

## **Iowa Asthma Coalition Meeting Notes**

August 20, 2008

1:00pm – 2:30pm

### Present:

Christy Leibundguth, ALA, Joann Muldoon, IDPH; Mindy Kralicek, DNR; Don Shepherd, IDPH; Andrea Hoffman, IDPH, Dan Ramsey, ALA; Tom Rendon, Iowa Dept of Ed; Ramona Ubaldo, IDPH-tobacco; Gaela Wilson.

Teleconferenced: Annemarie

### **1. Introductions - Christy**

#### **2. Update on State Asthma Action Plan-**

**a. Education-** Christy Leibundguth reported on progress in presenting the new NHLBI guidelines. There are 7 programs scheduled in the next 2 months: Clarinda-1, Cedar Falls-2, DSM-1, Decorah-3 or 4.

**b. Surveillance** - Joann Muldoon reported about a meeting that the surveillance team had the day before. Inpatient Data was available to members. Joann asked for feedback on how to make the research and data translate into useful information for the community. Dan mentioned articles and press releases. Joann will point out a few things that are striking ("victories" and "challenges", personal stories, etc.) in her data to the coalition and we will form articles out of this info and get the verbiage out via newsletter and press releases. Action steps were mentioned as well; writing local legislatures and etc.

To view surveillance data: IDPH website. A-Z > Asthma (IACP website)

Tom mentioned that the info can go out in the Iowa Community Empowerment newsletter. A request was made for ER visits after July 08. Are there marked increases since before July 08 with the tobacco free act. Joann will look into making a special request to HIS for current data. The legislative session starts January 15<sup>th</sup> and we would like the information for that.

#### **c. Open Burning-Mindy Kralicek**

Talked about passing "no burning" ordinances. Mindy will refer people from the DNR to Joann to get the specific data they need.

### **3. Newsletter-Gaela Wilson**

Back to school issue for July completed on schedule, October issue is on track as well

Developing plan for each issue of the coming year

Timely topics

Balance of information for various target segments (i.e., medical, education, caregivers, people with asthma, consumers, government, etc.)

Plan for each issue will include subject matter of articles and number of words needed, deadlines, and other information needed by contributors to make the process of submitting material as simple as possible.

Working to create brand identity by integrating communications (newsletter, brochure, exhibits, etc.)

Reminder follow up -- members send information on how to get publicity and newsletters on their various list serves to Christy so database can be developed

IAC Brochure and exhibit panels- Current brochure and panels are outdated and have old address of ALA. Gaela is working on making the brochure and panels more current.

#### 4. Lung Walk

Sept 20<sup>th</sup>. Go to [www.lungia.org](http://www.lungia.org) to sign up and/or donate.

#### 5. Asthma camp

Dan reported that Asthma Adventure Camp is one of the best programs American Lung Association does. The benefits of the program is that it gets children properly medicated where small towns may be limited in this area. Children are able to function like any other child. They are able to experience doing normal things under the scope of properly managed asthma. There is also a comradery of the children and the children and staff. Dan would like to see asthma camp get covered under medical insurance. This will increase the number of children who attend as well as the number of camps in Iowa. Suggestions were made to make connections with pharmacies to put the flier in bags with prescription.

Asthma Camp 2009: July 26 – August 1

#### 6. Sustainability and member involvement

Dan gave an overview of member involvement and sustainability of the coalition. Dan talked about what separates a coalition from another meeting. It is the involvement of its members not who or how many show up at a meeting. It's what is going on outside of the meeting that is making the coalition powerful. When individuals get involved in something they want to: (1) contribute and (2) gain. As a coalition we want people to contribute AND gain.

The question was posed, would the coalition dry up if the money or certain people were no longer available? There's got to be a reason for people to come.

In regard to funding. We are always looking for other ways to fund programs. The American Lung Association has a grant writer to do the applications. Any health initiative grants, educating children, providers or school personnel. If you know of funding and grant opportunities let Christy know.

We need to be looking for other marketing opportunities to spread the word about the IAC as well.

How to make this happen: a meeting of the minds where you come up with 1 or 2 goals. The IAC Action Plan has 6 goals but that is overwhelming. We need to pick 1 or 2 of the goals and move forward in how to accomplish them. We need to have a vision casting meeting where members come and bring with them their organizations mission or their personal mission. We need to recruit other organizations, families, school personnel, anyone that would benefit from reduction of asthma problems in Iowa. The next quarterly meeting will be an annual "event" instead of a meeting. It will be the same month as the next quarterly meeting would have been. First week or two in November 2008. We will do some strategic planning at this meeting and follow up on the strategic plan at the next meeting with completion of tasks and goals. We need to get coalition buy-in. Shift the paradigm from meeting to "a moment".

##### Logistics for event

1. Central Location, date and time: Christy will look into venues and dates ASAP. If you have ideas let her know.
2. Food: The budget cannot pay for food. Need to look at other ways to fund the food. If you have ideas let Christy know.
3. We need to come up with a tagline to market the event (i.e. "Experience the Possible", "Working Toward a Better Breathing Iowa")

**Send tagline ideas to Christy**

Upcoming quarterly meetings will be held at the ALA office from 1-2:30 on:

- Annual Event November 2008. Date TBD.
- February 18, 2009.