

# 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

*Presented 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 and growing public health concern; and

**WHEREAS**, the Hawai'i COPD Coalition educates the public about the 30,000+ adults in Hawai'i diagnosed with COPD, and the \$55 million in hospital costs that are generated because of COPD, provided lung tests to over 1000 individuals in 2011; and that 12 million Americans have been diagnosed with COPD to date, and it is suspected that another 12 million people with COPD are currently undiagnosed; and

**WHEREAS**, the Hawai'i COPD Coalition supports the National Heart Lung Blood Institute's COPD Learn More, Breathe Better, Awareness Campaign to increase awareness of COPD, strengthen prevention efforts and improve diagnosis and treatment; and

**WHEREAS**, the Hawai'i COPD Coalition has collaborated with many organizations to provide a comprehensive approach to the prevention, intervention and treatment of COPD including:

- American College of Chest Physicians;
- American Lung Association in Hawai'i;
- American Thoracic Society, Public Advisory Roundtable;
- Coalition for Tobacco Free Hawai'i;
- Hawai'i Society for Respiratory Care;
- Hawai'i Thoracic Society;
- Kaiser Permanente Hawai'i;
- Kapiolani Community College, Respiratory Therapy Department;
- Longs Drugs;
- National Heart Lung Blood Institute of the National Institutes of Health;
- Ohana Health Plan;
- Queen's Medical Center;
- State Dept. of Health, Chronic Disease Division, Hawaii Asthma Initiative, and Tobacco Prevention and Education Program;
- Target Supermarkets;
- Tobacco Prevention and Control Trust Fund;
- University of Hawai'i, School of Nursing and Dental Hygiene;
- University of Hawai'i, John A. Burns School of Medicine;
- We're a hut for Health; and

**WHEREAS**, the Hawai'i COPD Coalition encourages the public to take advantage of the free lung testing clinic offered which provides individualized information about lung health and smoking cessation, as well as free monthly support group meetings and free annual education day; and


**WHEREAS**, the Hawai'i COPD Coalition joins health care service providers throughout the United States and world in recognizing the month of November which was designated in 2001 as National COPD Month, and the designation of November 16, 2011 as Worldwide COPD Day;

**THEREFORE I, NEIL ABERCROMBIE, Governor, and I, BRIAN SCHATZ, Lieutenant Governor of the State of Hawai'i, do hereby proclaim the month of November 2011 as**

#### **"CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) MONTH"**

and urge the citizens of Hawai'i to get tested for COPD, and utilize the resources and support available to get the appropriate treatment for COPD available in our communities, including tobacco cessation, education and support.

**DONE** at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this twenty-fifth 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



To raise awareness of lung diseases as a common cause of morbidity and mortality in all populations and age groups, 2010 has been declared Year of the Lung by hundreds of collaborating organizations. Worldwide, 19 percent of total deaths and 13 percent of disability-adjusted life years are a result of lung disease.

The Year of the Lung initiative is being organized by the Forum of International Respiratory Societies, which includes key professional respiratory societies across the globe, including the American Thoracic Society (ATS).

Since its formation in 1997, the Heart's Chronic Obstructive Pulmonary Disease (COPD) Coalition has partnered with the American Thoracic Society in its Public Advocacy Roundtable, which serves as a bridge between ATS, patient organizations and lawmakers.

Since 1965, COPD has continued to increase, while heart disease, cancer, and stroke have decreased approximately 65 percent in the same period. Smoking and secondhand smoke remain major causes of COPD, and it is estimated that

In 2008, more than 33,000 Hawai'i adults were reported as being diagnosed with COPD. In addition, total emergency room COPD visits in Hawai'i increased 54.8 percent from a total of 2,267 visits in 2000 to 3,536 in 2005. It is estimated that there are another two to three times as many people who have COPD without knowing it.

In recognition of 2000 International Year of the Lung, the Newsworld Department of Health Chronic Disease Management and Control Branch and the Newsworld COPD Coalition have collaborated to produce the *Handbook of COPD in Newsworld Report 2000*, examining some of the costs of COPD to our state. The intent of the report is to provide a helpful benchmark for programs and policy regarding COPD and other lung disease.

The Hawaii's State Department of Health recognizes the huge costs of COPD and other lung disease, in terms of death and disability in our islands. There is great importance of collaborating with the international community to increase awareness of lung disease.

THEFORE, I, LINDA LINGLE, Governor, and I, JAMES B. "DUKE" ADOXA, JR., Lieutenant Governor of the State of Hawaii, do hereby proclaim 2010 as

in Rwanda's, to raise awareness about the dangers of lung disease, urge those who are at risk to get tested and encourage education, support and treatment for those suffering from lung disease.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawaii, this 28th day of April 2018.

  
 Linda Lingle  
 Governor, State of Hawaii

  
 James E. "Duke" Aiona, Jr.  
 Lieutenant Governor, State of Hawaii

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- The logo for the Hawaii COPD Coalition. It features the word "HAWAII" in white capital letters on a dark green background. In the center is a stylized illustration of a pair of lungs, also in dark green, with various types of Hawaiian plants and flowers growing out of the bronchial tubes. To the right of the lungs, the word "COALITION" is written in white capital letters on a dark green background. The letters "COPD" are partially visible on the far right in a large, dark green font.

# 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



HAWAII STATE  
DEPARTMENT  
OF HEALTH

# 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).*



Hawaii Asthma Initiative



## 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”<sup>®</sup>*

Q & A: Lung HelpLine: (800) LUNG-USA (586-4872)

Website: [www.ala-hawaii.org](http://www.ala-hawaii.org)

# Thanks for listening and making a difference!



## Questions?

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