

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: The American Lung Association****Federal Tax ID: 93-0386887****Project Title:****Project Type: Planning and Research**

American Lung Association - Alaska Asthma Coalition Program

State Funding Requested: \$500,000**House District: Statewide (1-40)**

Future Funding May Be Requested

Brief Project Description:

The American Lung Association/Alaska Asthma Coalition seeks to continue and expand Alaska's Asthma program. This proposal is designed to reduce costs to the state and improve health outcomes for families affected by asthma and address the economic and quality of life burden that asthma has on the community and individuals through awareness, education, outreach, and evaluation.

Funding Plan:

Total Project Cost:	\$500,000
Funding Already Secured:	(\$0)
FY2013 State Funding Request:	<u>(\$500,000)</u>
Project Deficit:	\$0

Funding Details:

FY 2008 \$250,000 for the Alaska Asthma Coalition and the Asthma Control Program

Detailed Project Description and Justification:

This project has four components:

1. Alaska Asthma Coalition Leadership:

Funding will be used to increase and maximize participation and representation of the Alaska Asthma Coalition (AAC) as well as providing support and structure for internal leadership. Technical assistance will be provided to revise, update, and disseminate the Strategic Plan for Addressing Asthma in Alaska which will be completed by the end of June 2013. Funding will provide for .75 staff time to provide statewide asthma coalition coordination and leadership, as well as .10 administrative and management staff time for oversight of this proposal for the American Lung Association in Alaska.

2. State and Local Community Intervention:

The American Lung Association (ALA) and the Asthma and Allergy Foundation of American (AAFA) will provide and deliver evidence-based programs to provide management tools to health care providers, families, caregivers, and individuals affected by asthma. AAFA will receive \$81,000 and ALA will receive \$80,000 for the following interventions:

a. Provider Education and Outreach:

- 220 individuals will receive evidence-based asthma education (including child care providers) through Asthma & Allergy Essentials, Asthma Basics for Families, Asthma Tools, and Ask the Allergist classes.

- Fifteen school nurses will be certified in the Power Breathing program. The program will serve 120 students in Anchorage.
- Asthma care updates will be provided to 100 school nurses by a board certified allergist in Anchorage, Mat-Su, Kenai, and Juneau. Asthma education materials will be provided to nurses for distribution to classroom teachers.
- Two asthma screenings will be conducted at Kids Day and the South Central Gathering in Anchorage reaching over 200 families.
- 75 healthcare providers will participate in "Grand Rounds" an evidence based education program (30 in Anchorage, 45 in rural Alaska).
- Materials specific to asthma in rural Alaska will be created and distributed through health care centers, schools, and hospitals.
- Seven statewide classes and trainings will be held for 100 individuals (health care professionals, childcare providers, and families) to include asthma basics, asthma & allergy essentials, and power breathing facilitator trainings.
- Certified Asthma Educator Institutes will be promoted and tracked statewide to increase capacity to provide accurate and up-to-date information and education for all Alaskans.

b. Asthma Education and Management for Children:

- Open Airways for Schools teaches elementary school children to manage their own asthma. Five urban and five rural facilitators will complete this curriculum (available on-line) and will be provided materials and technical assistance to conduct these classes in their local communities.
- Asthma Basics provides an introduction to asthma management and is intended for parents, teachers and other caregivers of children with asthma. Ten urban and ten rural caregivers will complete the course (available on-line), enabling them to better support children with asthma in their schools and communities.
- 20 scholarships will be given to children from Anchorage, Mat-Su or the Kenai Peninsula to attend Peninsula Puffers Asthma Camp held during the summer.

c. Asthma Education and Management for Adults:

- Breathe Well, Live Well is an adult asthma management program proven effective to control asthma and reduce symptoms. Two trainings (one urban and one rural) will be provided, training 12 facilitators who will then hold community classes for 1500 Alaskans. These classes will teach participants the skills to better manage and control their asthma and improve their quality of life.
- Better Breathers Clubs offer the opportunity to learn ways to better cope with asthma while getting the support of others who share similar struggles. Two urban and two rural support groups will be established and supported, providing participants with the tools needed to improve quality of life and adhere to asthma management plans.

3. Health Communication:

A health communication media campaign will be designed, produced, and distributed with culturally appropriate asthma messaging aimed at increasing asthma management and control among disparate populations. Print, web, radio, and television ads will be considered. Ads will have statewide reach targeting two unique audiences: 1) parents and caregivers of children with asthma, and 2) adults living with asthma. Funding will provide for .05 staff time and overhead to manage a contract up to \$200,000 for these statewide services.

4. Monitoring and Evaluation:

Evaluation plans will be developed and implemented for each program component. Research will be conducted on statewide monitoring programs based on successful models used in other states and a recommendation will be made for

future asthma monitoring and surveillance in Alaska. Funding will provide for .05 staff time and overhead to manage a contract for these statewide services.

Project Timeline:

FY2013 Funding Details:

Fall 2012 health communication contract awarded
Fall 2012 monitoring and evaluation contract awarded
Spring 2013 health communication media placement statewide
June 2013 revised statewide strategic asthma plan released
June 2013 statewide asthma monitoring plan prepared

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

The Amercian Lung Association/Alaska Asthma Coalition

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Has this project been through a public review process at the local level and is it a community priority? Yes No