



The Asthma COALITION Update

Fall 2007

A Message from the Asthma Alliance of North Carolina

The Asthma Alliance of North Carolina has been working hard over the past year – from finalizing the North Carolina Asthma Plan to having another successful Asthma Summit in Burlington. Our mission is to reduce asthma morbidity and mortality for all people in North Carolina, and the Asthma Alliance subcommittees are committed to meeting that mission. The five subcommittees (Education & Public Awareness, Medical Management, Surveillance, and Environmental) are already achieving objectives and strategies to reach the goals set in the N.C. Asthma Plan for 2007-2012.

The 2007 Asthma Summit in Burlington was well attended by participants from all over North Carolina. The first Asthma Champion Award was presented to Pam Ellwood for her outstanding asthma leadership for programs like the Coaches Clipboard Project. Success stories in Asthma Education were presented by 3 programs – Mission Hospitals Asthma

Disease Management Program, Pitt County Memorial Hospital Pediatric Asthma Services, and WakeMed Pediatric Asthma Program. The afternoon breakout sessions ranged from information on our environment, how to serve our populations better, and finding resources for asthma initiatives, to school issues.

The AANC hopes to have a recommended asthma action plan for school systems that has the necessary information to help guide the teacher/school staff when an emergency occurs at school. The Medical Management subcommittee has worked very hard on developing a standard form, and has had many conference calls and planning sessions.

The AANC is a statewide partnership of local and state government agencies, academic institutions, local asthma coalitions, non-profit and private industry working collaboratively to address asthma in our state. We thank all who

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have helped make the AANC successful and ask that you continue to devote your time and resources to help AANC meet and exceed our goals for the state. Let's make North Carolina a safe place for people with asthma

to live! If you would like more information or would like to become involved with the Asthma Alliance, please contact one of our co-chairs: Lisa Johnson, ljohnso@pcmh.com, or Karin Yeatts, Karin_yeatts@unc.edu. ❖

Asthma Program Web Site

Have you accessed the North Carolina Asthma Program's Web site lately? The Web site can be a valuable tool to keep you informed of asthma news, updates, and activities. As you work with your coalitions, please refer to the website in order to include upcoming events or meetings in your calendars. Our web address is www.asthma.ncdhhs.gov. On the site, you will notice links listed at the top which direct you to:

- Asthma Program Initiatives
- About Asthma
- Asthma Alliance of North Carolina
- Resources
- Information for Health Professionals
- Our Contact Information

Coming Soon! We are planning to have a Coalition Corner page on the Web site (www.asthma.ncdhhs.gov) which will allow asthma coalitions to learn about coalition activities in other regions of the state. If your coalition has an announcement of an upcoming event or if you have descriptions of successful, innovative activities that your coalition is involved with, please send those items to Diane Price, Diane.Price@ncmail.net, for us to review and post. Please forward those by the 15th of the month for posting at the beginning of the next month. When we establish the Coalition Corner page on the Asthma Web site, we plan to have a template for you to use to place your announcements or information in a specific format. Watch for it on the Web site. Plan to review the Asthma Program Web site often, and if you need further information regarding the site and its use, please notify Diane. ❖

Local Asthma Contacts Email List

Early this year, the N.C. Asthma Program re-launched the Local Asthma Contacts email list serve. This email list is a fantastic forum for us to share success stories, provide updates on coming events and opportunities, and communicate information regarding asthma related questions or issues. The list includes members of successful asthma coalitions and workgroups, those who are just getting started

with their coalition efforts, and those who might like to start a coalition in the future. So, this list is beneficial to and open to anyone interested in community asthma activities! If you are not on this email list and would like to be, please send an email to Caroline Chappell at Caroline.Chappell@ncmail.net. To send an email to the group, just use the address LocalAsthmaContacts@ncmail.net. ❖

Building and Sustaining Asthma Coalitions –

From the Ground Up!

On August 29, the N.C. Asthma Program sponsored a Building and Sustaining Asthma Coalitions workshop in Asheville. The workshop was directed by Tom Wolff, PhD, a nationally recognized consultant on coalition building and community development who has over 30 years experience in training various types of organizations, agencies and community groups on these concepts and strategies. Workshop participants received instruction and interactive experience on topics such as collaborative solutions; basics of coalition building; creating a vision and sustainability. Dr. Wolff also co-authored *From the Ground Up: A Workbook on Coalition Building and Community Development*, which was a featured topic during this workshop. All coalition and community representatives in attendance received a copy of the workbook, which was also sent to other asthma coalitions and community workgroups following the workshop. If you are part of a coalition that did not receive a copy, please notify Caroline at (919) 707-5209, or Caroline.Chappell@ncmail.net.

Stay tuned for a new round of coalition workshops and trainings to be offered by the N.C. Asthma Program in late fall 2007 and/or early spring 2008. ❖

A Message from a Program Partner....

UNC CEHS Offers Asthma-Related Outreach

The Community Outreach and Education Core (COEC) of the UNC-Chapel Hill Center for Environmental Health and Susceptibility (CEHS) translates Center research into knowledge that can be used to improve public health and educates the public about how individual and group susceptibilities interact with environmental factors to cause disease.

CEHS is committed to promoting awareness of asthma, allergies and air pollution throughout North Carolina. The COEC works with Center scientists and North Carolinians to:

- Develop educational and informational materials for sharing innovative CEHS research with diverse audiences;
- Conduct workshops for community-based and professional organizations, educators, and youth on a variety of environmental health issues; and
- Serve on several statewide organizations and initiatives aimed at addressing asthma and air quality issues in North Carolina, including the Asthma Project Management Team and the Asthma Alliance of North Carolina.

To request resources, an asthma workshop or assistance in developing a workshop, or for other technical assistance, contact Neasha Bryant at (919) 966-3746 or at nmbryant@email.unc.edu. For more information on the COEC's asthma-related resources and other environmental health issues that it addresses, visit its Web site at <http://cehs.sph.unc.edu/outreach>. ❖

SPOTLIGHT ON ...

Albemarle Pediatric Asthma Coalition

On May 1, the Albemarle Pediatric Asthma Coalition (APAC), recognized World Asthma Day with a display of pinwheels in front of 35 schools, representing the number of children at that particular school living with asthma. Counties who participated were Bertie, Camden, Chowan, Currituck, Gates, Pasquotank and Perquimans. This recognition was made possible with the help of the APAC members, especially the school nurses for each school district. Over 1,500 pinwheels were displayed. The goals for next year's World Asthma Day will be to display pinwheels in front of Childcare Centers throughout the seven-county region of northeastern North Carolina in order to bring community awareness of the number of children below the age of five who have asthma. A community

brief appeared in the local newspapers to inform the public about World Asthma Day and the significance of the pinwheels at the schools.

The Albemarle Pediatric Asthma Coalition, along with Albemarle Hospital, conducted three Coaches' Clinics in July and August. The clinics were presented to over 100 school district coaches, physical education teachers and city/county park and recreation employees. The clinics focused on emergency asthma management of the student athlete and assessment/treatment of common sports injuries for the student athlete. Dr. Margaret Donohoe, asthma/allergy specialist and chair of the APAC, and her staff employees, Joy Hampton PA-C, and Allison Neal, PA-C, presented on asthma management. Laminated cards with emergency asthma and first aid directives were provided for the participants to place on their clipboards for easy and quick reference, in the event a student with asthma/injury needed assistance. Morgan Cooper MA, ATC, LAT, assistant athletic trainer/lecturer from ECU, and Walter Meads, EMT, paramedic and operation supervisor for Pasquotank/Camden EMS, presented on sports injuries. These educational workshops were created in order to educate coaches on the chronic disease of asthma, how it affects an athlete's ability to compete in a sport, and how coaches can assist the athlete in managing their symptoms, as well as emergency management of an asthma episode. CEUs were provided to school district employees. ❖

Camp NoWeezin

The sixth annual Camp NoWeezin was held on July 25 - 27 in Elizabeth City, and included an Out-Of-This-World space theme. Thirty children, ranging in age from 6 to 10 years old, started each day with medical testing including instruction and reinforcement related to peak flow readings, and then learned better ways to manage their asthma. They enjoyed daily swimming and a special VIP tour of the

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United States Coast Guard Base, Air Station in Elizabeth City. Arina Boldt, Director of Marketing and Data Management, organized the camp along with Tim Tolson, M.D., and Margaret Donohoe, M.D., both allergy and asthma specialists; Debbie Leete, manager of community outreach; and Gayle Olson, pediatric asthma care manager for Albemarle Regional Health Services and member of the Albemarle Pediatric Asthma Coalition. They presented information about Camp NoWeezin and health education to the parents of asthma camp participants on July 23 at the annual Parents' Night and provided education to the campers each day of camp. Thirty-three campers attended, with over 25 volunteers assisting the campers throughout the three days. ❖

What's New in Asthma Surveillance?

The inaugural issue of *The Asthma Epidemiology Update*, our surveillance based newsletter, was released in spring 2007 (www.asthma.ncdhhs.gov). The North Carolina Asthma Program plans to publish the second issue later this fall. The fall *Update* will include information on North Carolina asthma prevalence and hospitalization; emergency department visits due to asthma; and asthma-related mortality. Future issues will provide information about child asthma and other asthma-related outcomes from recent surveillance efforts.

A recent research project sponsored by the Asthma and Allergy Foundation of America (AAFA) called the Asthma Capitals™ used a methodology that considers 12 factors (grouped into three primary areas: prevalence factors, risk factors, medical factors) to determine rankings for the 100 most-populated metropolitan areas in the U.S. Findings from the 2007 Asthma Capitals™ showed North Carolina's three largest cities being ranked in the top 15 "most challenging places to live with asthma" (www.asthmacapitals.com). These were Raleigh (number 2), Greensboro (number 8) and Charlotte (number 14).

For more information about asthma data and surveillance projects, please visit www.asthma.ncdhhs.gov, or contact Winston Liao, Asthma Program epidemiologist, at (919) 707-5210, or Winston.Liao@ncmail.net. ❖



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

The Coalition Update will be released quarterly, beginning in fall 2007. We want to highlight coalition stories and activities in our future issues, so let us know about the exciting asthma-related events and activities in your community! We want to share your good news and allow others to learn from things that you are doing. We also want to hear your ideas on items that you would like to see in this newsletter. Send your news, updates, and ideas to Caroline Chappell at Caroline.Chappell@ncmail.net. ❖



State of North Carolina
Department of Health and Human Services
Division of Public Health
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