

The Asthma COALITION Update

Spring/Summer 2011

2011 North Carolina Asthma Summit

The 2011 North Carolina Asthma Summit was held on May 10, 2011 at the N.C. Biotechnology Center in Research Triangle Park, with 100 asthma champions, partners, asthma health providers, and advocates in attendance. This event was sponsored by the Asthma Alliance of North Carolina (AANC) and featured a talented physicians' panel for the third consecutive year. The theme of this year's Summit was: "Asthma Changes and Challenges in 2011."

The morning sessions included a message from Dr. Jeffrey Engel, State Health Director, and the presentation of two Asthma Champion Awards. One Asthma Champion of the Year Award was presented to Melinda Shuler from Mission Hospitals. Caroline Chappell, of the North Carolina Division of Public Health, received the second Asthma Champion Award. Dr. Donald Russell provided the audience with information on "New Technologies in Asthma Care."



Asthma Champion – Melinda Shuler receiving the award from Caroline Chappell.

Afternoon breakout sessions featured the following exciting topics:

- Clinical Investigations and Exposure to Environmental Agents
- How to Start an Asthma Clinic in Your Practice

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SAVE THE DATE

Asthma Alliance of North Carolina (AANC) Quarterly Meeting

See inside for details

2011 North Carolina Asthma Summit cont. from page 1

- Asthmania Academy – An Asthma Self-Management Education Success Story
- Asthma Medications and Devices Update
- Asthma Education Curriculum for Elementary-Middle School Professionals
- Exercise Induced Asthma
- Treating Tobacco Dependence in Asthma and Other Chronic Diseases: Focusing on Disparate Populations

The day concluded with a presentation from representatives of UNC-TV regarding their educational programs and services. For more information about the 2011 N.C. Asthma Summit, contact Cindy Haynes-Morgan at 919-707- 5347 or at cindy.haynesmorgan@dhhs.nc.gov. ❖



Asthma Champion - Caroline Chappell receiving the award from Cindy Haynes-Morgan.

Healthy Alamance Child Asthma Coalition Air Quality Initiatives

Air Quality Flags: Air Quality flags are placed throughout Alamance County at all elementary, middle, and high schools to create awareness about air quality. They are flown below the American flag and the State flag on the same pole. The flags come in four colors and the color flown for each day is based on the Air Quality Index (AQI) from the North Carolina Division of Air Quality. Each day a flag is flown by a designated staff member or student appointed by the principal of each school. Every school's principal is notified of the air quality for the following day by way of the North Carolina Division of Air Quality email distribution list. The flags indicate how clean or polluted the air is and serve as a reminder of what precautionary measures should be taken to avoid associated health effects that may be a concern for residents, especially children.

Air Quality Magnets on Environmental Health Cars/Trucks: Air

Quality magnets are placed on all Environmental Health cars and trucks. Each agent is responsible for changing out the magnet on a regular basis based on the



air quality forecast for that day. Environmental Health travels throughout Alamance County on a daily basis and this is another great way to get the word out about air quality!



Anti-Idling Signs: Anti-Idling signs are now at all public schools in Alamance County! These signs are placed at each school in a prominent

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Healthy Alamance Child Asthma Coalition Air Quality Initiatives cont. from page 2

pick-up and drop-off location. Unnecessary vehicle idling is a leading cause of pollution and a major factor in the exponential rise of childhood asthma. This is one hazard that can easily be prevented and each school and parent can play a vital role in creating the solution!

Authority buses, and at the Elon baseball field. The billboards show the importance of knowing what the Air Quality code is by understanding what the green, yellow, orange, and red flag stand for. The billboards will be displayed through the month of May, the ACTA buses will be up for six months, and the Elon baseball field billboard will be up through October.

Air Quality – “Know the Code”:

This message can be seen on billboards, Alamance County Transportation



AQI Toolkit for Teachers: These toolkits will be placed in all school media centers by the start of the new school year in 2011. The toolkit helps students know when air quality in their area is unhealthy and how they, their families, and communities can protect their health. The AQI Toolkit for Teachers was compiled by the U.S. Environmental Protection Agency and provides

teachers with easy-to-use and engaging lesson plans, additional activities, and other resources to teach students about the connections between air quality, health, weather, and other related science topics, as well as actions students can take to protect their health and reduce air pollution. ❖

Submitted by: Kelley Kimrey, Alamance County, May 2011

Highlights from the New Hanover County Asthma Coalition

May 9th, 2011 – Southeastern in Motion Health Fair

On Monday evening, May 9, 2011, Congressman Mike McIntyre, in partnership with the Community Services Department of the City of Wilmington, and the New Hanover County Parks and Gardens Department, hosted “Southeastern NC in Motion,” an interactive event that taught kids and adults the importance of fitness, sports and leading a healthy lifestyle. “Southeastern NC in Motion” brought to life many of the legislative priorities on which the Caucus is focused, while using the educational, fun-filled interactive stations to teach students in our area (and their families) the importance of leading a healthy lifestyle, and the values of character development that come from being part of a team. The Coalition had a table with information on tobacco prevention for kids and adults, asthma information (such as the air quality information & chart), as well as nutrition information.

March 1, 2011 & May 25, 2011 – Smart Start Presentations on Asthma

Presentations were given at the Smart Start childcare provider meeting on March 1, 2011 with information on the Air Quality Flag Program. Instructions were given to the childcare providers on how to participate in the Air Quality Flag Program. Educational materials were also given to the providers to distribute at their facilities to parents and children regarding the program and asthma management. The Coalition held another presentation on May 25, 2011 to another group of Smart Start childcare providers. Stay tuned for more details in future editions. ❖

*Submitted by Katelyn Register,
New Hanover County, May 2011*

Albemarle Pediatric Asthma Coalition Activities

The Albemarle Pediatric Asthma Coalition (APAC) sponsored a public awareness campaign to recognize World Asthma Day (WAD) on May 3, 2011, and the month of May as Asthma Awareness month. The APAC is comprised of seven counties located in northeastern North Carolina and includes Bertie, Camden, Chowan, Currituck, Gates, Pasquotank and Perquimans.

World Asthma Day banners were placed in each county at an intersection with high traffic visibility. Promotional signs in English and Spanish which read, “This Staff and our Families recognize May as Asthma Awareness month,” were displayed at the entrance of schools, childcare centers and medical providers’ offices.

Three new billboard messages, located strategically throughout the seven-county area, publicized the message to increase the community’s awareness of asthma. The billboards’ messages list three steps in maintaining good asthma management. One billboard is translated in Spanish.



Asthma and Beyond

- Know your action plan.
- Take your medicine.
- Get your flu shot.

CALL 252-794-6658

APAC Asthma Coalition



EL ASMA NECESITA ATENCIÓN:

- CONOCE TU PLAN DE ACCIÓN
- TOMA TUS MEDICINAS
- VACÚNATE CONTRA LA INFLUENZA

LLAMA AL 252-338-4369

APAC Asthma Coalition



Tend to Your Asthma

- Know your action plan.
- Take your medicine.
- Get your flu shot.

CALL 252-338-4369

APAC Asthma Coalition

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Highlights from the New Hanover County Asthma Coalition cont. from page 4

A student living with asthma accepted a Proclamation declaring the month of May as Asthma Awareness month for the following city/county governmental meetings;

2011 Asthma Proclamation Declaring the Month of May as “Asthma Awareness Month”

Perquimans County

A seventh grade student at Perquimans Middle School accepted the Asthma Proclamation on May 9th at 7:30 pm at the City of Hertford’s regular City Council meeting in Hertford, NC.

Currituck County

A fourth grade student from Griggs Elementary accepted the Asthma Proclamation on May 2nd at 7 pm at the Board of Commissioners meeting at the Old Courthouse. On May 9th, this same student accepted the proclamation from the Currituck County Board of Education at 7 pm at the Old Courthouse location.

Gates County

A fourth grade at T.S. Cooper accepted the Asthma Proclamation at the Gates County Commissioners’ meeting on May 4, at 10 am in Gatesville, NC.

Pasquotank County

A third grade student from Central Elementary accepted the Proclamation on May 9th at 7 pm at the City of Elizabeth City’s regular City Council meeting.

Chowan County

A senior at John A. Holmes High School accepted the Proclamation on May 2nd at 6 pm at the Chowan County Commissioners’ meeting in Edenton, NC.

A Public Service Announcement was sent to 15 radio stations in the Albemarle area.

Public Service Announcement:

World Asthma Day Recognition – May 3, 2011

World Asthma Day banners were displayed in all seven counties that make up the Albemarle Pediatric Asthma Coalition: Bertie, Camden, Chowan, Currituck, and Gates, Pasquotank, and Perquimans counties. They featured three important points: know your action plan, take your medicine, and get your flu shot. To learn more about asthma, contact Janet Capehart at 794-6658 or Gayle Olson at 338-4369. ❖

*Submitted by Gayle Olson,
Albemarle Region, May 2011*

For more information regarding the above events, please contact Gayle Olson, RN, at 252-338-4369 or by email at golson@arhs-nc.org, or Janet Capehart, RT, 252-79;4-6658 or by email at jcapehar@PCMH.com.

Wilson County Asthma Initiatives

Wilson County Coalition has several asthma awareness activities to share. One of the activities has been to promote air quality in the county. The Coalition provided this by posting an ad on a transit bus which included information on May being “Asthma Awareness Month.”

Additional asthma activities include: trainings to child care providers in the county and the air quality flag program. The Coalition has provided the Asthma Curriculum for Childcare Providers training at two sites – Martha Roundtree Child Care Center and Selma Street Head Start. Twenty sites within Wilson County are now displaying the Air Quality Flags. They have been successful in reaching the community with asthma awareness education and activities. ❖

*Submitted by Barbara Williams,
Wilson County, May 2011*



REACH CORE and MAPP Projects

Just when you thought you couldn't possibly absorb ONE more acronym, I'm pleased to present TWO – REACH CORE and MAPP! The N.C. Division of Public Health's Chronic Disease and Injury Section were recently awarded a CDC REACH CORE grant, which stands for **R**acial and **E**thnic **A**pproaches to **C**ommunity **H**ealth for **C**ommunities **O**rganized to **R**espond and **E**valuate. A true mouthful!

Acronyms aside, it's an incredibly exciting project that has the potential for significant impact on our communities and our state.

REACH CORE is a new program designed to implement policy, systems, and environmental changes aimed eliminating racial and ethnic health disparities. North Carolina's health priority areas for the project include **asthma**, diabetes, cardiovascular disease, adult immunization, and infant mortality, with African Americans representing our target population. Three Eastern N.C. counties, Greene, Hertford, and Nash, were selected to participate as pilot counties in REACH CORE because of their significant African American population and the health priority areas represented on their most recent Community Health Assessments (CHAs). Our first major activity under the REACH CORE project is a comprehensive assessment process, **mobilizing** for **A**ction through **P**lanning and **P**artnerships (MAPP).

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REACH CORE and MAPP Projects cont. from page 6

MAPP is a community-based strategic planning framework for improving public health. MAPP helps communities like ours prioritize public health issues, identify resources for addressing them, develop strategies, and take action! MAPP was originally developed by the National Association of City and County Health Officials (NACCHO), in collaboration with the Centers for Disease Control and Prevention (CDC).

MAPP includes several stages of development, assessments, and action, represented below as a “roadmap” for community health improvement!

Our MAPP communities are currently in the

first stage, “Organize for Success / Partnership Development,” and will hold their first official MAPP Team meetings in late summer 2011. We look forward to providing updates, successes, and lessons learned along the way!

Please contact Caroline Chappell, Caroline.Chappell@dhhs.nc.gov, with questions or for additional information on the REACH CORE and MAPP projects. You may also visit www.cdc.gov/reach to learn more about the REACH CORE program and www.naccho.org/topics/infrastructure/mapp/index.cfm for MAPP resources and information. ❖

*Submitted by: Caroline Chappell,
REACH Program Manager, May 2011*



SAVE THE DATE

8/16/2011

The next Asthma Alliance of North Carolina (AANC) Quarterly Meeting will be August 16, 2011 from 10 a.m. until 1 p.m. The meeting will be held in the Cardinal Room in the Division of Public Health building at 5605 Six Forks Road, Raleigh, NC.

Send Us Your Stories, and Tell Us What You Think!

The *Asthma Coalition Update* is released several times a year, and we would love to share your coalition or work group's stories and activities in future issues. Let us know what's going on in your communities! We also welcome your feedback on stories/updates that you would like to see in future issues. Send any news, updates, or ideas to Cindy at cindy.haynesmorgan@dhhs.nc.gov. ❖



State of North Carolina
Department of Health and Human Services
Division of Public Health
North Carolina Asthma Program
www.ncdhhs.gov

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