

**Minnesota Asthma Coalition 2008 – 2009 Action Plan**

**Final Draft – February 12, 2008**

This Minnesota Asthma Coalition (MAC) 2008 – 2009 Action Plan development began in September 2007 with a brainstorming session of the MAC Steering Committee. During that discussion, it was agreed that MAC should develop a simple, action-oriented plan every two years. This action plan should fit with individuals' passions, be low-cost, and relatively easy to carry out. In addition, it was agreed that all activities of MAC should include a simple evaluation component, such as a pre- and post-knowledge test. Further discussion occurred in a December 2007 MAC Steering Committee conference call. Additional input was requested from regional coalitions, Steering Committee members, and regional asthma coordinators via email during January 2008 and a conference call on January 29th. The following Action Plan is a compilation of the above input.

The Minnesota Asthma Coalition recognizes that its goals of improving the lives of individuals (regardless of age) with asthma can only be accomplished through an active local coalition with diverse partnerships. It is recommended that on an annual basis, the Coalition's accomplishments are gathered and shared with the Coalition's membership.

To fulfill the goal of a MAC ACTION plan (just keeping the plan easy to read), the following document does not include the communication, procedural, reporting, or coalition composition requirements that are part of the contractual agreement among and between the Minnesota Department of Health (MDH), American Lung Association of Minnesota (ALAMN), and the regional asthma coordinators (RAC). If individuals are interested in that detail, a copy of the contracts between MDH and ALAMN can be provided. Finally, please note that the action-oriented contractual requirements are highlighted in the text below.

Topic	Strategies	Detail
Public Awareness	1. Provide to the STATE information on MAC and ALAMN asthma-related activities for its quarterly "Breathing Space" newsletter.	
	2. Continue to ensure that Regional MAC coordinators support asthma self-management with activities and educational events....	
	3. Direct regional coordinators to distribute asthma information that is consistent with the NHLBI guidelines....	
	4. Maintain the MAC website with information on Regional Coordinators and other relevant information... Add links and local resources.	
	5. Develop seasonally appropriate newspaper article templates for the general public. RAC could focus on smaller, community newspapers and use local coalition member quotes.	
	6. Continue to use the May 2006 developed Ad Council print and radio PSAs.	
	7. Reach out to the Minnesota News Network to develop and distribute asthma-related stories statewide.	
	8. Develop a statewide MAC speaker's bureau that is publicized on the MAC website. Each speaker should have a completed questionnaire/template that describes his/her expertise, willingness to travel, contact information, etc. Ensure the speaker's bureau has existing ALAMN and/or MDH curriculum from which to work.	
	9. Support asthma education that promotes World Asthma Day (WAD) and Asthma Month	Specific objectives required: 1. Establish an advisory workgroup 2. Establish a proclamation by the Governor 3. Coordinator with community groups, et

		al to raise awareness of the burden of asthma 4. Promote WAD activities statewide
	9. Have a <b>MAC display board</b> and materials available for a variety of community events and conferences. This display board should be reviewed and updated annually.	
<b>Outreach to individuals with asthma, parents, and caregivers</b>	<ol style="list-style-type: none"> <li>Utilize the ALAMN's <i>Caring for Kids with Asthma</i> <b>childcare</b> provider training to reach childcare providers and HeadStart staff.</li> <li>Utilize the ALAMN's <i>Breathe Well, Live Well</i> program to provide education to <b>adults with asthma</b>. Promote through clinics, health plans, and hospitals.</li> <li>Utilize the ALAMN's <i>Managing Your Child's Asthma</i> curriculum and deliver through school <b>districts' community ed</b> programs.</li> <li>Deliver educational trainings for <b>school personnel</b> (teachers, bus drivers, etc.).</li> <li>Many of the above curriculum are available at no charge on the Controlling Asthma Project website (<a href="http://www.alamn.org/AmericanCities">www.alamn.org/AmericanCities</a>).</li> <li>Utilize other curriculum, such as the University of Minnesota School of Nursing curricula for HeadStart parents, the Minnesota Department of Health's Managing Asthma in School training, etc.</li> <li>Ensure MAC reviews and updates curriculum on bi-annual basis.</li> </ol>	<p>Other strategies suggested included:</p> <ul style="list-style-type: none"> <li>• PTA meetings</li> <li>• Kindergarten roundup</li> <li>• Public health</li> <li>• Early Childhood Family Education</li> <li>• Health fairs</li> <li>• Work-based lunch and learns</li> <li>• Back to School Jumpstart (Junior and Senior High back to school roundups)</li> <li>• Look toward the Controlling Asthma Project for other successful curriculum and models</li> <li>• Offer asthma screenings</li> </ul>
<b>Education to health care professionals</b>	<ol style="list-style-type: none"> <li>Schedule one <b>professional education program</b> in each of the 8 MAC regions by August 30, 2008 with the involvement and approval of the regional coalition.</li> <li>Work with schools and <b>programs that educate health care professionals</b> to ensure that asthma education is part of the established curriculum. MAC staff will encourage staff/students of health professions training schools to become MAC members.</li> <li>Utilize the Controlling Asthma Project's <i>Asthma Education for Busy Pharmacists</i> curriculum to provide continuing education to pharmacy.</li> <li>Partner with ALAMN's Asthma Outreach Program to provide continuing education about the 2007 NHLBI guidelines to clinic staff.</li> </ol>	<p>Specific strategies included:</p> <ul style="list-style-type: none"> <li>• Clinic lunch and learns</li> <li>• Conferences</li> <li>• PACE trainings with the new guidelines</li> </ul>
<b>Policy activities</b>	<ol style="list-style-type: none"> <li><b>Revive and conduct meetings of the MAC Policy Committee to support policy-related objectives</b>...for future funding, tobacco-related issues, etc. Collaborate with other groups working on asthma policies, such as local tobacco coalitions, Association for Non-smokers Rights, Controlling Asthma Project, and others.</li> <li>Have each regional coalition develop a <b>list of legislators</b> interested in respiratory issues. Provide education to each of these legislators.</li> <li>Have each regional coalition partner with local tobacco coalitions to determine opportunities for collaboration.</li> </ol>	<p>Note: Because the Minnesota Asthma Coalition staff structure is funded with federal funds, guidelines related to policy activities need to be adhered to and followed.</p>
<b>Environment-related activities</b>	<ol style="list-style-type: none"> <li><b>Include information on the environmental impacts on asthma as appropriate in MAC outreach.</b></li> <li>Continue to sign coalition and community members up for <b>air quality alerts</b>.</li> <li>Promote and disseminate information about air quality alerts.</li> <li>Place information on air quality alerts in a prominent location on the MAC website.</li> </ol>	<p>There is a link to the air quality alerts on MDH's website under "hot topics".</p>