Community Outreach for COPD & Asthma Coalitions in Hawaii

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Hawaii COPD Coalition
Hawaii COPD Coalition

• Non-Profit Corporation 501(c)(3)
• 5 years old
• Activities:
  – Lung health clinics
  – Continuing education
  – Outreach to organizations & individuals
  – Support groups
  – Data Collection & Analysis
  – Annual COPD Education Day
  – Legislative & Executive Action
November is COPD Month

Proclamation

Announced to

The Hawai‘i COPD Coalition

WHEREAS, the Hawai‘i Chronic Obstructive Pulmonary Disease (COPD) Coalition, recognizes COPD, which includes emphysema, chronic bronchitis, and chronic asthma, as a very serious, growing public health concern and an obstacle to economic prosperity and productivity in Hawai‘i; and

WHEREAS, the Hawai‘i COPD Coalition educates the public about the risks associated with COPD, provides lung health care, and disease prevention education; and

WHEREAS, the Hawai‘i COPD Coalition supports the National Heart, Lung, and Blood Institute (NHLBI)’s More Than Emphysema Initiative, which aims to increase awareness of COPD, encourage patients to get screening, and improve diagnosis and treatment; and

WHEREAS, the Hawai‘i COPD Coalition collaborates with many organizations to provide a comprehensive approach to the prevention, screening, and treatment of COPD and its complications;

WHEREAS, the Hawai‘i COPD Coalition advocates for the implementation of more effective COPD management strategies and research into COPD prevention and treatment; and

WHEREAS, the Hawai‘i COPD Coalition encourages the public to take advantage of the free lung health screening offered to Hawai‘i residents and individuals about lung health and treatment options, as well as hosting monthly support group meetings and free annual education days; and

WHEREAS, the Hawai‘i COPD Coalition is a non-profit organization that promotes awareness of COPD and provides educational resources to Hawai‘i residents; and

WHEREAS, the Hawai‘i COPD Coalition was designated as a COPD Coalition partner by the U.S. Department of Health and Human Services, and

WHEREAS, the Hawai‘i COPD Coalition joined with other coalitions in Hawai‘i to formally designate November as COPD Month in 2011

NOW, THEREFORE, I, Neil Abercrombie, Governor, and Brian Schatz, Lieutenant Governor of the State of Hawai‘i, do hereby proclaim November 2011 as “CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) MONTH” and urge the citizens of Hawai‘i to get informed about COPD and utilize the resources and support available to the appropriate treatment for COPD and improve their health.

2011 at the State Capitol in the Executive Chambers, Honolulu, State of Hawai‘i. This proclamation signed this day of October 2011.

Neil Abercrombie
Governor, State of Hawai‘i

Brian Schatz
Lt. Governor, State of Hawai‘i
Hawaii’s Obstructive Lung Burden:

125,000 people with current **asthma**; 30,000 adults diagnosed with **COPD**.

Native Hawaiian people have highest rates of lung-related emergency visits & hospitalizations.

Annually, over $34 million in asthma and $55 million in COPD emergency & hospital charges.
Lung Health Clinics

• Clinics on major Hawaiian islands
• We partner with many organizations
• We provide
  – Spirometry testing
  – CO & oximetry testing
  – Blood pressure testing
  – Smoking cessation counseling
2008-2010 Clinics

• Our clinic partners include:
  – Longs Drugs (now CVS)
  – Times Supermarket Pharmacies
  – Queen’s Medical Center

• 20 clinics/year
2011-2012 Clinics

• 40 clinics planned
  – 14-15 on 4-5 outer islands
  – Many medically underserved locations
  – 77 participants at one event

• Doubled Staff
  – RNs, EMT, RRTs, MD/MPH
  – Data Analyst (MD/MPH)

• Over 1000 spirometry tests done in 2011
Continuing Education

- Oahu and Kauai
- MDs, RRTs, medical students & staff
  - COPD
  - Tobacco Cessation
  - Spirometry
Support Group

• Monthly meetings since 2007
• Many different topics covered, often with guest speakers
• Planning a second site in 2012
COPD Education Day

• 160 to 300 people attend each year
• 12-24 exhibitors/year
• Invitations to 2000 COPD patients/year
• 2012 plans
  – presentations to public TV
  – website
Outreach to Organizations

- Hawaii Tobacco Control Conference
- ACCP/ATS
- HSRC/AARC
- DOH-TPEP (Department of Health, Tobacco Prevention & Education Program)
- QuitLine
- Coalition for Tobacco Free Hawaii
Legislative & Executive Action

• Supported & amended a resolution supporting the Federal COPD Program
• Testified about respiratory issues
• Helped get Hawaii licensure for respiratory therapists
• Resolutions for COPD Month & COPD Day
Leveraging Resources

Department of Health

Divisions & Departments: TPEP, Asthma Initiative, BRFSS, HHS, Chronic Disease Division & others

– Gathers data (BRFSS, HHS)
– Materials—including handouts (but no direct services)
– Funding (with leg) via tobacco trust fund for
  • Cessation & Other Training
  • QuitLine Funding
  • Coalition for Tobacco Free Hawaii
  • Other cessation & prevention grantees
Outreach by Other Organizations

• COPD
  UH—School of Nursing & Dental Hygiene—pilot Skype
  American Lung Association in Hawaii—quit & support

• Asthma
  – American Lung Association in Hawaii
    Toll-free Helpline & Other Programs
    – Hawaii Asthma Initiative
      • 200 home visits
      • 15,000 calls to Volcano Helpline

• Respiratory—JABSOM (Medical School)—VOG & other study, HOME (outreach to homeless)

• QuitLine
Asthma Community Outreach Efforts:

**Turning Data Into Action:**
- Data shared with community partners to translate asthma’s complex burden and to provide justification for allocation of limited resources.

**Environmental Outreach:**
- Hawaii Volcano Helpline received more than 15,000 calls.
- Asthma home visit program to 200 families, resulting in fewer daily asthma symptoms, less medication use and fewer doctor visits.

*Outreach efforts contributed to a 28% decrease in asthma related hospitalizations (2003-2008).*
GUIDING PRINCIPLES

The American Lung Association in Hawai`i will accomplish its mission through research, education and advocacy. In its mission and its operations, the American Lung Association in Hawai`i is committed to eliminating lung health disparities by outreaching to schools, community organizations and workplaces.

We continue to be committed to our purpose and serving the people of Hawai`i by “Improving Life, One Breath at a Time”.

Q & A: Lung HelpLine: (800) LUNG-USA (586-4872)
Website: www.ala-hawaii.org
Thanks for listening and making a difference!

Questions?

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