




Successful partnerships getting results

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Disease Control and Prevention
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this presentation.*



Children's Health of Alliance of Wisconsin



Basic partnership definition

A public agreement among a group of people to work together for a common interest.



Oregon State University. (1999). Successful partnerships.
<http://seagrant.oregonstate.edu/sqpubs/onlinepubs/q99001.html>

Partnership refined

- A willingness to collaborate with others to reach common goals, without giving up individual identity or personal interests.
- A good-faith attempt to work together to achieve desired outcomes.

Oregon State University. (1999). Successful partnerships.
<http://seagrant.oregonstate.edu/sqpubs/onlinepubs/q99001.html>



Partnership refined

- Finding a way to tolerate people you might not like, but agree to work with.
- An acknowledgment that cooperation may be the best strategy for getting things done.



Oregon State University. (1999). Successful partnerships.
<http://seagrant.oregonstate.edu/sqpubs/onlinepubs/g99001.html>

Successful partnerships

- Collaborative decision-making
- Effective communication
- Broad membership
- Local knowledge
- Common vision
- Pooled resources



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W I S C O N S I N
ASTHMA
C O A L I T I O N

★ Children's Health
Alliance of Wisconsin

Funding partnership

- CDC funds the WI DHS
- DHS contracts with the Alliance to manage the coalition and facilitate the creation/implementation of the WI Asthma Plan
- Alliance serves as the neutral organization





Broad membership

Leadership

- **Chair:** Erika Horstmann, PharmD, RPh, Pharmacy Society of Wisconsin
- **Vice chair:** Rhonda Duerst, RRT-NPS, AE-C, Children's Hospital of Wisconsin
- Executive committee
- Initiative teams (*former workgroups*)
- 10 local asthma coalition members
- More than 150 individual members





Executive committee

- Chair
- Vice chair
- DHS principle investigator
- Alliance executive director
- Former workgroup chairs
- Bureau of community health promotion
- Department of Public Instruction
- Fight Asthma Milwaukee (FAM) Allies & other local coalitions

Executive committee

- Health care professionals and their professional associations
- Health delivery organizations
- Self-insured employer
- American Lung Association in WI
- WI Allergy Society
- WI Medical Society
- Advocacy groups





Executive committee *by discipline*

- Allergists
- Asthma educators
- Case managers
- Disparities
- Epidemiologists
- Lobbyists
- Nurse practitioners
- Pediatricians
- Pharmacists
- Public health
- Pulmonologist
- Respiratory therapists
- School nurses
- Tribal

Executive committee *by type of organization*

- 2 advocacy
- 2 health plans
- 5 hospital systems
- 2 local coalitions
- 2 medical colleges
- 1 pharmacy
- 3 school representatives
- 5 state associations
- 6 state & local gov' t public health
- 1 tribal clinic



WAC membership

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





Securing coalition partners

One-sided

- We need you to be a member because...
- Here's all the opportunities we have for you to get involved.

Partnership

- What are your needs?
- Here are some ways we can meet those needs.
- Here are some areas that might interest you? What, if any, involvement makes sense to you?

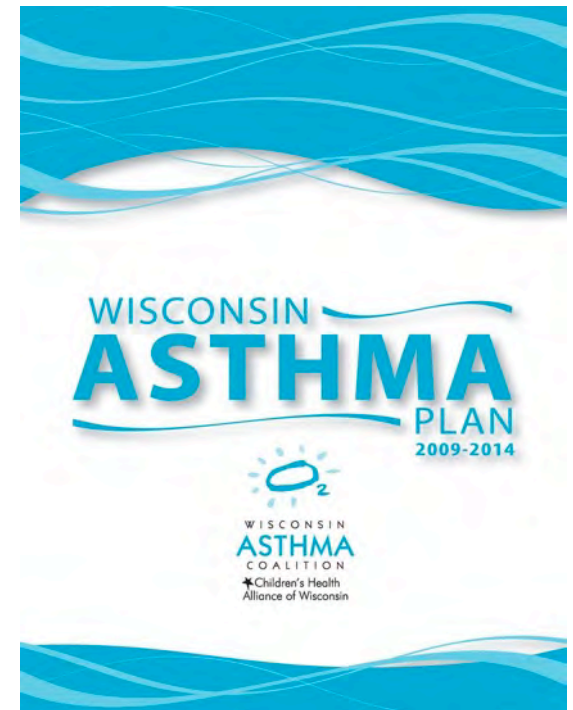
Local knowledge

- 10 local coalition members
- Most carry our logo
- All support the WAC vision and mission
- Implement the Wisconsin Asthma Plan locally
- Mini grants
- Technical support
- Local coalition meetings



Common vision

- Create draft with members/partners
- Share draft for public comment
 - Listening sessions
 - One-on-one meetings
 - Online feedback
- Incorporate recommendations
- Acknowledge participants
- Owned by the coalition





Collaborative decision- making



Executive committee

- Annual implementation funding
- Annual local coalition mini grants
- Approval of initiatives and tools
- WAC meeting planning
- Approval of WAC awards



WAC membership

- Prioritized and approved final Wisconsin Asthma Plan
- Meeting evaluations direct future opportunities
- Coalition evaluation
- Prioritized remaining activities
- Approval of new tools



Effective communication

- Website: <http://www.chawisconsin.org/wac.htm>
- Semi-annual coalition meetings
- *Your Dose of Oxygen* e-newsletter

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ASTHMA

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GRIEF AND BEREAVEMENT

INJURY PREVENTION AND DEATH REVIEW

LEAD POISONING

ORAL HEALTH

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Asthma: Resources

Quick links: [Business case](#) | [Clinical tools](#) | [Clinical tools for pharmacists](#) | [Clinical tools for prescribing clinicians](#) | [Cultural competency](#) | [Environment-indoor](#) | [Environment-outdoor](#) | [Family support](#) | [Free/low cost clinics and services](#) | [Guidelines](#) | [Health disparities](#) | [Just for kids](#) | [Policy](#) | [Schools](#) | [Statistics](#) | [Work-related asthma](#)

Business case

- [Asthma: A Business Case for Employers and Health Care Purchasers.](#)
- [Asthma ROI Calculator](#) – Explores potential financial returns from quality improvement and asthma disease management programs.
- [Insurance coverage for asthma – Purchaser checklist.](#)
- [Investing in Best Practices for Asthma: A Business Case for Education and Environmental Interventions.](#)
- [The Role of Pest Control in Effective Asthma Management: A Business Case.](#)

[Back to top.](#)

Clinical tools

- [Asthma action plans.](#)
- [Asthma Control Test](#) – Two tests available: one for Ages 4-11 and one for Ages 12 and over to gauge if asthma is in control.
- [CDC Asthma Speaker's Kit for Healthcare Professionals.](#)
- [Certified asthma educators \(AE-C\)](#) – Wisconsin AE-C willing to serve as an resource.
- [Children's Health Survey for Asthma](#)– Self-report measure completed by parents of children with chronic asthma between the ages of 5 and 16.
- [Depression screening tool](#) – Validated two-question Patient Health Questionnaire (PHQ2) for an initial assessment. If a patient answers "yes" to either question, follow-up using the nine-question tool (PHQ9).

Web links

[Allergy & Asthma Network:
Mothers of Asthmatics](#)

[Allies Against Asthma](#)

[American Academy of
Allergy Asthma &
Immunology \(AAAAI\)](#)

[American Association for
Respiratory Care](#)

[American College of
CHEST Physicians](#)

[American College of
Allergy, Asthma &
Immunology](#)

[American Lung Association](#)

[American Lung Association
of Wisconsin](#)

[American Lung Association
of Wisconsin Asthma Walk](#)

[America's Children and the
Environment](#)

[Asthma and Allergy
Foundation of America](#)

[Asthma Initiative of
Michigan](#)

[Camp WIKIDAS](#)

[CDC National Asthma](#)

Semi-annual coalition meetings

- Location moves around the state
- High quality national & local speakers
- Initiative implementation
- Speakers provide replicable tools and/or resources
- Diverse funding
- WAC award



WAC award

- Individuals, organizations, communities
- Consistent with the WI Asthma Plan
- Work completed over and above job requirements
- Not awarded to staff or WAC executive committee members



WAC awardees

- Work site asthma programs
- Cities
- Companies
- Physicians
- Legislators
- Governor
- Bus company
- School district



Your Dose of Oxygen

- Coalition updates
- Grant opportunities
- Member highlights
- Research
- Resources
- Training





Additional communication

- Press releases
- Letters to the editor
- Journal articles
- [Radio News Network](#)
- [Radio ad](#)
- Social media – Facebook and Twitter
- Display board

Pooled resources

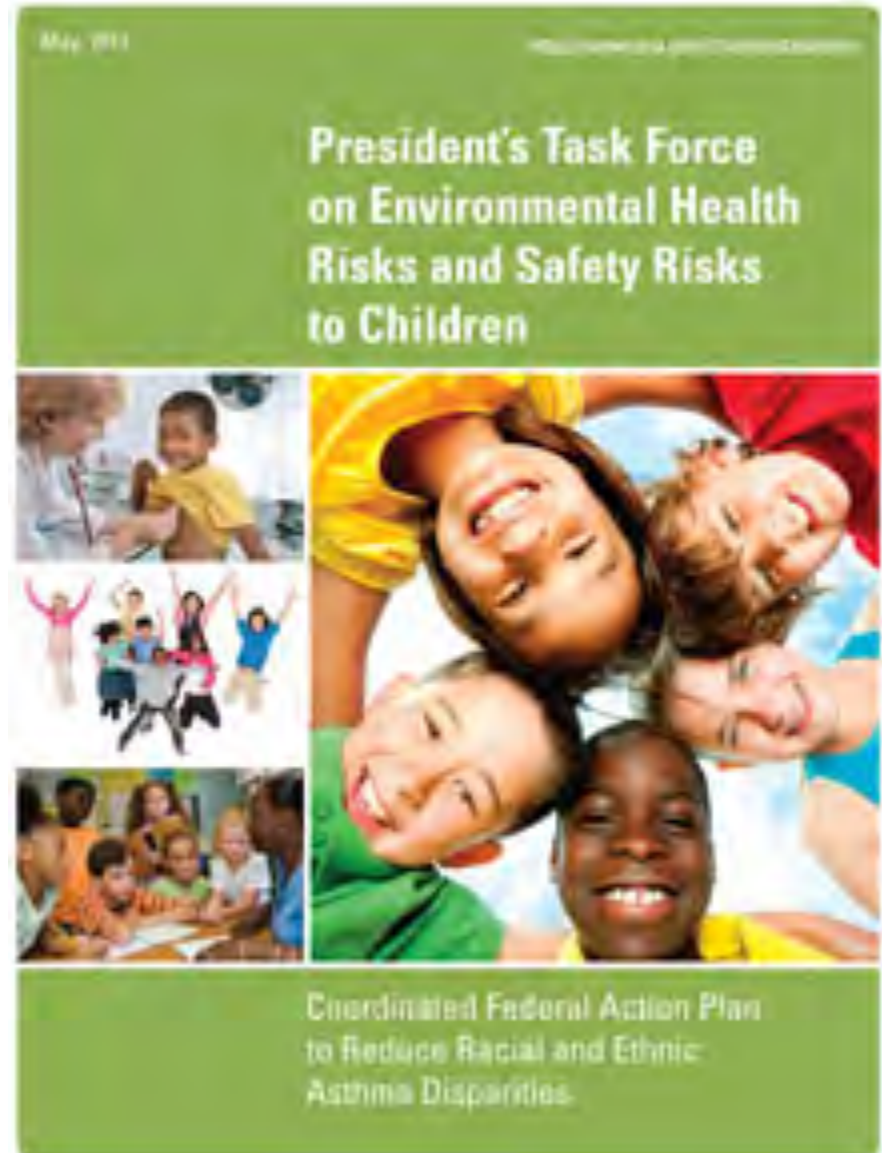
- Diverse funding of WAC meetings
 - CDC grant
 - Pharmaceutical sponsored education speakers
 - Vendor fees
 - Registration fee
 - Other program sponsors
- Organizational support
 - Staff
 - Resources





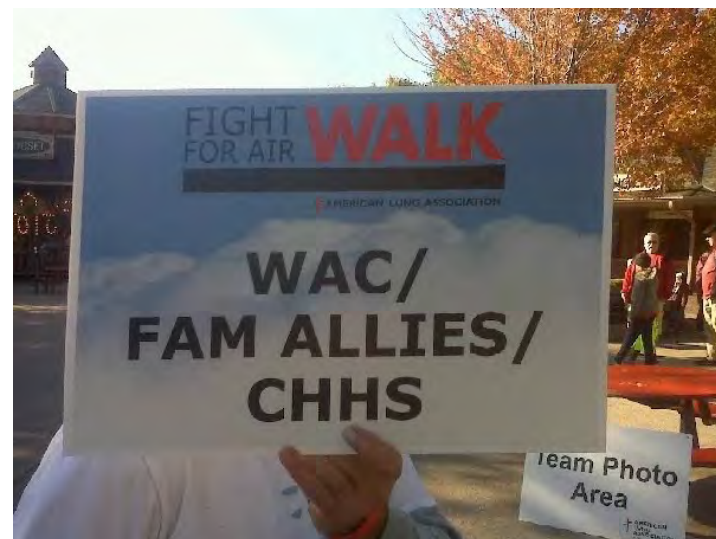
Specific partnership examples

2.1: Promote cross-sector partnerships among federally supported, community-based programs targeting children who experience a high burden of asthma.



American Lung Association

- Serves as fiscal agent for local coalitions as needed
- Leads policy initiatives
- Asthma Educator Institute
- Asthma 101
- Radio News Network
- Fight for Air Walk
- Multiunit smoke free housing



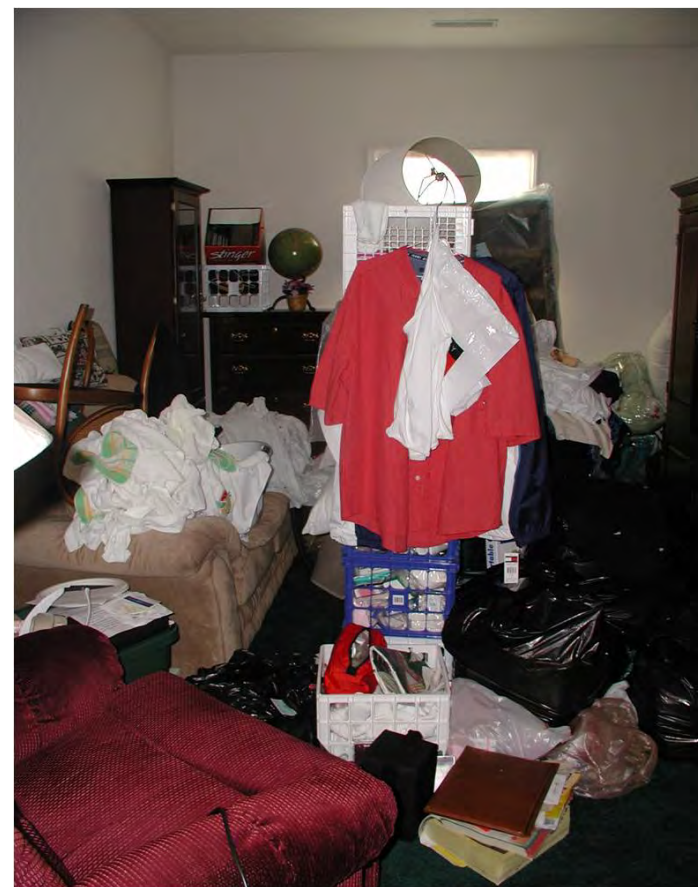
Pharmacy Society of Wisconsin

- Universal Medicaid coverage of spacers and valved-holding chambers
- Asthma care fax
- Asthma Control Test
- Co-sponsored webinars



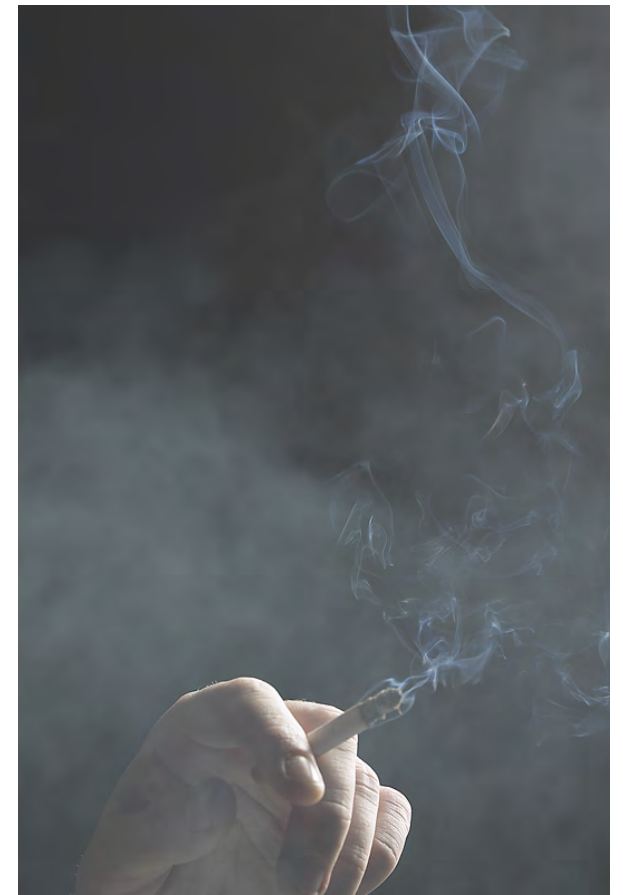
Healthy homes

- Creation of the WAC home walkthrough program
 - Healthy homes programs
 - Zero-Trace
- Translated into Spanish by local coalition partners
- Implemented by local asthma coalitions with home visitors



Smoke free workplaces

- Partnership letter
- Only hold large events in communities with comprehensive smoke free ordinance
- WAC award to the Wisconsin Restaurant Association, cities and communities
- Letters to the editor





Local asthma coalition implementation

- Asthma care fax
- Asthma focused follow-up visit
- WAC home walkthrough program
- WAC school walkthrough program
- Emergency department referral program

Cleaner Valley Coalition

- Coal plant to meet current air quality standards
- Disparate population – low socio-economic status, minority populations
- WAC as a partner
 - Health expert
 - DHS provided local asthma data
 - Brought new partners
- Agreed to convert to natural gas by 2016





Additional resources

- CDC's *Learning & Growing through Evaluation: State Asthma Program Evaluation Guide*
 - http://www.cdc.gov/asthma/program_eval/guide.htm
- CDC's Guide for State Health Agencies in the Development of Asthma Programs
 - <http://www.cdc.gov/asthma/NACP.htm>



Additional resources

- Healthy WI Leadership Institute
 - <http://hwli.org/leadership-library/resources-for-coalition-leaders/>
- WAC Local Asthma Coalition Toolkit
 - <http://www.chawisconsin.org/lac.htm>
- WAC Resources
 - <http://www.chawisconsin.org/asthma-resources.htm>



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