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
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 = 1,200 + 273 = 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
What: Delivering Comprehensive High-Quality Asthma Care

**Integrated Health Care Services**
- Physician champions
- Guidelines-based care
- Robust patient-clinician interactions
- Asthma education and action plans
- Community-wide coordination of care

**Tailored Environmental Interventions**
- Clinical assessment of triggers
- Individually tailored counseling & education
- Environmental management support
- Trigger control at home, school, and work
How: Through an Integrated, Collaborative, Community-Based System
Who: Champions and Leaders of Community Asthma Assets

- Local Environmental Public Officials
- State Agencies
- Public Housing
- Schools
- Non-Profits
- Service Providers
- Coalitions
- Health Plans
- Funders

Integrated Health Care Services

Tailored Environmental Interventions
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

Reasons Why We Cannot Do It

What We Can Do to Reach The Goal

Source: Enlightened Leadership Institute
“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”

13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Asthma and COPD in 2011 - Highlights and Controversies

Jay Peters, MD, FCCP
13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Assuring Quality Care for Respiratory Diseases in Your Community

W. Brendle Glombe, MD, FCCP
National Resources in Asthma Education

Tracey Mitchell
13th Annual ACCP Community Asthma and COPD Coalitions Symposium

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
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 doings 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

1. Remove barriers to delivery of guidelines-based asthma care
2. Build local capacity to deliver integrated community-based care
3. Improve capacity to identify those most in need
4. Accelerate effort to prevent onset of asthma
Open Forum

- What did you hear?
- What was your reaction?
- What do you want to understand better to get into action?
Learn More Breathe Better: How Local Communities Are Using National Campaign Resources to Raise Asthma and COPD Awareness
My Program’s Strategic Plan

- Task
- Objectives
- Goals
- Mission
Networking Break-Ins
## Breaking In

What is one thing you heard that everyone should know?

<table>
<thead>
<tr>
<th>Questions for Insight and Action</th>
<th>What did I hear?</th>
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<td>Networking Session 1</td>
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<td>Networking Session 3</td>
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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
13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Practicing Play
Poster Session
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

Build → Evaluate → Sustain
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

- Mission
- Goals
- Objectives
- Tasks
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

Mission

Goals

Objectives

Tasks

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

Activities
- Tasks

Outputs
- Objectives

Outcomes
- Goals

Impact
- Mission

EVALUATION DESIGN
Michigan MATCH Program - Asthma Disease Management
Karen Meyerson and Tisa Vorce
13th Annual ACCP Community Asthma and COPD Coalitions Symposium

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
Sustaining Your Program- Defining Your Program’s Value
Translating into a Logic Model

Activities
- Tasks

Outputs
- Objectives

Outcomes
- Goals

Impact
- Mission

EVALUATION DESIGN
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

#### Exercise 44: Building Your Program’s Value Proposition

<table>
<thead>
<tr>
<th><strong>EXERCISE 44:</strong> Building My Program’s Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>My Population of Focus:</strong> The People I Serve: ________</td>
</tr>
<tr>
<td><strong>My Mission:</strong> The Long-Term Impacts I Will Commit to Achieving for My</td>
</tr>
<tr>
<td><strong>Population of Focus:</strong> ___________________________</td>
</tr>
<tr>
<td><strong>What I Will Measure:</strong> ____________________________</td>
</tr>
<tr>
<td><strong>My Goals:</strong> What I Will Achieve to Ensure I Meet My Commitments:</td>
</tr>
<tr>
<td><strong>Short-term &amp; Intermediate Outcomes: ___________________</strong></td>
</tr>
<tr>
<td><strong>What I Will Measure:</strong> ____________________________</td>
</tr>
<tr>
<td><strong>My Objectives:</strong> What I will measure and track to assess my products and activities</td>
</tr>
<tr>
<td><strong>Outputs:</strong> Number of preventative conducting environmental assessments, Number of environmental home visits conducted, % of children referred for home visits</td>
</tr>
<tr>
<td><strong>My Tasks:</strong> The Activities I Will Run to Achieve Impacts:</td>
</tr>
<tr>
<td><strong>My Costs:</strong> The investments that drive the price</td>
</tr>
<tr>
<td><strong>Management (___ %):</strong> Management (___ %) Evaluation (___ %) Programming (___ %):</td>
</tr>
</tbody>
</table>

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| **EXAMPLE** |
| **Pop of Focus:** Children >18 yrs with poorly controlled asthma: 5,000 children |
| **Impact:** Improve self-management |
| **Measure:** % of families visited who report increase in number of symptom-free days |
| **WHAT:** Lower adverse within 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 visits |
| **Short-Term Outcomes:** Increased awareness of environmental triggers |
| **Measure:** % of families with demonstrated knowledge increase through post test |

| **EXAMPLE** |
| **Outcomes:** Number of preventative conducting environmental assessments, Number of environmental home visits conducted, % of children referred for home visits |
| **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%): $24,000/yr** |
| **Management (10%): $12,000/yr** |
| **Management (5%): $224,000/yr** |
| **TOTAL:** $520,000 |
How it Works

A Mentoring Conversation With
Karen Meyerson
Leaving in Action
Value Proposition Script

EXERCISE 65: 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?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Likely Value Proposition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>Investment, Social Programs, Sustainability</td>
</tr>
<tr>
<td>City Council, Mayor</td>
<td>Population needs, Budget Control</td>
</tr>
<tr>
<td>Medicaid State legislators, Governor</td>
<td>Lower Costs</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>Cost savings, HEDIS scores</td>
</tr>
<tr>
<td>Primary Care Providers</td>
<td>Pay for Performance</td>
</tr>
<tr>
<td>Hospitals</td>
<td>Reduced ED costs, Lower Bed Days, Better Quality of Care</td>
</tr>
<tr>
<td>Local Corporations</td>
<td>Less Employee/Family Stress, Improved Productivity</td>
</tr>
<tr>
<td>Program Partners</td>
<td>Lower Community Asthma Costs</td>
</tr>
</tbody>
</table>
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).”
Gratitude