Positives Than Negatives



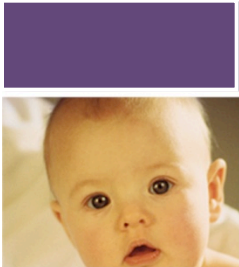
Source: Enlightened Leadership Institute

Sharing Our Wisdom

“Community is a locus of healing, not the hospital or the clinic.”

“Patients cannot see outside their pain, we cannot see in, relationship is the only bridge between”

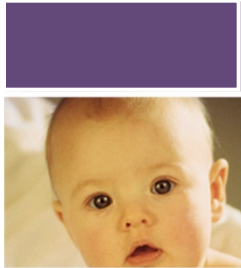
Dr. David Loxtercamp, author of *“A Measure of My Days: The Journal of a Country Doctor.”*



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Asthma and COPD in 2011- Highlights and Controversies

Jay Peters, MD, FCCP



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Assuring Quality Care for Respiratory Diseases in Your Community

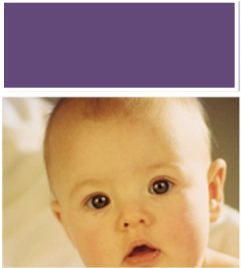
W. Brendle Glombe, MD, FCCP



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National Resources in Asthma Education

Tracey Mitchell



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**Programs in Action for Results
EPA Asthma Award Winners**

The System for Delivering High Quality Asthma Care



How to Listen

- *What elements of this System are emerging in this program's story?*
- *What am I hearing that resonates with me?*
- *What can I take away to use in my work?*

Programs in Action for Results

- **New York State Dept. of Health, Healthy Neighborhoods Program**
 - Panelist: Amanda Reddy
- **South Bronx Asthma Partnership, Bronx-Lebanon Hospital Center**
 - Panelist: Mamta Reddy
- **The Community Asthma Prevention Program, The Children's Hospital of Philadelphia**
 - Panelist: Tyra Bryant-Stephens, MD

Tailored Environmental Interventions

- **Strategies for Action:**
 - **Educate care teams to deliver environmental trigger assessment and management**
 - **Assess trigger sensitivity and exposure in clinical interviews**
 - **Provide tailored education and counseling during clinical visits**
 - **Make environmental management a reality at home, school and work**

Integrated Health Care Services

- **Strategies for Action:**
 - **Educate and support clinical care teams to facilitate consistent, high-quality care**
 - **Support continuous clinical improvement**
 - **Promote robust patient/provider interaction**
 - **Facilitate communication across the care team**

High Performing Collaborations

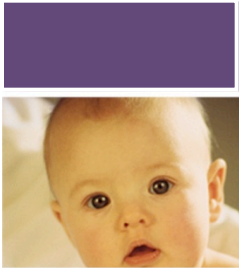
- **Strategies for Action:**
 - **Build on what works: partner with collaborators active in your target community**
 - **Collaborate to build credibility**

Strong Community Ties

- **Strategies for Action:**
 - **Include your community in program planning**
 - **Engage your community ‘where it lives’**
 - **Make it easy to accept services**

Committed Leaders and Champions

- **Strategies for Action:**
 - **Use outcomes data to promote change**
 - **Institutionalize the focus on outcomes**
 - **Create program champions**



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Communities of Practice: Practicing Community to Address Asthma Disparities

Questions to Run On

What strategies and approaches are successful asthma programs using to reach their target populations?

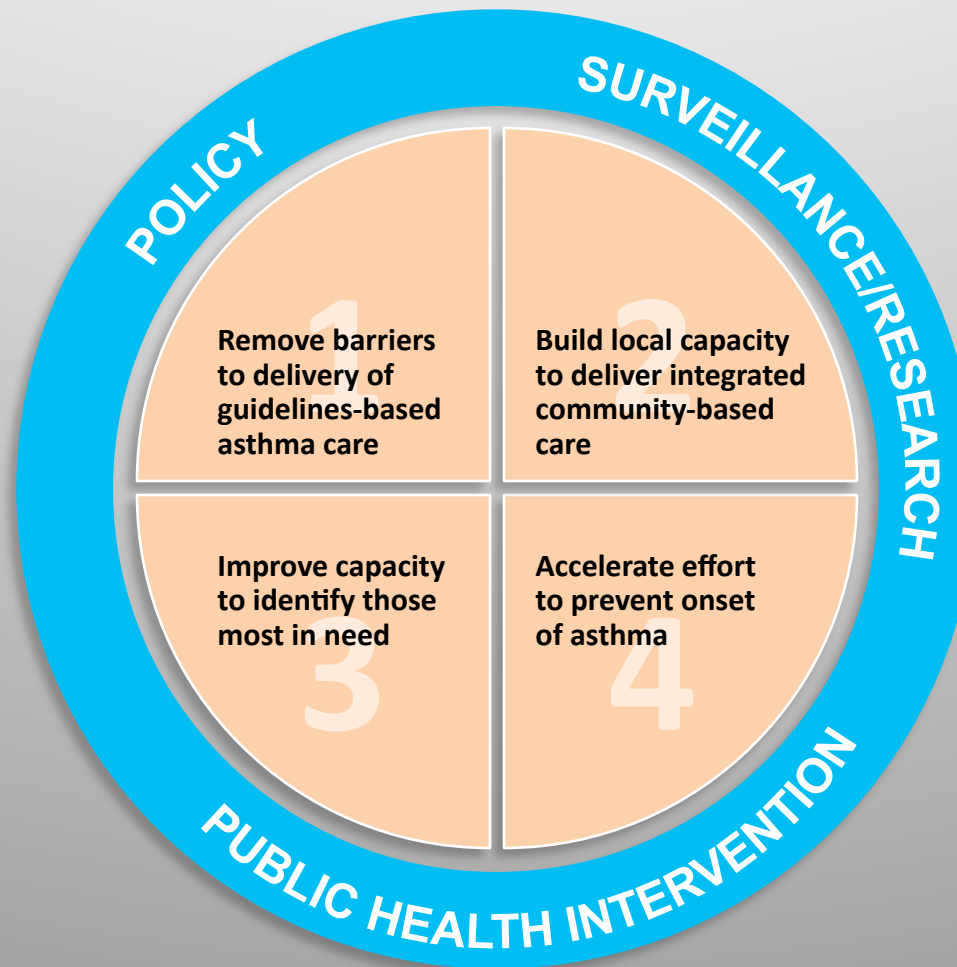
What are these programs doing to tailor their activities to the local community needs?

What actions can I take to get more powerful results in my work?

Panalists

- Framing National Campaign Resources to Raise Awareness for Asthma and COPD
 - Rachael Tracy
- Community Outreach for Asthma and COPD Coalitions in Hawaii
 - Valerie Chang, JD
- Asthma and COPD Health Disparities
 - Winston Liao, PhD North Carolina Department of Public Health
- Outreach to Minority Populations
 - LeRoy Graham, MD, FCCP –Not One More Life, Inc.

Federal Action Plan: Four Strategies



Open Forum

- **What did you hear?**
- **What was your reaction?**
- **What do you want to understand better to get into action?**

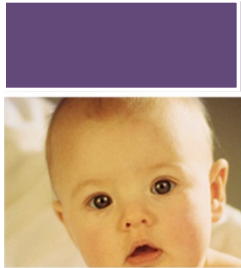


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**Learn More Breathe Better: How
Local Communities Are Using
National Campaign Resources to
Raise Asthma and COPD
Awareness**

My Program's Strategic Plan





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Networking Break-Ins

Breaking In

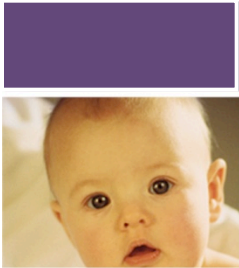


Questions for Insight and Action	What did I hear?	What will I do?
Networking Session 1 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		
Networking Session 2 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		
Networking Session 3 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		

What is one thing you heard that everyone should know?

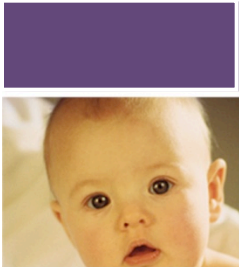
Break Ins

- Increasing COPD Awareness and Screening
 - Jo Ellen Wynne and in Rm. 325 A&B
- Asthma Action Plans-Workshop on Developing a Community-Wide Asthma Action Plan
 - Brian Carlin, MD, FCCP and Rachael Tracy in Room 328



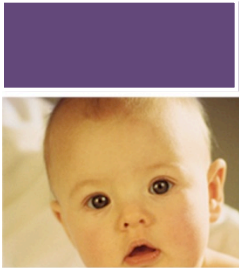
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Practicing Play



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Poster Session



13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Welcome to Day 2

The “What” of the Symposium

- **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**



Questions to Run On

- Who does my Program Serve/What is my Population of Service?
- What does my program do really well?
- What do I need to keep my program going?
- Who else in my community delivers really good asthma care?

My Program's Strategic Plan



My Program's Strategic Mission

EXERCISE #2A

My program's strategic mission



The impacts my program will have on my population of focus include

_____, _____, and

_____.

(**long-term outcomes/impacts** my program is aimed at)

My Program's Strategic Goals

EXERCISE #2B

My program's strategic goals



I will measure progress towards long-term outcomes/impacts by tracking _____, _____, and _____.
(**short-term and intermediate outcomes** that will help you achieve your impacts – what measurable knowledge & behaviors will change as a result of your activities)

My Program's Strategic Objectives

EXERCISE #2C

My program's strategic objectives



I will assess products and activities
by tracking: _____,
_____, and
_____.
(my program **outputs**)

My Program's Strategic Tasks

EXERCISE #2D

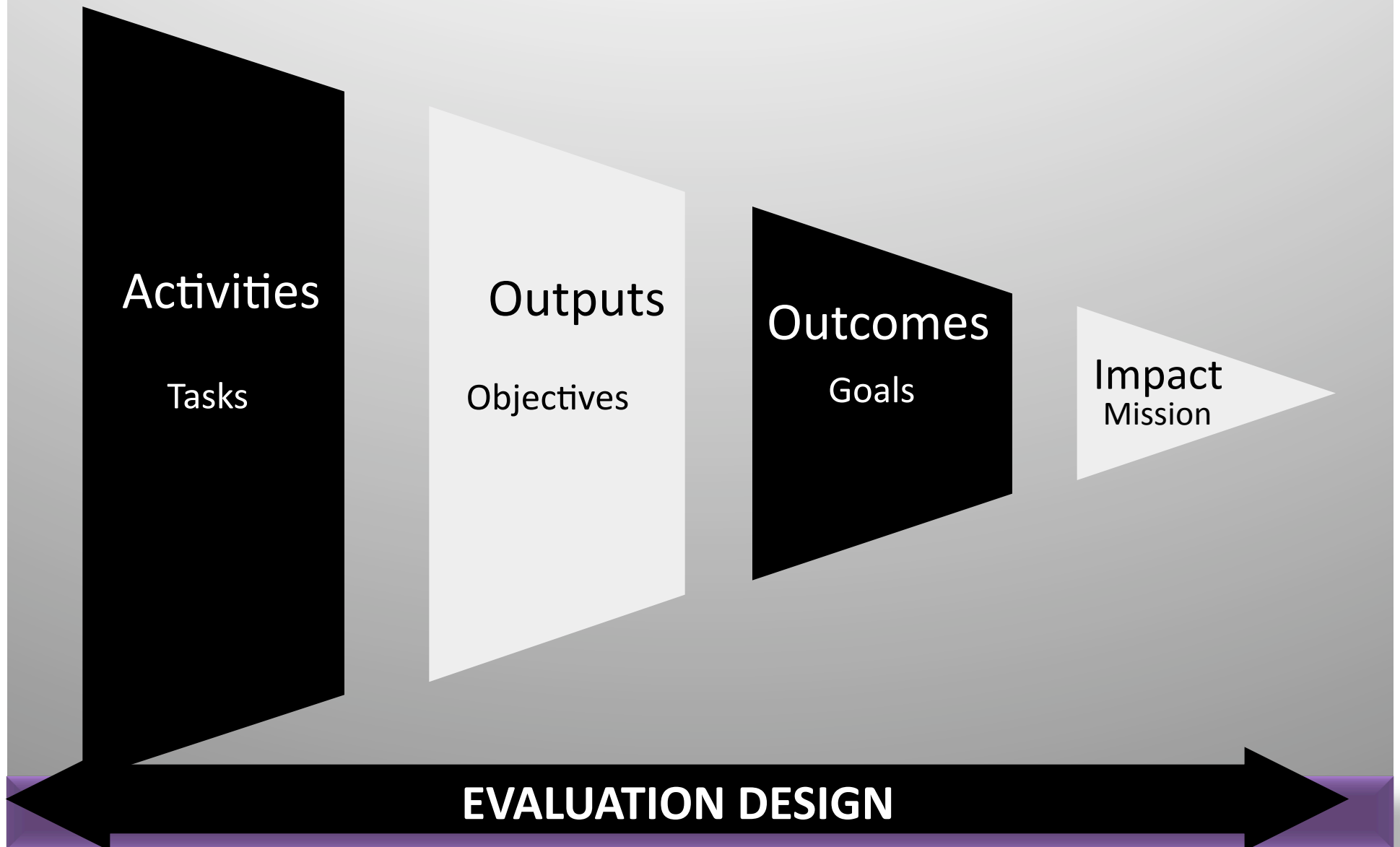
My program's strategic tasks



To achieve my mission, I will take the following actions:

_____,
_____, and
_____.
(my program **activities**)

Translating into a Logic Model

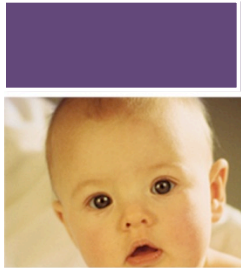




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Michigan MATCH Program- Asthma Disease Management

Karen Meyerson and Tisa Vorce



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Networking Break-Ins

Breaking In



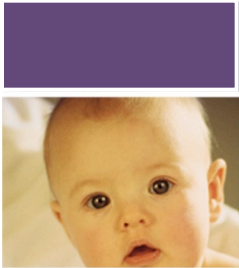
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Break Ins

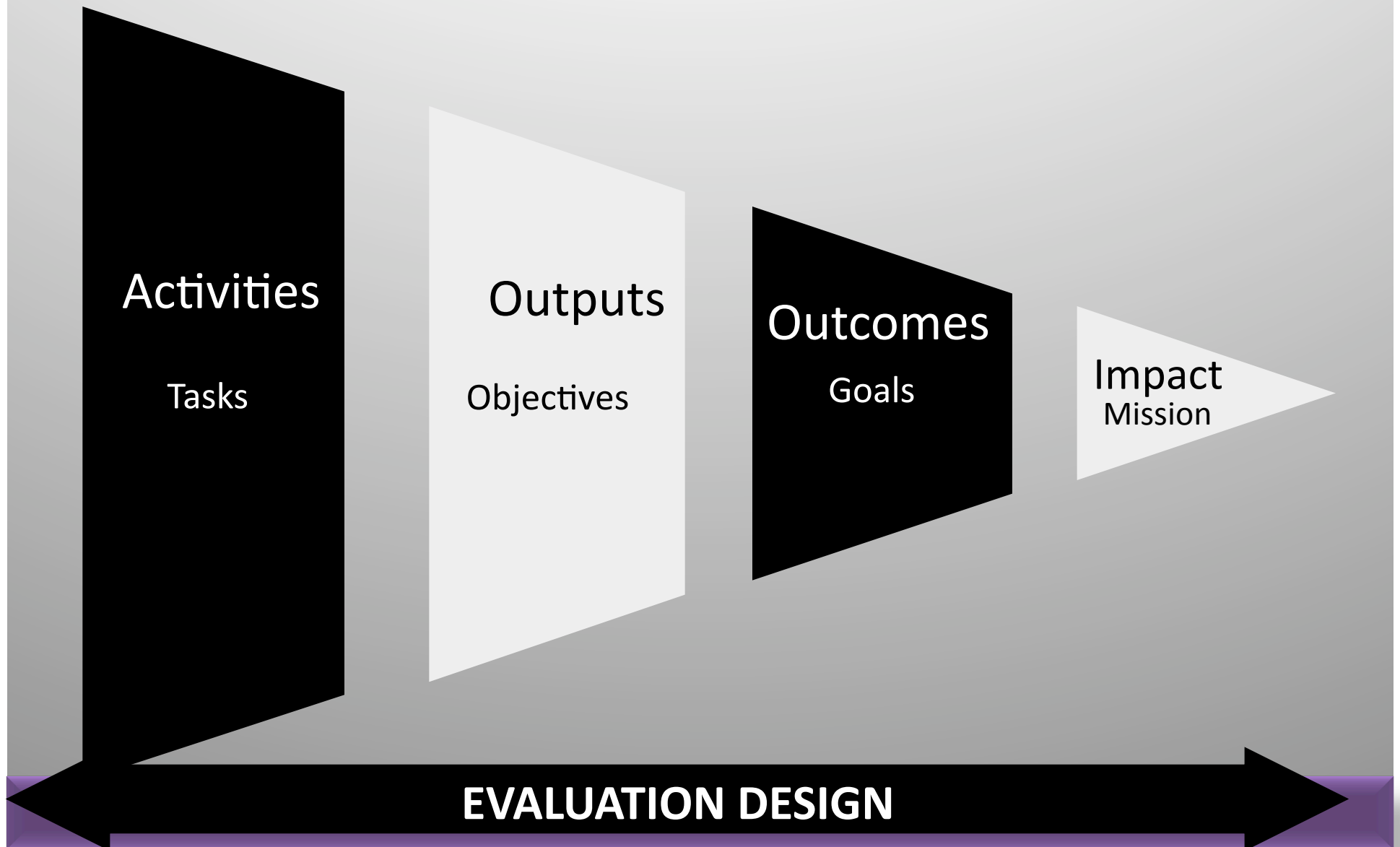
- Improving Inpatient and Outpatient Treatment of COPD: What Local Coalitions Can Do.
 - Sydney Braman, MD, FCCP in Room 328
- Workshop for Improving Community Management of Asthma and Guideline Implementation
 - Tyra Bryant Stevens, MD and Winston Liao in Room 325 A&B



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Sustaining Your Program- Defining Your Program's Value

Translating into a Logic Model

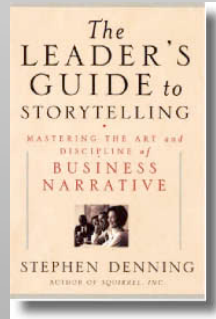
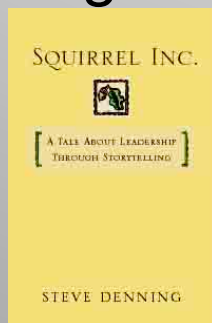


Storytelling as a Business Narrative



leadership innovation the discipline of business narrative steve denning

Organizational storytelling is an emerging discipline



Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward

“A narrative is a **promise about what you will deliver...The promise becomes a **value proposition**, a compact story about the value you bring to your customers in meeting their **needs**...Eliciting this value proposition depends on knowing **what the customer cares about** and being responsive to this need.”**

Stephen Denning

What is a Value Proposition

- An analysis and quantified review of the benefits, costs and value that an organization can deliver to customers/funders and other stakeholders.

What is a Value Proposition Statement

- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

Creating Your Value Proposition

Charting Your Route Forward - Knowing Where You Want to End Up
and Writing the Plan to Get There

9:00 – 10:00 am

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

EXAMPLE

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

EXAMPLE

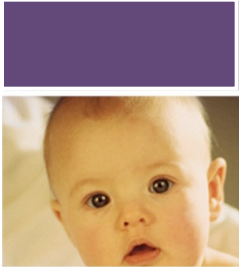
Activity: Train lay health workers to deliver home visits
Activity: Train providers to use electronic
environmental assessment form
Activity: Develop referral system for providers to make
referrals for home visits

EXAMPLE

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

How it Works

**A Mentoring Conversation With
Karen Meyerson**



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Leaving in Action

Value Proposition Script

Leading a Breakthrough—Realistic Requests and Bold Offers 10:00 – 10:45 am

EXERCISE #5 My Value Proposition Statement

For \$ _____ (MY COSTS) my program will improve asthma outcomes
for _____ (MY POPULATION OF FOCUS) by
achieving _____,
and _____ (MY IMPACTS & OUTCOMES).
My community will benefit from my work in terms of (MY UNIQUE VALUE FOR THIS AUDIENCE) _____

EXAMPLE

For \$250,000, Asthma Care in Action will improve the quality of life for the 3,000 pediatric asthma patients we serve by reducing adverse asthma events by 50%, doubling the number of families capable of effectively self-managing their asthma, and reducing children's exposures to environmental asthma triggers in their homes. We estimate our work will deliver \$850,000 per year in savings to the health care system through 50% fewer ER visits.

Reflections:

What data do I need to refine my value proposition statement and how can I get it?

Who in my community needs to hear my value proposition statement? _____

Audience	Likely Value Preferences
Foundations	Investment, Build Program Sustainability
City Council, Mayor	Population results, Budget Control
Medicaid (State legislators, Governor)	Lower Costs
Insurance Companies	Cost Savings, HEDIS scores
Primary Care Providers	Pay for Performance
Hospitals	Reduced ED visits, Lower Bad Debt from Un/Underinsured
Local Corporations	Less Employee/Family Stress, Improved Productivity
Program Partners	Lower Community Asthma Costs

Completing Our Work

- **Write Your Value Proposition Leadership Story**
- **Say It Out Loud**
- **Be Showered with Encouragement!**

Making the Pitch

“For \$ _____ per year
(MY COSTS) we will dramatically improve asthma
outcomes for _____ (MY
POPULATION OF FOCUS) by achieving
_____, _____,
_____, and

_____ (MY HIGH VALUE OUTCOMES).”



**FIND A PROGRAM
NEAR YOU**



**JOIN THE
NETWORK**



**EXPLORE ASTHMA
RESOURCES**

From The Discussion Forum

Asthma Awareness Month - Outreach

Emily Norton 7 Apr 2010 - 12:21 pm
3 comments

National Asthma Forum

epaBrandy 7 Apr 2010 - 4:06 pm
1 comments

[more from the forum »](#)

[post to the forum »](#)

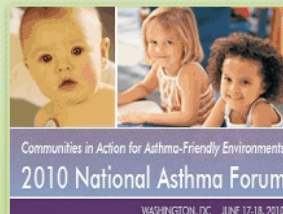
Weekly Poll

What are the key elements to bringing asthma under control?:

- ☐ Funding
- ☐ Community Partnerships
- ☐ Comprehensive Asthma Management

[vote »](#)

SPOTLIGHT



Communities in Action for Asthma-Friendly Environments
2010 National Asthma Forum
WASHINGTON, DC JUNE 17-18, 2010

1 2 3 4

Upcoming Event

**Attend the 2010
National Asthma
Forum**

[read more »](#)

FROM THE BLOG

Welcome to the new AsthmaCommunityNetwork.org!

Dave Rowson 7 Jun 2010 - 11:00 am

Action plans help

Jay M Portnoy 7 May 2010 - 6:32 pm

[more from the blog »](#)

[post to the blog »](#)

Keys to Success

Request a Mentor – Find support and guidance from an AsthmaCommunityNetwork.org mentor. Learn how other programs have successfully overcome similar challenges.

Program Spotlight

WIN for Asthma – Learn how bilingual community health workers offer family-focused asthma education, address household triggers, and link families to clinical and social resources.

Upcoming Events

JUN 19 Learn and Teach the Asthma Basics

JUN 26 Wesley House Allergy & Asthma Health Fair

JUL 24 Free Asthma Screening

[more events »](#)

[add your event »](#)

New Resources

5/25/10
Interactive Asthma Action Plan (iAAP)

5/24/10
Interactive Asthma Action Plan (iAAP)

[more resources »](#)

[add your resource »](#)



Gratitude