

the *consortium* QUARTERLY



St. Louis Regional **Asthma Consortium**

Summer 2004

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welcome

Bradley A. Becker

My name is Brad Becker and I recently had the great honor of being elected Chair of the Saint Louis Regional Asthma Consortium. I am a pediatric specialist in Allergy and Immunology who has been working with, and on the behalf of, children with asthma since arriving in St. Louis over nine years ago. I hope to work with you, the membership of the St. Louis Regional Asthma Consortium, and other persons interested in improving the lives of those with asthma in the St. Louis area.

I had asthma as a child, having been admitted to hospitals on five occasions prior to the age of six years. My mother, a schoolteacher and single head of our household, struggled to keep me healthy and in school. I successfully completed my schooling, despite many missed days and struggles to make up missed schoolwork. My mother missed many workdays on my behalf. We even had to contend with a misdiagnosis of cystic fibrosis.

It may sound corny, but my childhood experience left me with an intense desire to help children with asthma. Specialty rotations in medical school and during my residency training confirmed this as the correct career choice for me. The impact of asthma again became personally apparent when my 1 1/2 year old son was diagnosed with the illness.

I wish to thank my predecessor, Mario Castro, founding chair of the consortium, for his years of outstanding leadership of this organization. He is a major reason why this consortium today is a successful coalition of likeminded individuals and organizations trying to provide care and fill gaps in resources for those with asthma. Mario continues his efforts on behalf of the consortium as leader of the Controlling Asthma in St. Louis (CASL) grant team, a Centers for Disease Control funded project.

The Saint Louis Regional Asthma Consortium today faces a transition period. Our member's success with the CASL grant project, and our newly acquired independent not-for-profit status, has left us with a need for other funding sources for other consortium related activities. I hope to work with you to resolve these issues and continue our mission: to help those with asthma in our community.

Bradley A. Becker, MD, FAAAAI
Chair, St. Louis Regional Asthma Consortium

Keith Antone Willis, Sr.

An announcement to the membership of the St. Louis Regional Asthma Consortium

I am pleased to announce that Keith Antone Willis Sr., has accepted the position of Executive Director of the St. Louis Regional Asthma Consortium. Mr. Willis was selected during a search process in which a working group of the Board of Directors reviewed over 30 resumes. The search group interviewed what it considered to be the top three candidates for the position, based on criteria outlined by the Board of Directors. It then recommended Mr. Willis to the Board of Directors as the top candidate for the position. The Board of Directors subsequently voted to offer Mr. Willis the Executive Director position. Mr. Willis, whom many in the Consortium know from his involvement in past Community Meetings and last year's World Asthma Day event, brings a multitude of talents and experience to the Consortium. He has served on the Board of numerous community organizations in the Greater St. Louis area and has had leadership positions with several. He has also received numerous awards for his efforts. I congratulate Mr. Willis on being elected Executive Director of the Consortium. I look forward to working with him to further the Consortium's mission of closing the gap that exists between people affected by asthma and the knowledge and services that will help them.



The Consortium consists of all organizations and individuals working together to address asthma care in our community to accomplish what no one organization can do alone.

Best Practices

Chair - Mitch Grayson, MD
graysonm@wustl.edu

Vice Chair - Jaime Tarsi, RN, MPH
tarsij@wustl.edu

Barriers and Resources

Chair - Anu Dixit, PhD
dixita@slu.edu

Vice Chair - Viviane McKay, MPH
vmckay@stlouisco.com

Gathering of Asthma Information

Chair - Rick Kurz, PhD
kurzrs@slu.edu

Vice Chair - Theresa Prosser, Pharm D, BCPS
tprosser@stlcp.edu

Asthma Advocacy

Chair - Brad Becker, MD FAAAAI
beckerba@slu.edu

Vice Chair - Emily Pike, MPH
epike@stlouisco.com

BEST PRACTICES – New ED discharge forms are printed and ready to be sent out...The committee has given out 4 Asthma Educator Scholarship so far in 2004...CAP training went great at Myrtle Davis Clinic...Theresa Prosser and Tricia Berry have been looking at designs to promote the Asthma Friendly Pharmacies initiative. Be on the lookout for the launch of the AFP's...**BARRIERS and RESOURCES** – School component is working on getting into the Jennings School District and the St. Louis City Public School District for Fall of 2004 and will continue the Implementation phase with Riverview Gardens School District again for the 2004-2005 school year...The website has had some revamping and is ready for any new resources – www.asthma-stlouis.org for more details...The CHEER Van committee has changed it's name to The Breathe Team in order for the Consortium group to have it's own identity. Please contact the Consortium office if you are interested in joining/volunteering for the team...**GATHERING of ASTHMA INFORMATION** – After a short hiatus the committee has reconvened and is starting to work on the next Community Report. Look for it in December of 2004...Also, be sure that you have filled out the Consortium Partnership Survey that the committee has posted on the website. If you have any questions contact the Consortium office...**ASTHMA ADVOCACY** – World Asthma Day was a great success with over 85 screenings given that day...The committee has also been working hard to put together a public health campaign on asthma. Vector Communications has been hired to help us identify community leaders and a message that will best impact the communities that we are trying to serve...If you would like to be involved please contact Brad or Emily.

We've Moved!!

Yes, the Consortium staff has a new home at the Salus Center.
Please make the changes in your address books to the following:
St. Louis Regional Asthma Consortium
Salus Center • 3545 Lafayette • Suite 300 • St. Louis, MO 63104
Fax 314-977-1674

Heather Kelly
314-977-4006

Lucy Reinhart
314-977-8253

Keith Antone Willis, Sr.
314-952-0738

Kristin Wilson
314-977-8153

Our email addresses will remain the same.

Barbara A. Washington, CSEP

VP, Public Relations & Special Events

Mathews-Dickey Boys' & Girls' Club



member spotlight

From the heart of the Mississippi Delta and fresh from an extended stay in Germany, Barbara A. Washington stepped into the Gateway City two decades ago. With a heaping helping of southern hospitality and a dash of European flair, Washington has the unique ingredients for success in the world of public relations, fund-raising and special events. Today, she is the vice president of public relations and special events for the Mathews-Dickey Boys' & Girls' Club, a St. Louis-area youth organization serving more than 40,000 young men and women annually.

The St. Louis public relations veteran's affiliation with Mathews-Dickey spans more than 20 years, both as a volunteer and employee. As vice president of public relations and special events, Washington is the official Club spokesperson and directs and manages communications with the Club's key audiences, including members and parents; staff; volunteers and alumni; corporate sponsors; funding institutions, such as the United Way of Greater St. Louis; community leaders; and the general public. She manages and directs a professionally skilled volunteer force of hundreds, who assist with fund-raising and program development.

Washington is active in a variety of professional and charitable organizations including the National Association of Female Executives, Missouri Press Women, Missouri Community Service Commission and the Public Relations Society of America. She is a board member of the Press Club of Metropolitan St. Louis and was the 2002-03 president for the International Special Events Society (ISES) - Missouri Chapter, which won an international "Spirit of Excellence" award for outstanding educational programming.

Washington is the proud mother of two sons, Jay and Jamie. She also has four grandsons, DeMont'e Washington, Dwight Washington, Jay Washington, Jr. and Juwuan Dennis.

The St. Louis Regional Asthma Consortium would like to thank Barbara Washington for her work at Mathews-Dickey Boys' & Girls' Club and her continued interest in helping those with asthma in St. Louis.

consortium
schedule

6/16/2004	CASL Grant Leadership Team
6/17/2004	American Lung Association of Missouri Asthma Educator Course
6/30/2004	CASL Grant Leadership Team
7/6/2004	Gathering of Asthma Information
7/13/2004	Best Practices Committee
7/14/2004	CASL Grant Leadership Team
7/17/2004	Lead Testing
7/20/2004	Barriers and Resources Committee
7/28/2004	CASL Grant Leadership Team
8/19/2004	ACE - Asthma Control Education 2004 Class
9/18/2004	ACE - Asthma Control Education 2004 Class
9/27/2004	Lead Testing
10/3/2004	Mental Illness Awareness Week
10/7/2004	National Depression Screening Day
10/14/2004	ACE - Asthma Control Education 2004 Class
10/23/2004	Red Ribbon Week
10/30/2004	Christ Community Church Health Fair
11/13/2004	Owens-McDonald Church Family Fun Festival
11/13/2004	ACE - Asthma Control Education 2004 Class
11/18/2004	Great American Smoke Out
11/23/2004	Lead Testing and Educational Presentation

Be sure to check the website for more information on these meetings and events.



St. Louis Regional Asthma Consortium

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Heather L. Kelly

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Outreach/Relations*
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Lucy Reinhart

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Have something to say? Send your thoughts, news, updates to Heather in the Consortium office at Salus Center, 3545 Lafayette, Suite 300, St. Louis, MO 63104, or email Heather at heather@asthma-stlouis.org.

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.



The Community Meeting is set for June 22nd at Mathews-Dickey Boys' & Girls' Club from 5-8pm. Watch the website (www.asthma-stlouis.org) and your inboxes for more updates.

Want to have a say in your Consortium?

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