



# **Wisconsin Asthma Coalition**

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Asthma project manager

Children's Health Alliance of Wisconsin

# Funding structure

- Centers for Disease Control & Prevention cooperative agreement
- WI Department of Health Services contracts with Children's Health Alliance of Wisconsin to:
  - Manage the Wisconsin Asthma Coalition
  - Facilitate implementation of the *Wisconsin Asthma Plan 2009-2014*

# WAC Structure

- **Chair:** Rhonda Yngsdal-Krenz, RRT, NPS, MBA, American Family Children's Hospital
- **Vice Chair:** Erika Horstmann, PharmD, RPh, Hometown Pharmacy
- Executive Committee
- Workgroups
- 13 Local asthma coalition members
- Over 290 individual members



# Executive Committee

Meets for 3 hours monthly in-person  
*(teleconference available)*

- Make recommendations on funding
- Identify and support implementation strategies
- Support and/or make policy recommendations
- Set agendas for semi-annual WAC meetings
- Update and revise the WI Asthma Plan as needed

# Workgroups

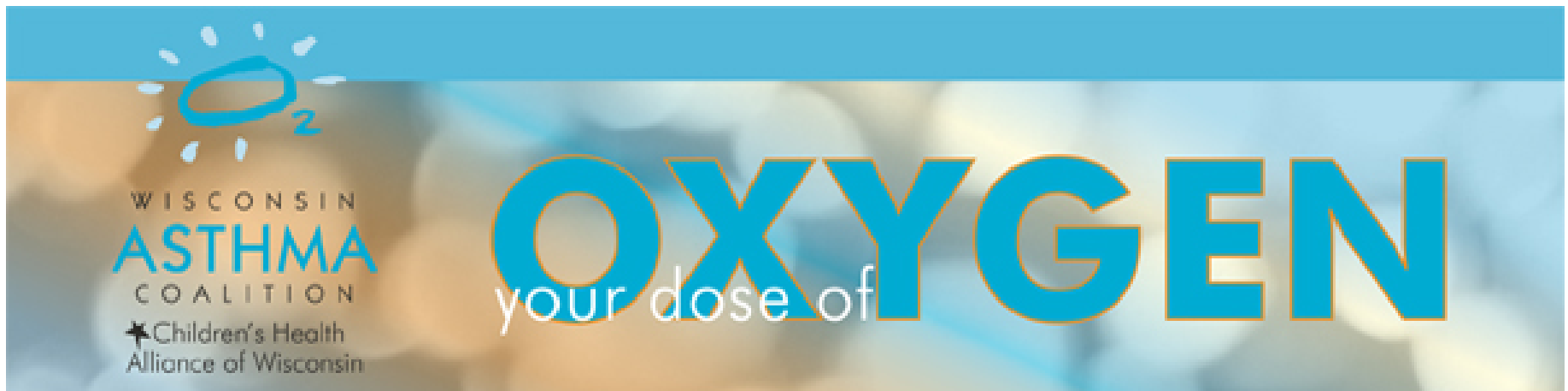
- Clinical care
- Disparities
- Education
- Enhanced covered services
- Environment/work-related asthma
- Local development & communication
- Public policy & advocacy
- Schools
- Surveillance

# Membership

- Advocacy organizations
- Child care providers
- Clinical staff (RN, RT, AE-C, etc)
- Community-based organizations
- Health plans and other payors
- Pharmaceutical companies
- Pharmacists
- Physicians (primary care & specialists)
- Schools
- State and local government
- Tribal community

# Resources Available

- *Wisconsin Asthma Plan 2009-2010*
- Semi-annual coalition meetings
- *Your Dose of Oxygen* e-newsletter



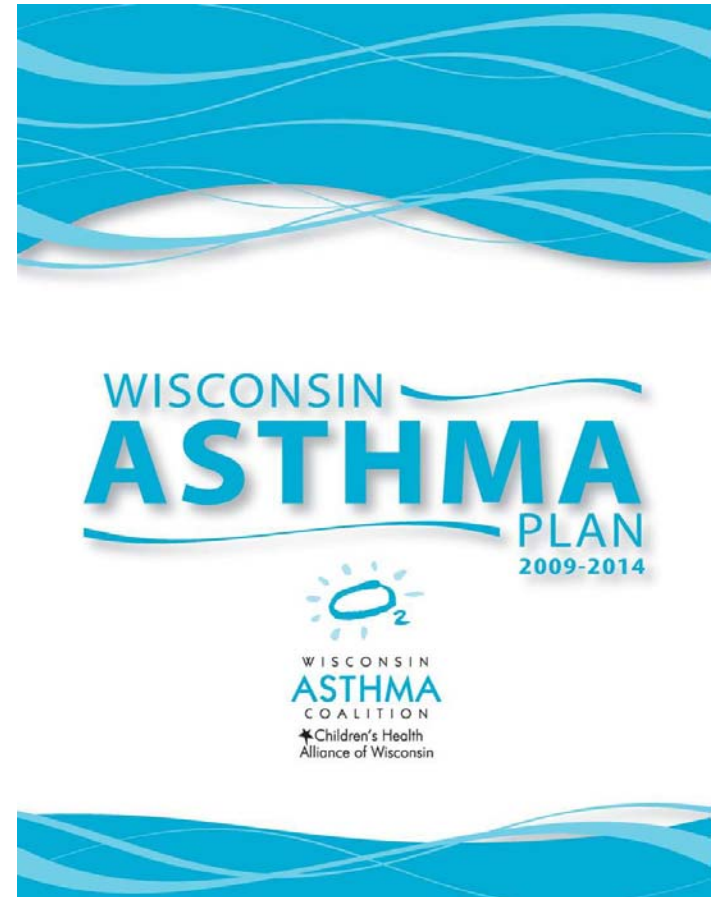
# WAC Web Site

<http://www.chawisconsin.org/wac.htm>

- Easy to navigate pages
  - Wisconsin Asthma Coalition
  - Local Asthma Coalitions
  - Allergist Outreach Asthma Education program
  - Asthma Resources
- Did You Knows?
- Facebook posts

# WI Asthma Plan 2009-2014

- Surveillance
- Standardized quality care
- Education
- Environment



# Implementation tracking



## How are you helping to implement the Wisconsin Asthma Plan 2009-2014?

*This information will be shared with the WAC membership as a way to promote and expand asthma activities in Wisconsin.*

Please list the asthma activities/programs you/your organization are implementing in Wisconsin. Then **refer to the attached page for a list of goals and objectives from the Wisconsin Asthma Plan, 2009-2014** and circle the letters below that correspond to the ones your activity/program addresses. Please return this form to Kristen Grimes at [kgrimes@chw.org](mailto:kgrimes@chw.org) or 414-231-4972 (fax).

Name of organization: \_\_\_\_\_ Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

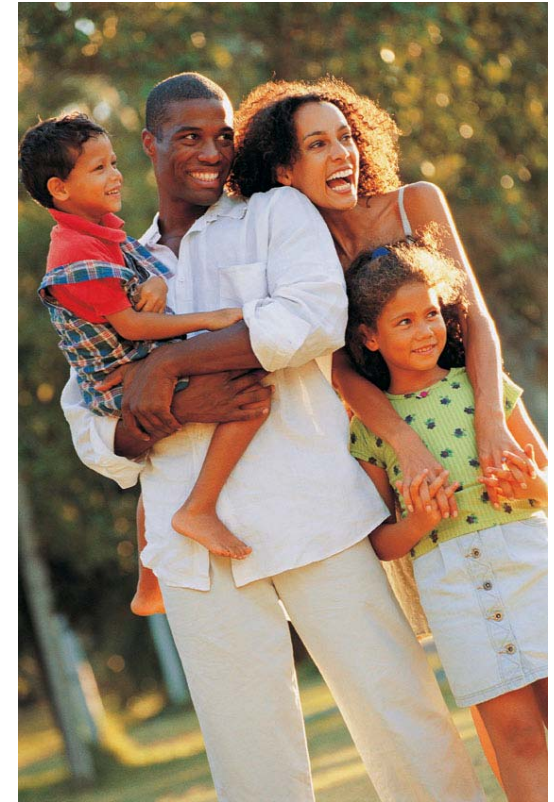
Activity/Program	Date(s) of Activity/Program	Surveillance	Standardized Quality Care	Education	Environment
1.		A B C D	A B C D E F G	A B C D	A B C D
2.		A B C D	A B C D E F G	A B C D	A B C D

# Implementation: Environment

- WAC fall meeting 2010, *Asthma where you live*
- Controlling asthma in the home: A guide for tenants and landlords
- Cleaning for less – Fight Asthma Milwaukee (FAM) Allies
- *Asthma 101*, American Lung Association

# Implementation: Environment

- Wisconsin is now smoke-free!!
- Collaboration between home environmental programs
- Radio News Network
  - *UW-Madison Doctor: Air Pollution Hits Young People Hard*
  - Estimated audience size: 205,870 people



# Implementation: Environment

- WAC engaged in clean energy & jobs discussion
- WAC engagement in climate change/global warming discussions
- School bus anti-idling discussions



# Implementation: Environment

- Marathon County Asthma Coalition trained Family Visitors on second hand smoke & smoking cessation
- Fond du Lac Asthma Management Coalition
  - *Tools for Schools* (EPA) with 2 new schools
  - Partnership with NEW Air Coalition
- Fox Valley Asthma Coalition implemented *Rx for Change*

# Implementation: Environment

- Menominee Tribal Clinic
  - Asthma education:
    - Clinic
    - Schools and child care
    - Community events
  - Healthy Homes program collaboration



# Implementation: Environment

Menominee Tribal Indian School & Beloit School District environmental assessment

- 21 home visits
- 32 prescription medication authorization forms completed, 20 emergency plans
- 21 asthma action plans completed
- *Asthma 101* for 37 coaches, 33 school staff

# Implementation: Surveillance

- Burden of asthma report – expected release: January 2011
- WAC Webinar: *New technologies to improve asthma management & public health surveillance*

# Implementation: Surveillance

Tracking school absenteeism for asthma

- Racine School District
- Menominee Indian School District
- Madison Metropolitan School District
- Milwaukee Public Schools



# Implementation: Standardized quality care

- ALA/W Asthma Educator Institute
  - 2 trainings
  - 39 participants attended
- 132 AE-C in Wisconsin (71% participated in AEI)

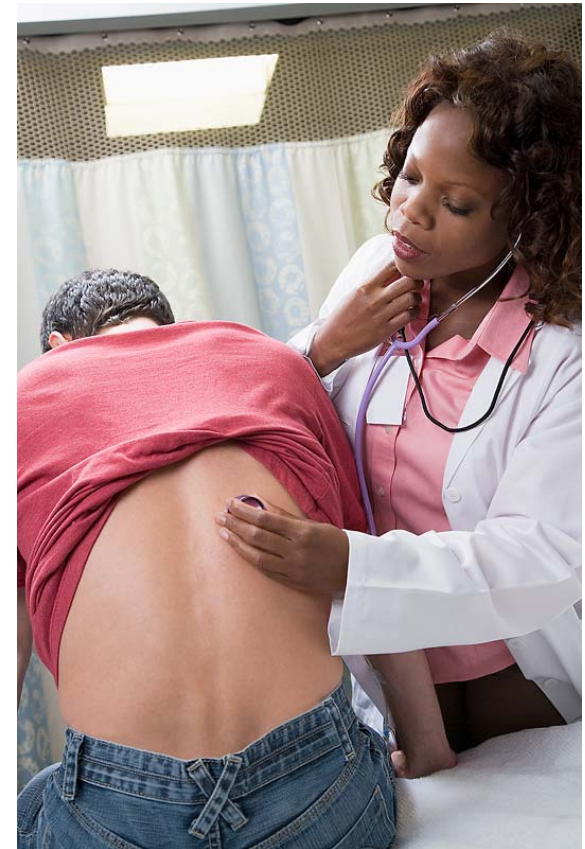


# Implementation: Standardized quality care

- AE-C survey results - 42% of AE-C in WI do not intend to recertify
  - Poster at AAE conference
  - To be published in *Journal of Asthma & Allergy Educators*
  - WAC letter to be sent to NAECEB recommending continuing education for recertification

# Implementation: Standardized quality care

- Asthma Focused Follow-up Visit
- Health plan survey being developed
- Engaged health plans in discussions about coverage



# Implementation: Standardized quality care

- Community clinics lists available
- La Crosse Partners Post Urgent-care aStHma (PUSH) program began recruitment
- Allergist Outreach Asthma Education
  - 262 clinicians trained (over 1140 since 2001)

# Implementation: Standardized quality care

- Pharmacy Society of WI training
- Asthma Clinical Pocket Toolkit for pharmacists
- Asthma Care Fax
  - Pharmacy Society of WI
  - Fox Valley Asthma Coalition



# Implementation: Education

Linking H1N1 and asthma

- Local asthma coalition teleconference
- Local press release
- *Your Dose of Oxygen*
- Radio Network News: *H1N1 Hits WI Asthma Sufferers Hard*
  - Estimated reach in WI: 660,766 people
  - Clear Channel News Network: 460 stations across the country

# Implementation: Education

Promote use of Asthma Control Test

- Fox Valley Asthma Coalition
- Chippewa County Asthma Coalition
- Trempealeau County Asthma Coalition



# Implementation: Education

WAC tools available on Web site:

- Asthma Care Fax
- Asthma Focused Follow-up
- Asthma Medication Authorization form
- Prescription Assistance Programs
- Controlling asthma in the home
- [WAC radio ad](#)

# Implementation: Education

*Asthma 101* implementation:

- ALA/W – 1,997 participants
- Local asthma coalitions – 405 participants
  - Chippewa County Asthma Coalition
  - Community Asthma Network
  - Dane County Asthma Coalition
  - Fond du Lac Asthma Management Coalition
  - La Crosse Partners
  - Marathon County Asthma Coalition
  - Trempealeau County Asthma Coalition

# Implementation: Education

- Wood County Tobacco Free Coalition: asthma education to parents, students and school staff
- Green Bay Area Asthma Coalition: asthma day camp
- FAM Allies: Breathe to Achieve curriculum for MPS schools



# *Thank you!*

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[kgrimes@chw.org](mailto:kgrimes@chw.org)

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