



*minnesota asthma coalition*

 AMERICAN LUNG ASSOCIATION®  
of Minnesota

**Northeast Regional Asthma Coalition Meeting  
January 23, 2008 – 2:30 p.m. – 3:30 p.m.  
St. Mary's Hospital, 407 E 3<sup>rd</sup> St, Duluth  
Regional Heart Center Conference Room**

**Notes/Minutes of Meeting:**

Meeting began at 2:33 p.m.

Present: Sue Strohmman, Cathie Miller, Jean Larson, Andy Kadlec, Pam Franklin, Jan Salo Korby –

Chairperson Sue gave opening welcome and introductions were made. Jan initiated discussion on chairperson for 2008-2009. Discussed whether it should be shared with another volunteer, what the duties are, should we put a time-frame on the commitment, etc. It was consensus that Jan and Sue will work together to write a brief description of the Chair Job Description as discussed (i.e. regular attendance at meetings, involvement in MAC activities/phone conferences, chair meetings, two-year time frame). Sue has been serving as Chair since the coalition started and thankfully, is willing to continue serving. It was decided that Cathie Miller will join as a co-chair to serve 2008-2009 with Sue.

A big “thank you” extended to Lori Saari for her service as the Coordinator of NERAC. Jan Salo Korby has been serving as Coordinator since November 1, 2007.

Much of the time was spent talking about the change in direction the coalition has taken for the professional education conference. Jan reported that after attending and displaying at the Pediatric Asthma Update on November 1, there was a lot of interest generated in the Asthma Educator Prep course and requested that we offer it here in our region. Plans are underway to do this, and much of the discussion of this meeting centered on this activity. Speakers for most of the topics have been confirmed, ideas from the coalition for others were discussed. “Save the Date” cards and posters were distributed to members. Cathy, Pam and Jean will send out email announcements to the list-servs they participate in (parish nursing, Northland NP association, NE school nurse/public health communities). Andy will distribute cards and posters as he makes visits across the region. Sue will market to her colleagues. Concerns about cost were discussed (2-day conference \$250). Much discussion on how to bill for asthma education (Jan has codes on pdf if anyone wants them). Jan distributed a list of areas she will contact, including clinics, hospitals, pharmacies, respiratory associations, etc. (contact Jan if you want a copy of the Marketing Plan). The group would like to see the conference attract at least 50 people. Exhibitors for the conference were also discussed. Brought up for consideration was a lower exhibit fee for non-profit orgs, if we don't get

enough participants to cover the cost of the conference, or if we don't get enough pharmaceutical companies to display. Jan will discuss this with the Professional Ed dept at St. Paul's ALA since they are doing the CEU's, and coordinating much of the registration, etc. Additional suggestions for faculty were made; Jan will coordinate the faculty. Sue will help with registrations the day of the event. ALA prof. Ed (st Paul) will do registrations, secure curriculum, etc. Jan working closely with Prof Ed.

Pam discussed the work the AMA Alliance is doing, (their campaign is "screen out" and deals with raising awareness of the presence of tobacco products/use in movies kids watch) and will refer Candy Adams to Jan to connect on this issue.

Jim C. asked Jan to report at the meeting that the Family Fun Fair is coming up in March, if NERAC can display.

Time was limited, but the regional work plan for 2008 was discussed. Both Cathie and Pam agreed that some of the expectations of the workplan are difficult due to limited resources and the region we're in... we cannot do the same things as the Metro MAC with our resources and large geographical region. That said, we did come up with suggestions to fulfill the tasks ahead. More work on the plan to be done next meeting.

Discussion regarding activities for World Asthma Day/Month: ideas were to secure space on local tv and radio shows to raise awareness – and members mentioned they'd rather not seek the mayoral proclamation this year, but to promote our northern Camp We No Wheeze as part of asthma awareness month. Pam suggested Jan connect with Mimi Stender of Fit in Duluth to see how they would be able to corroborate.

We briefly discussed the State MAC Work Plan – due to lack of time we did not get to fully answering the questions in the agenda. Jan and/or Sue will connect on the MAC phone committees regarding setting up the work plan and report back to the group.

We adjourned at 3:39. Next meeting to be announced.