

ADVOCACY COMMITTEE ACTION PLAN

2006 – 2007

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Goal: Advocate community wide improvements in asthma care.

Objective #1: Increase utilization of evidence-based best practices for the care of people with asthma

Strategy #1: Sponsor Back-to-School Asthma Screening: through coordination with national medical organizations, faith-based charities, managed care organizations and pharmaceutical companies. There will be an emphasis on diverse participation, particularly involving high-risk segments of the population. The number and demographics of individuals screened will be tracked.

Strategy #2: Sponsor a spring asthma education event, possibly on Exercise Induced Asthma, while tracking the number and demographics of those participating. A PowerPoint presentation may be made available for presentation by other Consortium members

Lead Person	Collaborating Agencies	Steps to be Taken for Implementation	Status of Steps	Resources/ Budget
	<ol style="list-style-type: none"> 1) American College of Allergy, Asthma, and Immunology (ACAAI). 2) Faith based charities 3) Managed Care Organizations (including MC+ plans) 4) Pharmaceutical companies 5) Regional School Districts 6) Barriers and Resources Committee 7) Best Practices Committee 			<p>2006 Back-to-School Asthma Screening Budget: \$5,000, funded by grants from AstraZeneca and GlaxoSmithKline, as well as materials from the ACAAI.</p> <p>2007 Spring Asthma Education Event Budget: \$2,500 Seeking corporate funding.</p>

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Goal: Advocate community wide improvements in asthma care.

Objective #2: Legislative Advocacy

Strategy #1: Coordinate with other community groups on asthma related issues, such as the initiative for an increased tobacco tax, supporting future tobacco free ordinances, alterations to the Safe Schools Act, and an initiative regarding legislation for access to self – injectable epinephrine in the schools.

Lead Person	Collaborating Agencies	Steps to be Taken for Implementation	Status of Steps	Resources/ Budget
	Tobacco-Free Missouri. American Lung Association of Missouri. Asthma and Allergy Foundation of America, St. Louis Chapter.			

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Goal: Advocate community wide improvements in asthma care.
Objective #3: Increase awareness of asthma symptoms and appropriate asthma disease management in diverse populations within the St. Louis region, particularly in high-risk populations.
Strategy #1: Advocate increased diverse participation in the Asthma Consortium.
 a. Seek increased diversity in Consortium membership, committee participation, and board membership.
 b. Track demographics regarding Consortium membership, committee participation, and board membership.

Lead Person	Collaborating Agencies	Steps to be Taken for Implementation	Status of Steps	Resources/ Budget
	1) Minority faith based organizations 2) Managed Care Organizations (including MC+ plans) 3) Pharmaceutical companies 4) Gathering Asthma Information Committee			