



The Asthma COALITION Update

Spring/Summer 2012

2012 North Carolina Asthma Summit

The 2012 Asthma Summit was held on May 8, 2012 at the North Carolina Biotechnology Center in Research Triangle Park, with over one hundred asthma champions, partners, asthma healthcare providers, and advocates in attendance. The Asthma Summit is an annual event sponsored by the Asthma Alliance of NC. The theme this year was “Addressing Health Disparities in Asthma: Creative Solutions” featuring a healthcare providers and asthma coalition panel.

Our very own State Health Director, Dr. Laura Gerald started the morning session with the keynote address presenting the “State of the State” address with a great review of the North Carolina Division of Public Health and the latest updates on Asthma in North Carolina. She shared the major successes in health outcomes over the past 10 years and discussed “Where do we go from here?” Dr. Gerald encouraged all attendees to continue making progress to meet our targets for the Healthy North Carolina 2020 Objectives. Following



Dr. Gerald was the plenary sessions led by Laura Edwards, Center for Healthy NC and Dr. Betsey Tilson, Community Care of Wake and Johnston Counties.

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

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SAVE THE DATE

Asthma Alliance of North Carolina (AANC) Quarterly Meeting

See inside for details

2012 North Carolina Asthma Summit cont. from page 1

were represented by Aerocrine, TEVA, Horizon MedCorp, NC Sierra Club, Triangle Air Awareness, Duke Asthma Clinical Research Center, Monaghan Medical, Albemarle Pediatric Asthma Coalition, NC Tobacco Prevention and Control Branch, NC Comprehensive Cancer Prevention and Control Branch, Active Healthcare, and the NC Asthma Program.

The 2012 Asthma Champion Award was awarded to Ms. Connie Morter of Community Care of the Lower Cape Fear for her tireless efforts and passion for working with vulnerable populations living with asthma. As a trained nurse, Connie has dedicated her 30-year career in working with children and their families to improve their quality of life.

We had Dr. Thomas Irons from East Carolina University to moderate the healthcare provider's panel which led into the morning breakout sessions. The morning breakout sessions included topics such as:

- Asthma Management Strategies for Diverse Patients
- Addressing Indoor Environmental Triggers within the Medicaid Population
- Asthma Medication and Devices Update
- Asthma in Schools

The Afternoon Session topics were:

- Office Asthma Management Issues: Education, Billing and Reimbursement



Asthma Champion – Connie Morter receiving the 2012 Award from Cindy Haynes-Morgan.

- Multi-Unit Housing: Creating Healthy Environments Where It Matters Most
- Coalition Building
- Personalized Medicines and Biomarkers
- Asthma in the Medicaid Population: Opportunities and Challenges

The day concluded with the asthma coalition panel discussing resources in the community. A drawing for door prizes was held prior to adjournment. For more information about the 2012 Asthma Summit or information about asthma, contact Cindy Haynes-Morgan at 919.707.5347 or at cindy.haynesmorgan@dhhs.nc.gov. ❖

Asthma Summit Highlights



The NC Asthma Program Epidemiologist, Winston Liao, talking with partners at registration.



A Captive Audience at the Summit.



Dr. Betsey Tilson, Director of CCNC of Wake and Johnston Counties



The Healthcare Provider Panel discussing "disparities in asthma" From L-R: Dr. Jonathan Malka Rais, Dr. Margaret Donohoe, Tami Hilton, RN, Lucy Kernodle, RN, Dr. Donald Russell, and Dr. Thomas Irons as the Moderator (not shown in picture).

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Asthma Summit Highlights cont. from page 3



Dr. Thomas Irons, MD presenting during Break Session II – Asthma in the Medicaid Population



Laura Edwards, RN telling us how we can be the healthiest state

Asthma Awareness Month

Healthy Alamance Child Asthma Coalition to Build Awareness

If you went pass any elementary or middle school campuses in Alamance County on May 5th you might have seen small flags nestled into the ground. (The flags were up for two weeks starting on April 30th through May 14th).

The Healthy Alamance Child Asthma Coalition will observed World Asthma Day by displaying small flags in front of all the elementary and middle schools in Alamance County. Each flag displayed outside of the school represented the number of children at that school living with asthma. In all, approximately 1065 flags were placed near the main entrance in front of each school by coalition

members. The surveying flags were loaned to the coalition by the Alamance County Environmental Health section. The coalition is a partnership of numerous health and human service agencies. Through everyone’s gifts, time, and resources, notable programming has been achieved, despite the difficult economic times many agencies have been facing. “Without strong community partnerships, none of this would be possible,” said Healthy Alamance Director April Durr, who oversees numerous collaborative coalitions in Alamance County.



Green	Good
Yellow	Moderate
Orange	Unhealthy for Sensitive Groups
Red	Unhealthy



In addition, Alamance conducted a campaign using billboards during the month of May for Asthma Awareness month educating those living with asthma on the importance of having an asthma action plan and knowing the code!

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Asthma Awareness Month cont. from page 4

Albemarle Pediatric Asthma Coalition Activities



The Albemarle Pediatric Asthma Coalition, APAC, has sponsored a public awareness campaign to recognize World Asthma Day (WAD) on May 1, 2012 and the month of May as Asthma Awareness month. The APAC is comprised of seven counties located in northeastern North Carolina and includes Bertie, Camden, Chowan, Currituck, Gates, Pasquotank and Perquimans.

The recognition of World Asthma Day and Asthma Awareness month included a publicly read proclamation at a governmental meeting in each of the seven counties. The proclamation was accepted by a child or adolescent living with asthma. Each child was given the opportunity to share some of their personal thoughts on how living with asthma affects his or her life.

World Asthma Day banners were placed in each county at an intersection with high traffic visibility. Promotional signs in English and Spanish which read, "This Staff and our Families recognize May as Asthma Awareness month," were displayed at the entrance of schools, childcare centers and medical providers' offices.

Three new billboards, located strategically throughout the seven-county area, publicize the message to increase the public's awareness related to asthma. The billboards' message lists three steps in maintaining good asthma management as featured below. One billboard is translated in Spanish.

There is still a need for additional education and management of a child's asthma with regard to correctly identifying and understanding the differences in the use of control and rescue asthma medication, the APAC continues to endorse the asthma medication stickers project. These stickers assist with the easy recognition between rescue and controller medications and were designed with the use of clipart and color to distinguish the difference between the two medications. These stickers were offered to 40 pharmacies in the seven-county ARHS district as well as Dare and Hertford counties.



The APAC organized the expansion of the NC School Bus Anti-idling policy to include voluntarily posting Anti-idling signs on the campuses in the car cue traffic loops. This project includes ongoing participation from Child Care Centers. This project encourages "No-Idling" zones at participating Child Care Centers, where parents drop off and pick up their children. The North Carolina Division of Air Quality has generously provided signs for this project.

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Asthma Awareness Month cont. from page 5

The goals of this project are to accomplish the following:

- Create a healthier, less stressful drop-off and pick-up experience for students, parents, teachers and administrators.
- Reduce the number of school absences from asthma-related issues.
- Cleaner air!



Wilson County Asthma Coalition Activities

For Asthma Awareness Day, the Wilson Asthma Coalition distributed posters to all elementary schools and childcare facilities to promote the day. They set up a display board at the health department with informational brochures and books. In addition, 2 billboards were displayed in the community and a newspaper article supporting Asthma Awareness Month. ❖



Wilson County

Please access the Albemarle Pediatric Asthma Coalition Website at www.arhs-nc.org/apac/ for more information regarding the activities described above. Please contact Gayle Olson, RN, at 252-338-4369 or by email at golson@arhs-nc.org or Janet Capehart, RT, 252-794-6658 or by email at jcapehar@vidanthhealth.com, Pediatric Asthma Care Managers.

A North Carolina Asthma Fact 8 years: 2003-2010

Asthma hospitalization rates have decreased from 2003 to 2010 (latest data available) for all of the following age groups: 0-4 years, 30.7%; 5-14 years, 7.1%; 15-34 years, 37.3%; 35-64 years, 21.3%; and 65+ years, 26.1%.

Recognizing Excellence!

Mission Children's Hospital receives the National Environmental Leadership Award in Asthma Management

Each year the Environmental Protection Agency (EPA) recognizes exemplary programs and community leaders to serve as national models and mentors for community asthma care improvement. The National Environmental Leadership Award in Asthma Management is the highest recognition the EPA awards to programs and their leaders who have demonstrated the delivery of exceptional environmental asthma management and care services to their community.

The awards are given for three categories: Health Plan, Healthcare Provider, and Community in Action. This year's 2012 premier winner representing the Healthcare Provider Category is Mission Children's Hospital in Asheville, North Carolina. The Regional Asthma Disease Management Program led by Dr. Donald Russell and his team continues to provide quality care that includes an environmental approach through their program to reduce the burden of asthma for families in their communities. "The asthma program is successful because we form partnerships with our patients and their families" said Melinda Shuler, administrator and regional clinical coordinator for the asthma program. ❖



The Regional Asthma Disease Management Program at Mission Children's Hospital

Pictured l-r: Dr. Donald Russell, M.D., Supervising Physician; Shawn Henderson, Practice Manager, Mission Children's Hospital; Melinda Shuler, Regional Clinical Coordinator/Principal Investigator; Amy Trees, Case Manager; Helen Thingvoll, Office Specialist

SAVE THE DATE

11/29/2012

The next Asthma Alliance of North Carolina (AANC) Quarterly Meeting will be held November 29, 2012 from 10:00 AM until 1:00 PM. The meeting will be held in the Cardinal Conference Room in the Division of Public Health Building at 5605 Six Forks Road, Raleigh, NC. If you are interested in attending the meeting, please contact Cindy Haynes-Morgan at 919.707.5347 or at cindy.haynesmorgan@dhhs.nc.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. ❖



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Division of Public Health
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