

Cleveland County Asthma Coalition - Strategic Plan 2006-07

MISSION: INCREASE COMMUNITY AWARENESS OF ASTHMA IN CLEVELAND COUNTY THROUGH A COMPREHENSIVE PUBLIC HEALTH APPROACH.

OBJECTIVE: Expand opportunities for parents, family members and diagnosed asthma patients to learn about asthma.

Strategy	Leadership Role	Required Resources	Time Frame	Measurement Indicators	Completion and Comments
Provide Basic Asthma Education classes to children and adults with two additional focus areas: (1) train additional teams to deliver the class and (2) rethink the Hispanic class using designated members of the Minority Health Council as advisors.	Asthma Coalition members; present team to identify and train additional teams for classes; Minority Health Council to assist in identifying Hispanic-Latino leaders to support the Hispanic class	Team of physician, respiratory therapist, nurse practitioner, certified asthma educator, coalition volunteer, volunteer coordinator Leaders from the Hispanic community through church or business connections	FY 2006-07 – classes meet monthly; offer Hispanic class twice a year	# participants each class % of those enrolled who attend % completing follow-up survey to report after attending class # reduction in crisis visits to physicians or Emergency Department % of physicians who refer to classes # self-referrals to classes	
Continue to provide educational materials regarding asthma: diagnosis, treatment, maintenance, evaluation. Specific tasks include: (1) updating the current resource brochures, (2) build the inventory of commercially produced materials, (3) develop a local information card for distribution and (4) develop a magnet with asthma information.	Asthma Coalition members	Space to store materials Funds to purchase commercially prepared materials; Funds to update locally produced materials; Funds to produce information cards and magnets	SY 2006-07	Inventory of materials purchases; Distribution log of materials for classes and/or special events; # brochures printed and distributed; # cards printed and distributed; # magnets produced and distributed	
Develop an outreach plan to reach more adults with	Asthma Coalition members	Specific work group to develop plan and	Completed by January 2007	Indicators determined by work group to measure success	

information about asthma – identify target populations and tailor messages to these groups.		identify required resources			
Develop and implement an Asthma Coalition newsletter either print or electronic format.	Asthma Coalition members;	Assistance in designing template for newsletter; assistance in producing newsletter in print or electronic format; distribution system	FY 2006-07	# newsletters produced and distributed at least twice during year	
Continue collaboration with the Dover Foundation Family YMCA to sponsor a week-long Asthma Day Camp with scholarships for needy children.	Asthma Coalition members; Dover Foundation Family YMCA	Medical Director; On-site nurse; Program instructors Camp Participants Scholarship funds for needy students	Annually in summer months – specific dates determined by YMCA schedule	# participants Pre- and post-tests completed by participants Parent surveys to determine utility of camp	
Continue the Asthma Resource and Referral Line to disseminate information about asthma and coalition activities.	Volunteer coordinator from Asthma Coalition	Telephone line supported by Cleveland County Health Department	Year round – messages checked and logged in on regular basis	# calls received; Log – type of call, type of response Follow-up survey to determine utility of line	
Continue with nebulizer program with (1) specific data collection by school nurses about use at school sites and (2) data collection by Medical Arts Pharmacy staff about the loaner program.	(1) School Nurses (2) Medical Arts Pharmacy staff	Nebulizers available in all schools – nurses provide training Loaner nebulizers provided year round from Medical Arts	FY 2006-07	# schools with nebulizers; # staff trained in use; # times used during school year; follow-up survey with parents of children who used equipment Loaner program: # loaned, # days loaned, # children and families served; follow-up survey on utility of program when nebulizer is returned	

OBJECTIVE: Expand opportunities for health care providers to enhance their understanding of asthma.

Strategy	Leadership Role	Required Resources	Time Frame	Measurement Indicators	Completion and Comments
Sponsor updated training for school nurses on asthma issues.	Asthma Coalition members; School Nurse Supervisor; CC Schools Director of Health Services; School Health Advisory Council	Trainer for event; Specific site and date included in school nurse calendar; materials for training	August-September, 2006	# nurses participating Data collected around asthma-related visits to school nurse or school-based health clinics and disposition of visits	
Sponsor updated training for child care providers, including Pre-K, More at Four and Head Start, on asthma issues.	Asthma Coalition members; Child Care Health Consultant; Head Start Director, CC Schools Director of Pre-K Programs	A is for Asthma curriculum for participants; Trainer for events Site and material support for training events	Completed by January 2007	Participant evaluations # children enrolled in preschool programs presenting with asthma, with asthma action plans, with emergency medications # parent educational information packets # asthma-related incidents reported before and after training (6 months time frame)	
Sponsor in-service training for physician practices staff members on asthma issues.	Asthma Coalition members Designated physician practices	Sponsors for training events (pharmaceutical companies) Trainers and materials for events	FY 2006-07	# training events # participants # physician practices participating Participant evaluation – degree to which information was helpful	
Sponsor updated training for Asthma Coalition members on asthma issues.	Asthma Coalition	Sponsors and trainers	FY 2006-07 – may be included as segment of each Coalition meeting to reduce costs	# participants for each occurrence Follow-up survey to determine utility of information	
Sponsor updated training for school and child care facility maintenance staff on environmental triggers.	Asthma Coalition members; School Nurse Supervisor; Child Care Health	Tools for Schools curriculum; Certified Trainer Facility for training; Event sponsor for	FY 2006-07 – training dates negotiated with school administrators	Pre- and post-tests included in training curriculum; # schools # child care facilities # participants trained	

	Consultant; School Administrators; Child Care Providers; Child Care Connections	food	for CC Schools, with Child Care Connections for child care providers		
Sponsor an annual physician training event and/or clinical conference about asthma issues.	Asthma Coalition members; Cleveland County Medical Society; Cleveland Regional Medical Center for LifeLong Learning	Sponsor for event; Trainer; CME credits arranged through CRMC or AHEC	FY 2006-07 depending upon availability of calendar date	# participants Participant evaluation – ensure presentation is objective and includes multiple points of view	

OBJECTIVE: Develop and implement a community awareness campaign about asthma in Cleveland County.

Strategy	Leadership Role	Required Resources	Time Frame	Measurement Indicators	Completion and Comments
Continue annual Asthma Expo in collaboration with YMCA Healthy Kids Day	Dover Foundation Family YMCA; Asthma Coalition members	Sponsorship for T-shirts; incentives for those attending, including camp scholarship	April 2007 – planning to begin in fall, 2006	# sponsors # participants On-site participant surveys to determine utility of information, speakers, time, activities offered	
Develop an Asthma Coalition page to be linked through the Alliance for Health Website	Alliance for Health; Cleveland County information technology staff	Staff time to develop format for page and to maintain information	Completed and on line January 2007	# hits on website Survey response to materials on website for utility for patients, families and providers	
Develop specific public information about Asthma Action Plans	Asthma Coalition members; health care providers	Work group to develop media information about plans and process to distribute information to targeted populations	Completed by January 2007	# media events # public presentations Distribution of supporting materials	
Continue efforts to place information in print and visual media – link to regular columns in newspaper and local cable access channels	Asthma Coalition members, especially Cooperative Extension Service and Alliance for Health	Access to media outlets – identify deadlines for submitting information; provide accurate information about local and state initiatives	FY 2006-07	# articles published, including those in collaboration with Coalition members # radio and tv spots or interviews	
Air Quality Flag Project	Asthma Coalition members; participating sites	Sets of flags; printed materials supporting the project; air quality indicator charts; media coverage	FY 2006-07	# additional sites using the flags; # requests to participate; # brochures distributed; survey responses regarding utility of project	
Coaches Clipboard Project	Asthma Coalition members; staff and coaches from City Parks, YMCA facilities, Greater CC	Clipboards; site for kickoff breakfast; sponsorship for breakfast; media releases	FY 2006-07	# clipboards distributed; # coaches receiving clipboards and training about asthma; follow-up survey at end of seasons about utility of this project	

	Soccer Association, CC Schools				
Kids Run – Relay for Breath	Asthma Coalition; media partners; sponsors	Sponsors for this event; volunteers to staff event; media campaign; awards and incentives	April 2007	# participants; # sponsors; # volunteers who participate; on-site survey of participants re: knowledge of asthma	
Asthma Champions	Asthma Coalition members	Criteria for nominations; nomination forms; judges; certificates for recognition	April 2007	# champions; # media events surrounding this recognition; feedback from public in response to recognition	
Coalition Presentation	Asthma Coalition members; computer assistance to design presentation	Computer assistance for presentation; community sites for presentation, especially PTOs	FY 2006-07	# presentations delivered; # coalition members trained to deliver message	
Newsletter	Asthma Coalition members;	Assistance in designing template for newsletter; assistance in producing newsletter in print or electronic format; distribution system	FY 2006-07	# newsletters produced and distributed at least twice during year	
Games	Asthma Coalition members Image Design	Technical assistance to trademark “No-Wheeze” logo Technical assistance in designing marketing plan, production options, distribution of games and materials	FY 2006-07	No-Wheeze logo is trademarked and protected Marketing plan produced Production options identified and contacted Distribution channels established	

Cleveland County Asthma Coalition – Planning Analysis

June, 2006

Strengths	Weaknesses
<p>Broad membership Education Communication Passion Events Projects Accountability Diversity Adaptability</p>	<p>Need space for materials More teams to do Asthma Education Classes – need to avoid burnout among current presenters Community support Funding Evaluation – data collection is a little haphazard – needs to be more consistent Provider support – need referrals from more physicians, need more physician involvement Time to carry out events and activities – members have full-time jobs and do this work as an “extra”</p>
Opportunities	Threats
<p>Press/media – available to us through regular columns – need to do a better job getting the word out about activities and events School District – need to get into more PTOs, maybe establish support teams for asthma in school settings Churches – use health promotion teams to include education about asthma issues, triggers in church setting Internet – get on the web Workshops – provide more, send coalition members to workshops outside county for training Provider involvement – get more physicians involved and making referrals Presentations to kids organizations and civic groups Sponsor a Kid’s Fun Run Use the on-line grant search capacity offered by the Alliance for Health to seek resources</p>	<p>Competition – From other diseases From other organizations For members’ time and energy Lack of education in community about asthma issues Division of Child Development rules about locking emergency medications – ask Child Care Health Consultant to investigate and report Funding sources drying up – funding supporting other issues – how to replace previous funds</p>

