

# the Consortium

QUARTERLY



St. Louis Regional **Asthma Consortium**

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## lights, camera, action plans!

Thanks to a generous grant from Genentech, the Barriers and Resources Committee got its big break to go Hollywood. Genentech contributed \$5,000 to SLRAC for an up-to-date asthma video that would appeal to today's kids.

"This was a very successful consortium effort", said Barriers and Resources chair Viviane McKay. "Our new asthma video does a good job of showing that kids with asthma can lead a healthy, normal life when they follow their asthma action plans. The video also explains the roles of their parents, doctor, pharmacist, and school nurse in helping them control their asthma."

The Asthma Consortium is grateful to the dozens of volunteers who made this production possible. SLRAC members might recognize the stars of the video: Dr. Mario Castro, Diana Elliott, and Kilanyaa Cothran—all examples of art imitating life—in the roles of the physician, school nurse, and pharmacist. Vanessa and Anthony Curtis played the parents of the child with asthma, Arthur Tureaud. A large supporting cast of energetic kids keeps the video moving, reminding viewers that asthma doesn't have to slow anyone down.

The video was produced, shot, and edited by Dr. Riley Maynard, SIUE Department of Mass Communications, with input from the Barriers and Resources Committee. The video was taped on location at Saint Louis University, Walgreens, and the Washington University School of Medicine. Special thanks to these institutions for their cooperation.

If you would like a copy of the DVD, please contact the SLRAC office at 314-977-4006 or by email at [jdurchholz@asthma-stlouis.org](mailto:jdurchholz@asthma-stlouis.org).



**Meagan Foye**

*Photo by Kevin Albertina*

## slrac annual meeting

In October the Asthma Consortium welcomed its members to the beautifully renovated, historic Coronado Ballroom for SLRAC's annual meeting. Representatives from other community organizations were also present, many of them learning about the Consortium for the first time.

Following a sneak preview of SLRAC's asthma video and a volunteer appreciation photo montage, Glenda Miller, Director of the Division of Community and Public Health for the Missouri Department of Health and Senior Services, gave the keynote address. Ms. Miller reported that the state's approach to community health focuses on prevention and personal accountability. While promoting this, her department must do its best to maximize its resources through partnerships and by developing innovative strategies.

Ms. Miller gave an overview of some of the state's asthma programs and discussed the latest data on asthma in Missouri. She estimated that close to 1 child out of 10 in the St. Louis area has asthma. That comes out to about 45,000 children in this region alone. Meeting the needs of those children and their families will clearly be a challenge, and Ms. Miller looks to organizations such as the Asthma Consortium to help Missouri get the job done.



**Glenda Miller**

*Photo by Jon Koch*

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best practices spotlight  
calendar

In this edition, the Best Practices spotlight shines on board-certified pediatrician **Dr. Seth Brownridge**, co-founder, with his wife Dr. Earline Brownridge, of Brownridge Pediatrics P.C. The mission of Brownridge Pediatrics has always been to provide quality care to its patients, regardless of their socio-economic background. Recognizing that many of his patients are affected by asthma, Dr. Brownridge has been determined to stay abreast of state-of-the-art treatment modalities. This commitment led him to SLRAC's Community Asthma Program (CAP).

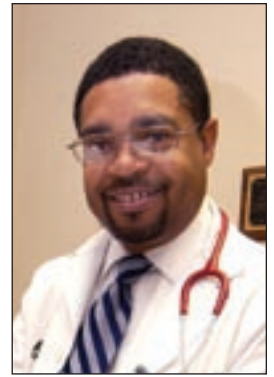


Photo by Wiley Price

CAP is a flexible but comprehensive quality improvement project designed to help health care professionals provide optimal asthma care for their patients. The Community Asthma Program coaches physicians to accurately classify asthma severity and appropriately prescribe medications, based on NAEPP guidelines. Providers are also trained in strategies to improve patient communication.

Two years ago Dr. Brownridge attended one of CAP's Train the Trainer seminars. He immediately recognized the benefits of implementing CAP in his practice and shared his enthusiasm with the other Brownridge Pediatric physicians and staff. Today Brownridge Pediatrics P.C. has 773 patients enrolled in CAP, and Dr. Brownridge has joined the CAP training team as a presenter. His insight as a primary care provider in a large private practice has been a welcome addition to the training sessions.

Vanessa Curtis, Director of the Community Asthma Program, says, "Working with Brownridge Pediatrics P.C. has been such a pleasure. The staff and providers are very helpful and seem genuinely concerned about their patients. They receive feedback well and strive to provide excellent services to their clients."

The Best Practices Committee salutes Dr. Brownridge for his dedication to improving the lives of people with asthma.

**12/8/2006** Smoking Cessation Facilitators Training

**1/10/07** Community Air Partnership  
Bus Idling Panel Discussion

**3/10/2007** Tobacco Prevention Center Trivia Night

**4/21/2007** American Lung Association of Missouri's  
Asthma Walk

**5/1/07** World Asthma Day

Please visit our website, [www.asthma-stlouis.org](http://www.asthma-stlouis.org), to learn more about these events or to view a complete list of SLRAC activities and committee meetings. If you have an upcoming event that you would like posted on the newsletter calendar, contact Lucy Reinhart at [lrinhart@asthma-stlouis.org](mailto:lrinhart@asthma-stlouis.org).



Patti Wingbermuehle, AstraZeneca

## Volunteers Making a Difference

Once again the Advocacy Committee joined forces with the American College of Allergy, Asthma and Immunology and AstraZeneca to offer free asthma screenings to the underserved. According to AstraZeneca's Patti Wingbermuehle, who is a member of the Advocacy Committee, "AstraZeneca has sponsored the ACAAI National Asthma Screening Program for 10 years. In its 10th anniversary year, over 10,000 patients in local communities were screened by local allergists who are members of ACAAI. As a result of the spirometry screening, patients can take the results to their doctor for further evaluation."

This year the Advocacy Committee's screening was held at the Village Church Renaissance Wellness Fair in Vinita Park, where over half of the individuals screened were referred for follow-up with a physician.



Anne Borgmeyer, St. Louis Children's Hospital

A lot of teamwork and volunteer time was needed to put this event together. In addition to AstraZeneca's financial support, SLRAC received an education grant from GlaxoSmithKline, which provided additional resources. The Asthma Consortium thanks all of its dedicated volunteers and the contributors that made this event possible.

Photos by Mary Butkus



Dr. Brad Becker, Saint Louis University



Dr. Ray Slavin, Saint Louis University

## Your St. Louis Regional Asthma Consortium at Work

This year the Asthma Consortium has made great progress in working towards its mission "to close the gap that exists between people affected by asthma and the knowledge and services that will help them." Here are just a few of the benchmarks reached this year:

- 📌 Provided in-service asthma education to 115 PE teachers and coaches and 80 school nurses.
- 📌 Distributed more than 1,200 asthma action plans and brochures to area physicians and clinics and many more to the school nurses participating in Asthma 411.
- 📌 Supported the training of 203 health care providers through the Community Asthma Program (CAP), which now has over 7,500 patients enrolled in 17 clinics.
- 📌 Produced an asthma education video for children and "controlling asthma at school" posters.
- 📌 Produced Spanish, Bosnian and Vietnamese versions of the asthma information sheet.
- 📌 Expansion of Asthma Friendly Pharmacies to 38 pharmacies and the training of more than 260 "asthma friendly" pharmacists and technicians.
- 📌 Expansion of the Asthma 411 initiative into all of the elementary schools in the Normandy, Jennings, Wellston, and St. Louis Public school districts.

Please help us to continue this good work by remembering the St. Louis Regional Asthma Consortium in your year-end giving. Your tax-deductible donations will make a difference in the lives of so many.

**SLRAC is now listed on the Missouri Attorney General's Office "Check a Charity" website. You can find us listed at [www.ago.mo.gov](http://www.ago.mo.gov). Check it out!**

Australian researchers have found that people with mild asthma may be able to cut back on their use of rescue medications by routinely performing certain exercises. Participants in the study practiced one of two exercise techniques twice a day for 30 days and whenever asthma symptoms were present. One group concentrated on breathing through the nose. Those participants took shallow breaths, held their breath, and then slowly exhaled. The second group focused on relaxing while doing simple upper body exercises. Although there was no improvement in lung function or quality of life for subjects in either group, participants in both groups were able to reduce use of reliever inhalers by more than 80%. Subjects were also able to cut back their controller inhaler dosage by half. Both exercise methods, although simple, would require an ongoing commitment from patients, but the benefits may well be worth the effort. <http://www.asthma.org.uk>. <http://content.nejm.org/>

A British study has taken another look at the potential role of antibiotics, in conjunction with standard treatments, in caring for patients with asthma. In a double blind study, patients who had received standard emergency asthma care were given either a placebo or the antibiotic telithromycin for 10 days. During that time patients kept journals of their general asthma symptoms and peak flow readings. No difference was found in the two groups' peak flow rates, but the patients taking the antibiotics found that their asthma symptoms improved significantly faster than those of the placebo group. Researchers want to investigate the possible connection between the bacteria chlamydomphila and the mechanism leading to acute asthma episodes. Noting that the bacteria C. Pneumoniae and M Pneumoniae were present in 61% of the study participants, scientists believe that further research in this area is warranted, although at this point their findings will not affect clinical practice. To read more, see the April 13, 2006 edition of *The New England Journal of Medicine*. <http://content.nejm.org/>

## Welcome

The Asthma Consortium welcomes these new members to the organization.

**Matthew Anders,**

*Saint Francis Medical Center*

**Susan Baumer, MD,**

*Health Care for Kids*

**Larry Brown, OASIS**

**Larry Cooper**

**Martin Earley, Shering-Plough**

**April Gross**

**Michelle Hankins, Midtown**

*Catholic Charities and*

*Community Services*

**James Hobby, Grace Hill**

**Patricia Kopp, Southern Illinois**

*Healthcare Foundation*

**Annie Miller, American Lung**

*Association of Missouri*

**Kathy Morgan, Southern Illinois**

*Healthcare Foundation*

**Brandi Myers-Strader,**

*CVS Pharmacy*

## Thank You

The Asthma Consortium thanks the following companies for their donation of printed education materials.

**Copies, Design and More  
Gray Design Group**

A special thanks goes to **GlaxoSmithKline** for its \$10,000 contribution to the Community Asthma Program (CAP) for physician training seminars.

### Our Mission

The Consortium's mission is to close the gap that exists between people affected by asthma and the knowledge and services that will help them.

### Our Vision

To bring together the wealth of talent and resources in the St. Louis metropolitan area to improve the health and quality of life of people living with asthma.

## Want to have a say in your Consortium?

Join the committee of your choice by email at [Ireinhart@asthma-stlouis.org](mailto:Ireinhart@asthma-stlouis.org) or go to the website for more information at [www.asthma-stlouis.org](http://www.asthma-stlouis.org).



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