



The Asthma COALITION Update

Spring/Summer 2013

2013 North Carolina Asthma Summit

The 2013 Asthma Summit was held on May 7, 2013 at the North Carolina Biotechnology Center in Research Triangle Park, with 85 asthma champions, partners, asthma healthcare providers, and advocates in attendance. The Asthma Summit is an annual event sponsored by the Asthma Alliance of North Carolina. The theme this year was “N.C. Environmental Challenges & Strategies: Help Eliminate & Minimize Exposure for the Asthma Population” featuring a healthcare providers and asthma coalition panel.

Dr. Betsy Tilson, Director of Community Care of Wake and Johnston Counties, began the morning session with the keynote address, “Reducing Environmental Exposures for Patients with Asthma.” Her presentation included an overview of the asthma prevalence in children and adults, mortality rates, and the importance of an evidence-based

comprehensive asthma management program that addresses the environmental exposures and triggers. She also shared the major successes of the Community Care of North Carolina (CCNC), specifically with Community Care of Wake and Johnston Counties (CCWJC).



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Her presentation included information on how CCWJC's Asthma Program demonstrated cost savings and a decline in emergency department (ED) visits and hospitalizations in association with providing environmental assessments. For information on Dr. Tilson's work with CCWJC and to view her presentation, please visit the N.C. Asthma Program's website at www.asthma.ncdhhs.gov.

Following Dr. Tilson was the plenary session by Amy MacDonald and Neasha Graves with the UNC Center for Environmental Health and Susceptibility Community Outreach and Engagement Core Program. During their



session they provided an overview of studies addressing indoor and outdoor triggers and engineering solutions to manage pollutants. They also discussed studies highlighting mold and particulate matter and the use of air cleaners to reduce secondhand smoke. Amy discussed how to address environmental triggers at home using low- or no-cost solutions. Highlighted were newly developed tools that included a tactile environmental trigger kit, activities to be used during a parent training session, and print materials to reinforce messages. To learn more about the UNC Center for Environmental Health and Susceptibility Community and Engagement Core Program tools, visit their website at www.sph.unc.edu/cehs. You can also view Amy's and Neasha's presentation at the 2013 Asthma Summit on the N.C. Asthma Program's website (www.asthma.ncdhhs.gov).



Cindy Haynes-Morgan, N.C. Asthma Program Manager, providing a brief synopsis of the 2013 Asthma Champion Award winner.

The 2013 Asthma Champion Award was presented to Ms. Tami Hilton, formerly with Community Care of Wake and Johnston Counties, for her tireless efforts and passion for working with vulnerable populations living with asthma. As a trained registered nurse, Tami has dedicated her career to working with children and their families to improve their quality of life.



Asthma Champion – Tami Hilton, RN receiving the 2013 Award from Cindy Haynes-Morgan.

The participants had the opportunity to visit the vendors and storyboards on display throughout the day and interact with supportive leaders within the state and other advocates. Our vendors and storyboards were represented by TEVA, Active Healthcare, Horizon MedCorp, Merck, Novartis, East Carolina University Brody School of Medicine Department of Public Health, Medical Advocates for Healthy Air, Albemarle Pediatric Asthma Coalition, Clean Air Carolina, Indoor Air Quality, Legal Aid of North Carolina,

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Triangle Air Awareness, Duke Asthma Clinical Research Center, North Carolina Healthy Homes, UNC Gillings School of Global Public Health, Mission Hospital, Asthma Alliance of North Carolina, and the North Carolina Asthma Program.

Gabrielle Steele from the American Lung Association moderated the Healthcare Provider’s panel that included Dr. Margaret Donohoe, Melinda Shuler, Dr. Ceila Loughlin, Dr. Marzena Krawiec, and Ann Nichols.



Breakout Session II: Asthma Smoke Free Restaurants & Bars Law Presentation by Tanha Patel (Asthma Program/Tobacco Branch) & Annie Hirsch (Occupational and Environmental Epidemiology Branch)

The afternoon session topics were:

- Asthma Smoke-Free Restaurants & Bars law Study (Tanha Patel & Annie Hirsch)
- Smoke-Free Multi-Unit Housing (Anna Stein)
- Asthma Education School Nurse Curriculum (Denisha Little-Greene)
- Asthma medication and Devices Update (Lisa Johnson)



The panel led into the morning breakout sessions. The morning session began with the following topics:

- The Wheezy Baby (Dr. Margaret Donohoe)
- Allergic Inflammation in Preschool/Toddler Wheezing (Dr. Marzena Krawiec)
- Air Pollution & Asthma: The Latest Research (June Blotnick)
- N.C. School Nursing & Asthma: Impacting the Student’s Educational World (Ann Nichols)

The day concluded with the Asthma Strategies & Resources panel with representation from the American Lung Association, Triangle Air Awareness, Clean Air North Carolina, and UNC TV PBS providing resources in the community to address asthma. Everyone had the opportunity to meet Buster from PBS. A drawing for door prizes was held prior to adjournment. For more information about the 2013 Asthma Summit or information about asthma, or to see the presentations, please visit the N.C. Asthma Program’s website at www.asthma.ncdhhs.gov or call 919.707.5213. ❖

Asthma Summit Highlights



Lisa Feierstein, Active Healthcare and Dr. Ed Davis



Coalition Panel (L to R) Gabrielle Steele, American Lung Association; Elaine Loyack, Triangle Air Awareness; June Blotnick, Clean Air North Carolina; Komona Herring, PBS.



Cindy Haynes-Morgan and Buster



UNC Center for Environmental Health and Susceptibility Community Outreach and Engagement Core Asthma Trigger Toolkit

Asthma Awareness Month

May was Asthma Awareness Month and May 7 was World Asthma Day. People all across the state celebrated with activities to promote asthma awareness. Through the leadership and coordination of our Alliance co-chair Lisa Johnson, the Asthma Alliance of North Carolina participated in a friendly competition with Virginia Asthma Alliance to see who would implement the most activities to promote asthma awareness. There were several activities submitted by the following organizations:



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- Albemarle Pediatric Asthma Coalition
- Active Healthcare
- Asthma Alliance of North Carolina
- American Lung Association
- Allergy Partners of Western North Carolina
- Cleveland County Asthma Coalition
- Cornerstone Pediatrics & Adolescent Medicine
- Cumberland County Asthma Action Group
- Eastern Carolina Asthma, Allergy & Immunology
- Medical Advocates for Healthy Air
- Mission Children's Hospital
- New Hanover County Health Department
- Parents of Allergic Kids
- Triangle Air Awareness
- UNC Chapel Hill
- UNC Institute for the Environment
- Vidant Medical Center
- Wake and Johnston County Asthma Coalition
- Wilson County Health Department

Through these organizations there were more than 58 activities reported. The Virginia Coalition had great partnership activities implemented as well and agreed on a tie for the two states. A special thanks to all who submitted their activities and for all you do in your community to reduce the burden of asthma. ❖

Asthma Alliance of North Carolina

During the Association of Asthma Educators (AAE) Annual Conference held in South Carolina from August 1-4, 2013, key representatives from 5 states (West Virginia, Virginia, North Carolina, South Carolina, and Georgia) held a panel discussion regarding issues such as stakeholder engagement, effective asthma education activities, administrative structure, and financial sustainability. The three-hour workshop titled **“Southeast Asthma Coalitions: Overcoming Obstacles and Achieving Excellence in Asthma Education”** provided the attendees with a comparison and contrast on how various state and regional asthma coalitions in the Southeast United States have confronted issues and still found methods to facilitate excellence in asthma education.

Lisa Johnson, co-chair of the Asthma Alliance of North Carolina, provided the audience with a brief presentation to share its developmental

history and current infrastructure. This basic information was also included in handouts that were distributed to the attendees. After all state representatives gave their brief introduction, a moderator asked each member of the panel a number of preplanned questions around the following topics:

- 1) Organization infrastructure (history, key stakeholders, activities, finances)
- 2) Sustainability (fundraising programs, membership fees, not-for-profit status, grants)
- 3) Stakeholder engagement
- 4) Effective asthma education programs
- 5) Reaching high risk groups (pediatrics, elderly, minority)
- 6) Collaborations with the AAE

The audience members were able to ask questions and discuss issues throughout the

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workshop. The session was well attended; very interactive and informative for all that participated. ❖



Wake County Asthma Coalition

“Wake County Asthma Coalition’s Asthma Made Easy” conferences are a great opportunity for medical professionals and asthma educators to learn about updates in asthma care protocol, receive technical training on devices, and to dig deeper into issues surrounding the care for people with asthma. In addition to earning CEUs, attendees have the opportunity to network and share ideas with one another that they may not otherwise be afforded, due to demands on their work schedules. As a non-traditional educator with an emphasis on outdoor air quality, Asthma Made Easy gives me a foundational knowledge of indoor asthma triggers and treatment for those suffering from asthma, as well as the importance of asthma action plans. This year, I had the honor of serving as a panelist and am grateful to have had the opportunity to share strategies for protecting at-risk populations from exposure to bad air quality outdoors. It was a great conference and a valuable investment of my time.” ❖

*Elaine Loyack, Program Coordinator
Triangle Air Awareness*

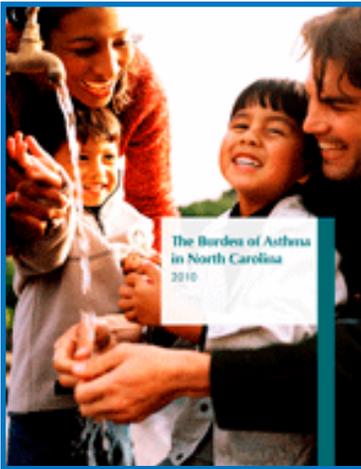
What’s New in the N.C. Asthma Program?



Sam Lahsae, Epidemiologist

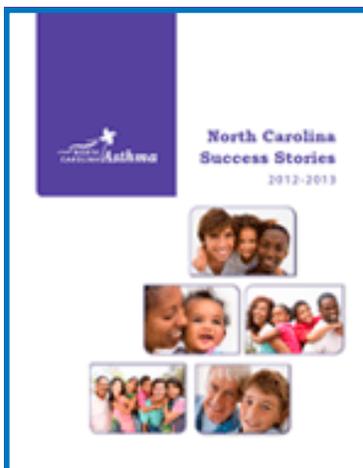
The N.C. Asthma Program would like to introduce you to the new Epidemiologist Sam Lahsae. Sam has a great deal of experience in asthma and he has a master’s degree in epidemiology. He joined the N.C. Asthma Program in July 2013. Welcome Sam, we are glad to have you on board! ❖

The Asthma Program Resources and Tools



The N.C. Asthma Burden document presents prevalence, symptoms and management, healthcare utilization and cost, and mortality data for asthma in North Carolina. The Burden of Asthma in North Carolina 2010 Report is available online at www.asthma.ncdhhs.gov. For more information, please contact the N.C. Asthma Program.

The Resources Guide includes useful asthma related information and resources for those individuals living with asthma in North Carolina. The guide can be used in its entirety or as a series of educational one-page handouts. This updated version includes a new handout on the importance of people with asthma getting a flu shot, directory of senior centers, dental clinics, asthma camps, asthma coalitions, the Chronic Disease Self-Management Program (CDSMP), QuitlineNC, and more! The updated N.C. Resource Guide is available online at www.asthma.ncdhhs.gov. If you would like more information on the guide, handouts, or a CD, please contact the N.C. Asthma Program at 919.707.5213.



The North Carolina Success Story Manual is a compilation of innovative stories of success with asthma related interventions in various communities to increase the awareness of asthma and reduce burden in our state. The manual highlights program activities in Alamance, Albemarle, Buncombe, Cleveland, Davidson, New Hanover and Pitt counties. Read more at www.asthma.ncdhhs.gov.

Send Us Your Stories, and Tell Us What You Think!

The *Asthma Coalition Update* is released several times a year, and we would love to share your coalition or work group's stories and activities in future issues. Let us know what's going on in your communities! We also welcome your feedback on stories/updates that you would like to see in future issues. Send any news, updates, or ideas to Cindy at cindy.haynesmorgan@dhhs.nc.gov. ❖



State of North Carolina | Pat McCrory, Governor
Department of Health and Human Services
Aldona Z. Wos, M.D., Secretary

Division of Public Health | North Carolina Asthma Program
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