

the Consortium

QUARTERLY



St. Louis Regional **Asthma Consortium**

Winter 2008

Volume VI, Issue I

welcome dr. bill kincaid

St. Louis Regional Asthma Consortium is pleased to announce that Dr. Bill Kincaid has been appointed to its board of directors as a member with special expertise.

For many years Dr. Kincaid has been a leader in health care in the St. Louis area. He served as the Director of Health for the City of St. Louis from 1989 to 1995 and then again from November 2005 until February 2007. He also gained valuable experience through his service on a hospital board and the mental health and children's services tax board.

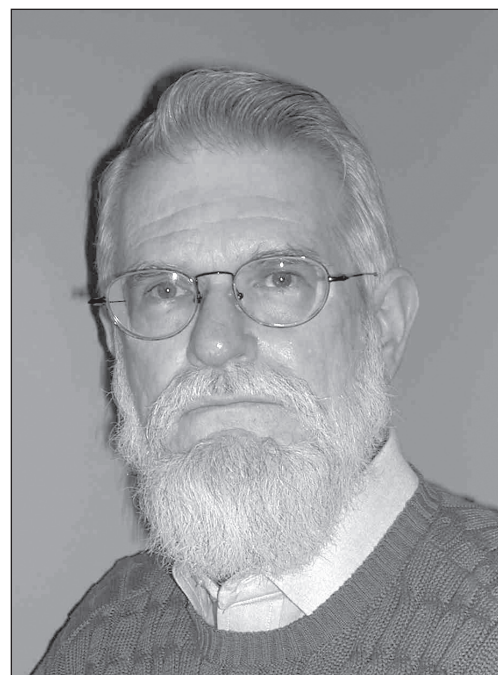
Although Dr. Kincaid holds degrees in medicine and public health, much of his professional life has been in the business world. In 1995 he became the executive director and medical director of GenCare MC+, one of the first organizations to contract with the State of Missouri to provide Medicaid Managed Care. GenCare was purchased by United HealthCare and Dr. Kincaid remained with United HealthCare until 2003.

Dr. Kincaid claims to be retired, but he continues to be active in health care issues in our region. He devotes much of his time to community activities and serves on the board of directors for several not-for-profit organizations, including Community Health Charities of Kansas and Missouri and the St. Louis Diabetes Coalition.

As a physician and public health official, Dr. Kincaid understands the burden asthma places on families and the health care system. He is passionate about making a difference in asthma care but is realistic about the challenges facing the consortium. "We have a lot of work to do," he says.

With his special interest in the development of local community collaboratives that address community needs and special at-risk populations, Dr. Kincaid has clearly found a home in St. Louis Regional Asthma Consortium.

To be introduced in future newsletters are new board members Dr. Samuel Hylton, Barbara Corn, Allison Petrie, Dr. John Spivey, Linda Wolff and Lisa Wood. Congratulations to all of the new board members and welcome!



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Asthma 411 Initiative

Hands-on Asthma

Asthma 411 has developed a new, innovative approach to asthma education in schools. Explore, Define, Measure: An Integrated Curriculum for the Elementary Classroom provides hands-on asthma education for all students, not just those with asthma.

The curriculum unit includes 15 interactive lesson plans, which enhance teaching in elementary core subjects using asthma as a real world example. The unit addresses Missouri's Show Me

Standards and Grade Level Expectations in math, science, communication arts and health. Although they were primarily developed for 4th and 5th grade classrooms, some lesson plans may also be adapted for 3rd and 6th grades.

Asthma 411 Coordinator Emily Pike says that the curriculum is full of fun, interactive lessons, such as "Make Your Own Mucus." She explains, "This lesson gives students the opportunity to make 'mucus' from cornstarch and water and teaches them about how the lungs function and how mucus can affect people with asthma."

Test scores from the classrooms that participated in the curriculum pilot project are encouraging. Angela Hobson, Program Manager of Asthma 411, reports that fourth grade students increased their asthma knowledge by 27% and the 5th graders by an impressive 39%. Hobson adds, "Since asthma affects so many school-aged children, it is important for all children, regardless of asthma status, to understand the basics of the condition. The results from the pilot project along with the positive feedback from teachers indicate that this curriculum is a great resource to help achieve that goal."

If you would like to receive a copy of the curriculum, contact Emily Pike at 314-977-3237 or pikeev@slu.edu.

asthma 411

escrip cards

Shop with a Purpose



Join Schnucks in supporting the Asthma Consortium through the Schnucks eScrip Community Card Program. It's an easy way to help the consortium raise funds at no additional cost to you. All you have to do is show the cashier your Schnucks eScrip Community Card every time you buy groceries. The more you spend at Schnucks, the more Schnucks will contribute to the consortium, up to 3% of your purchase. They really are the friendliest stores in town!

We'd like to recognize our members who have brought in the most Schnucks eScrip donations so far:

Lucy Reinhart
Sue Bollmeier

Susie Schau
Sue Borosh

Tricia Berry

Thank you!

You can get your eScrip Card at any Schnucks Customer Service Desk or from the Asthma Consortium office (314-977-8253, reinhardt@asthma-stlouis.org). To sign up, call the phone number on the card and give them St. Louis Regional Asthma Consortium's ID number: 500015688. If you already have an eScrip Card supporting another organization, you can still help the consortium raise funds. Up to three organizations can benefit from your Schnucks eScrip Community Card.

- March 1** American Lung Association's Master the Met stairclimb. Visit www.masterthemet.com or call 314-645-5505 ext. 1014 to register.
- Asthma & Allergy Foundation's Orchid Ball at the Sheraton Westport Lakeside Chalet Hotel. Learn more at www.aafastl.org or 314-645-2422.
- Catholic Charities Communities Services Midtown Center Trivia Night at the St. Francis Xavier (College Church) Ballroom. Call 314-534-1180 to make reservations.
- April 16** Smoking Cessation Facilitators Training, sponsored by Tobacco Free Missouri. Call 314-977-8131 to register for this free workshop.
- April 20** Earth Day in Forest Park. Visit www.stlouisearthday.org for more.
- May 1** National Asthma Forum in Washington, D.C. For more information e-mail info@epaasthmaforum.com.
- May 8** St. Louis Regional Asthma Consortium Spring Membership Meeting at the Coronado Ballroom. Contact Lucy Reinhart at 314-977-8253 or lreinhart@asthma-stlouis.org to register.
- May 6** World Asthma Day
- May 17** World Asthma Day at the Science Center, 10-4. Free asthma screenings offered by Washington University School of Medicine.
- Food Allergy Fair, sponsored by AAFA and Gateway FEAST, at Kirkwood Community Center from 9-12. Call AAFA at 314-645-2422 or Carol Depke at 636-386-8189 to sign up for a booth or learn more.
- June 3-6** 1st Annual Asthma Forum of the Heartland Region in Omaha, Nebraska. For information contact Beth Joslin with the ALA at 402-572-3030 or bjoslin@lungnebraska.org.
- June 19 & 20** American Lung Association's Asthma Educator Course, Saint Louis University School of Nursing. Call or e-mail Annie Miller at 314-645-5505 ext. 1004, amiller@lungmo.org.
- June 22 & 23** Asthma & Allergy Foundation's Annual Golf Classic and Dinner Auction at the Meadowbrook Country Club. Contact the AAFA office at 314-645-2422 for reservations.
- July 18-21** Association of Asthma Educators (AAE) 2008 Annual Conference in San Francisco, California. Visit <http://www.asthmaeducators.org> for more.

Visit the www.asthma-stlouis.org calendar for a list of SLRAC committee meetings and additional information. If you have an upcoming event that you would like posted on the newsletter calendar, contact Lucy Reinhart at lreinhart@asthma-stlouis.org.

Asthma Adherence Topic of Spring Membership Meeting

St. Louis Regional Asthma Consortium is honored to present Dr. Bruce Bender as the keynote speaker at its Spring Membership Meeting on Thursday, May 8th at the Coronado Ballroom, 3701 Lindell. Dr. Bender is the Head of the Division of Pediatric Behavioral Health at the National Jewish Medical and Research Center in Denver. He is a national authority on asthma adherence and will speak on "Solving the Problem of Non-adherence with Asthma Medications." The event will begin at 5:00 with networking and booths. A light dinner buffet will be served at 6:00, followed by the membership meeting at 6:30. There is no registration fee but reservations are required. To register or reserve a booth, contact Lucy Reinhart at 314-977-8253 or lreinhart@asthma-stlouis.org.

spring
membership
meeting

Researchers at Ohio State University Medical Center have found that exercise-induced asthma may be more common than originally thought. Over a third of the Ohio State varsity athletes participating in the study were found to have breathing problems suggestive of exercise-induced asthma. Of the athletes that did have breathing difficulties, 86% had no history of asthma. Researchers also learned that eucapnic voluntary hyperpnea testing (a test where you voluntarily hyperventilate) was far more reliable in making the diagnosis of exercise-induced asthma, rather than basing it on an athlete's subjective history of symptoms.

The study can be found in the September issue of *Medicine & Science in Sports & Exercise*, www.ms-se.com.

Thank You

Larry Bauer and Stinson,
Morrison & Hecker
Patricia and Bradley Becker
Tricia and Robert Berry
Gordon Bloomberg
James Green
Alison Nash and St. Louis
Pediatric Practitioners, Inc.
Theresa Prosser
Susie Schau
Alberta and Raymond Slavin

Picture This: Clean Air

Congratulations to first place winners Jasmine Love, Preshus McAllister, and Ammie Leach for receiving top honors in the "Idle-Free Turn the Key—Clean Air" art contest. Second and third place winners were Tim McAllister, Romi Kia Wallace, Thao Thai, Brittney Roberts, Darielle Williams and Alexzeh Snipes.

This environmental education-through-art event was sponsored by Grace Hill Settlement House, First Student Bus Company, EPA Region VII Clean School Bus Initiative, St. Louis Public Schools, and St. Louis Regional Asthma Consortium. The contest was in celebration of the city schools' no idle zones, which help students breathe easier by reducing school bus diesel emissions. Idling will also be restricted at Grace Hill Head Start sites, in truck yards, and specified areas in downtown St. Louis.

One hundred forty budding artists from 88 St. Louis Public Schools entered the contest. They proudly displayed their posters, dioramas, paintings and other creations at a reception at the Regional Arts Commission. Through their art they demonstrated to their parents and community leaders all they had learned about toxic exhaust and how it can affect everyone's health. When it comes to learning and having fun, they all came out winners!

Our Mission

St. Louis Regional Asthma Consortium is a collaboration of diverse agencies and individuals dedicated to reducing asthma morbidity and improving the quality of life for people with asthma in the St. Louis area.

Our Vision

Appropriate asthma management and control for people with asthma in the St. Louis Region.



St. Louis Regional Asthma Consortium

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Want to have a say in your Consortium?

Join the committee of your choice by email at lreinhart@asthma-stlouis.org or go to the website for more information at www.asthma-stlouis.org.

