

MAC STRATEGIC PLAN -- DRAFT WORKING DOCUMENT -- September 27, 2005

Mission: To enhance the quality of life for people with asthma in Minnesota.

Vision: People with asthma in Minnesota live the life they want to live because their asthma is managed and well controlled.

Leading Through Partnerships

Goal	Objectives	Strategies	Progress Indicators
Develop and maintain diverse partnerships to enable MAC to become Minnesota's foremost asthma resource.	Identify high priority needs of patients, parents and organizations concerned about asthma	By June 1, 2006 each regional coalition conducts a needs assessment of patients, parents and organizations to identify their needs and what they want from MAC	Needs assessment completed in each region
		Regions share needs assessment findings and explore partnership opportunities	State-wide report compiled on regional needs assessments Discussion at state-wide MAC meeting
	Employ partnerships when helpful to reach MAC goals	Prioritize and develop regional and statewide partnership opportunities identified by needs assessments.	Number of active partnerships with other organizations and communities.
	Encourage health plans and health care providers to participate in and rely on MAC as a leading asthma resource	MAC Coordinators promote MAC as a resource	Number of inquiries from health plans and health care providers Participation of health plans and health care providers in MAC activities
		MAC has a clear and accessible menu of program and resource options that is maintained on an ongoing basis	Comments on annual review of MAC website by staff from health plans and health care providers

Education

Goal	Objectives	Strategies	Progress Indicators
Provide asthma education to professionals who play key roles in helping individuals manage their asthma	Increase number of certified asthma educators in MN	Between January 1, 2006 and January 1, 2008, educate 250 healthcare professionals through AECC, with 25% becoming certified educators	Number of health care professionals completing AECC Percentage of AECC course participants becoming certified educators in Minnesota
		Assess and address the barriers for taking the exam	List of barriers to taking the exam Decrease in this list over time
	Increase ongoing education of certified asthma educators	By December 31, 2006, expand distribution of e-newsletter to 80% of current AE participants	E-newsletter distribution list
		Explore offering a refresher course	Assessment completed and, if appropriate, refresher course developed
	Increase number of health care providers knowledgeable about asthma	Beginning in 2006, provide at least one professional education opportunity per year for health care providers in each region	Professional education opportunities in each region Number of participants
	Increase number of school personnel or childcare providers with essential knowledge of asthma	By 2008, provide at least one training opportunity for school personnel or childcare providers in each region	Training opportunities in each region Number of participants
Publicize and market the School Nurse training sponsored by the Minnesota Department of Health			

Education (continued)

Goal	Objectives	Strategies	Progress Indicators
Provide asthma education to professionals who play key roles in helping individuals manage their asthma (continued)	Increase knowledge of asthma among new health care professionals	Building on the efforts of CAACP, work with schools who educate health professionals to ensure quality asthma education is part of regular curriculum Encourage staff/students of these schools to become active in MAC	Number of schools including asthma education in regular curriculum.
			Number of staff/students actively involved with MAC

go on to next page

Public Policy

Goal	Objectives	Strategies	Progress Indicators	
Support public policies that will improve outcomes for Minnesotans with asthma	Increase regional coalition public policy skills and effectiveness	Incorporate public policy training in the ongoing MAC efforts	Number and frequency of public policy trainings Number of participants	
	The MAC will assess potential public policy initiatives related to improving the lives of individuals with asthma	Conduct annual assessment of potential public policy initiatives	Annual assessment completed List of public policies selected	
	Educate public about Statewide smoke-free air policy and how this impacts asthma			
		Partner with environmental organizations on key public policy initiatives related to improving the lives of individuals with asthma as identified in the needs assessment	Annually-, identify and prioritize potential partners	Number and quality of partnerships with environmental organizations
	Annually contact top priority organizations, discuss potential for effective partnerships		Number of joint activities	
	Partner with other organizations on key public policy initiatives as identified in the needs assessment related to improving the lives of individuals with asthma	Examine how best to work with organizations and agencies	Number and quality of partnerships with other organizations	
		Implement activities	Number of joint activities	

Public Awareness

Goal	Objectives	Strategies	Progress Indicators
Increase awareness of asthma, the needs of those with asthma, and asthma issues among the general public	Expand and strengthen public outreach efforts	Conduct media campaigns, including PSAs.	Number, frequency of media campaigns and events
		Conduct or participate in special events such as World Asthma Day, World Asthma Month, Walks and other community events	
	Encourage increased public use of MAC website, MAC resources	Promote and increase regional use of MAC website	Number of hits on MAC website Targeted user evaluation of MAC website
		Keep website current, easy to access, user friendly	
	Ensure public awareness efforts communicate effectively with various populations	Distribute MAC member packet to prospective MAC members	Number of packets distributed
		Identify unique information needs of subgroups defined by such factors as age, culture, region, income level, literacy, or language	Unique information needs identified
	Increase awareness of environmental impacts on asthma	Develop outreach materials and strategies appropriate to priority groups	Materials and strategies for priority groups created and distributed
		By 2006, include information on environmental impacts on asthma in appropriate MAC public outreach	Environmental information in appropriate MAC outreach materials and messages
Increase the early recognition of asthma	Promote the symptom recognition of asthma through a variety of instruments	Instruments identified or developed and made available	

Tools and Resources

Goal	Objectives	Strategies	Progress Indicators
Provide access for all Minnesotans to asthma resources and tools	Increase use of MN Asthma Information Center Website and American Lung Association Help Line	Expand publicity about website and ALA Help Line	Number of Asthma Information Center website hits and asthma calls to the ALA Help Line from Minnesota
	Make resources available in alternative forms and places for those without web access	Make information available in libraries, schools, clinics, pharmacies, workplaces, senior centers, etc	
		Obtain or develop and distribute culturally appropriate educational tools and resources	Number and type of culturally appropriate educational tools and resources developed and distributed.
	Create and maintain a list-serve for asthma professionals	By June 1, 2006, develop policies and procedures for list-serve participation	List serve operating Number of asthma professionals using list-serve Number of messages posted
		Manage, monitor and maintain list-serve	
	Have basic standardized asthma presentations available to health educators, school nurses and others in all MAC regions	Develop power point programs and supporting documents, place online. MAC's professional education committee will evaluate and review programs developed before their Statewide release.	Track number of downloads and identify who is downloading
		MAC will evaluate and review programs on an annual basis	

Tools and Resources (continued)

Goal	Objectives	Strategies	Progress Indicators
Provide access for all Minnesotans to asthma resources and tools (continued)	Increase the knowledge of patients who receive asthma medications	By 2007, provide patients who receive asthma medication with contact information for MN Asthma Information Center and the ALA Help Line through health care professionals	Percent increase in number of patient hits on webpage (goal is 50%) Track number of phone calls received by the ALA Help Line
	Increase knowledge of parents/significant caregivers of children with asthma	Pursue and implement strategies related to parents, such as community events	Track number of parent calls about asthma to ALA Call Center Number of events and participants

go on to next page

MAC Operations and Sustainability

Goal	Objectives	Strategies	Progress Indicators
Ensure the effective operations of the MAC	Increase ability to measure progress and evaluate efforts	Assure an outcome measure and evaluation plan for each objective	Each MAC objective has an outcome measure and evaluation plan
	Strengthen regional and state-wide coalitions	Conduct a process evaluation of the regional and statewide coalitions	Development of an evaluation plan Process evaluation completed of regional and statewide coalitions
	Improve communications among MAC staff and volunteers state-wide	Develop and promote a two-way MAC list serve	MAC list serve created Number of users
	Improve MAC decision making	Outline a decision making process, including MDH, ALAMN, Steering Committee, regional coalitions, staff	MAC decision making process outlined
	Ensure adequate membership at regional level to make decisions and provide energy	By June 2006, strategically identify 5 to 10 organizations and 10 to 20 individuals per region to recruit and maintain as Regional MAC members	Number of organizations and individuals per region recruited as new MAC members
	Involve general public more in MAC planning and implementation of programs and events	Invite public to participate in programs and seek public input whenever appropriate	Number and diversity of people participating in MAC programs or providing input to MAC
	Coordinate MAC efforts with organizations to maximize effectiveness	Coordinate efforts with organizations working on asthma such as CAACP, MTS, MN Allergy Society, MSRC and others	Number of organizations with which MAC is coordinating

MAC Operations and Sustainability (continued)

Goal	Objectives	Strategies	Progress Indicators
Ensure the effective operations of the MAC (continued)	Increase diversity within MAC, including people of racial and ethnic minority groups and people with asthma	Reach out to diverse populations through culturally appropriate programs, services, events, and materials	MAC regional coalitions are representative of the communities' demographics
		Recruit diverse people including people who have asthma to serve on MAC Steering Committee or to participate in a regional MAC Coalition	MAC Steering Committee is representative of the state's demographics
	Recognize and honor successes of individuals and regional coalitions	Provide recognition at MAC annual meeting and in e-newsletter regarding outcomes such as number of AEC, financial resources raised, AAP written, etc.	Number of recognitions per year
Ensure the long-term sustainability of MAC	Create a MAC Sustainability Plan to include (but not be limited to) revenue objectives and strategies outlined below	Establish a MAC Sustainability Committee to create plan	MAC Sustainability Plan approved by MAC Steering Committee
	Increase revenues and the number and types of revenue sources	Gain commitment of long-term support from both ALAMN and MDH	Commitment of long-term support from both ALAMN and MDH
		Develop alternative revenue streams through continuing education programs or products	Number and size of alternative revenue streams developed

MAC Operations and Sustainability (continued)

Ensure the long-term sustainability of MAC (continued)	Increase revenues and the number and types of revenue sources (continued)	Set up process for donations to MAC via ALAMN	Process established for donations to MAC via ALAMN
		Develop state-wide and regional development plans. Have regional coalitions responsible for raising 25% of their operating funds	Development of state-wide and regional development plans. Percentage of regional coalitions' operating funds raised by regional coalitions
		In 2006, request state funds from legislature	Request made for state funds