

Virginia Asthma Coalition 2008-2011 Strategic Plan

GOAL 1: Serve as a clearinghouse for surveillance data, training, resources, and promising practices for asthma.

Objective: Become the recognized authority on asthma in Virginia

Strategy 1 - Expand capacity to serve as a clearinghouse for surveillance data, educational and training resources, and promising practices for asthma by 2012.

Strategy Outcome – Increase availability of information and methods to reach potential partners

Action 1a: Develop plan for holding 2nd Virginia Pediatric Asthma Summit by June 2009

Action Steps:

- a) Identify logistics support – date, host site, host coalition, funding, CME/CEU
- b) Secure logistics
- c) Develop agenda, invite and secure speakers
- d) Develop conference action plan with dates and task assignment
- e) Follow conference action plan & expand upon for 2009 planning to include:
 - Marketing conference
 - Holding conference
 - Evaluating conference

Action Step Outcome: Action plan for conference implementation and planning developed by June 2009.

Action 1b: Find and hire contractor to serve as VAC website WebMaster by October 2008.

Action Steps:

- a) Identify current software program
- b) Explore needs with website expert
- c) Identify funding needs
- d) Contract with appropriate level of expert

Action Step Outcome: WebMaster hired and website updated and maintained on a regular basis by October 2008.

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Action 1c: Post new School Asthma Action Plan form on the VAC website to promote its use by pediatric practices and school districts statewide by October 2008.

Action Steps:

- a) Complete action plan item to review and update Asthma Action Plan form
- b) Post on website
- c) Send link to partners
- d) Encourage links from other sites

Action Step Outcome: Updated form posted on website by October 2008.

Action 1d: Develop listing of links and resources on asthma in Virginia and nationally that would be of benefit to partners by January 2009.

Action Steps:

- a) Research available resources, links, and best practices
- b) Compile resources
- c) Review by expert panel
- d) Post on website

Action Step Outcome: Approved listing of resources and links posted to VAC Website by January 2009.

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GOAL 2: Serve as an umbrella organization for local coalitions and other concerned partners.

Objective: Develop the organizational capacity to provide a solid statewide network for local asthma coalitions and concerned partners.

Strategy 1 – Recruit new partners to expand reach of coalition

Strategy Outcome – Increase participation by 10 new or previously inactive members

Action 1a: Increase participation by recruiting past members to renew active status by July 2008

Action Steps:

- a) Review roster & assign F/U
- b) Identification of viable members
- c) Contact, identify reasons for lack of participation, make changes to better meet member needs, if needed and feasible

Action Step Outcome: Identify viable members, increase participation by July 2008.

Action 1b: Conduct partner sector activity to identify potential partners by July 2008.

Action Steps:

- a) Who is missing & assign F/U
- b) Identify interested parties
- c) Contact
- d) Recruit

Action Step Outcome: Identify, contact and recruit new members by July 2008.

Action 1c: Develop a listserv of VAC members by October 2008

Action Steps:

- a) Identify & research listserv programs
- b) Contract with program
- c) Market program to partners

Action Step Outcome: Working listserv with active participation by December 2008.

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Action 1d: Develop and post the member orientation manual on VAC website by October 2008.

Action Steps:

- a) Develop new member materials
- b) Make available on web
- c) Develop new member orientation manual

Action Step Outcome: Member orientation manual developed and posted on VAC website by October 2008.

Strategy 2: Maintain local asthma coalition (LAC) participation

Strategy Outcome: Stable participation at each meeting of 100% of LAC

Action Step 2a: Support LAC attendance by promotion of LAC activities, marketing VAC to individual local-level members and decreasing barriers to attendance by July 2008.

Action Steps:

- a) Add 5-minute LAC spotlight to agenda of each VAC meeting
- b) Promote VAC through local coalitions

Action Step Outcomes: Incorporate LAC needs into VAC operations as outlined in action steps by July 2008.

Strategy 3: Incorporate planning as routine part of coalition work by 2010

Strategy Outcome: Solid and sustainable planning mechanisms in place

Action Step 3a: Develop a 3-year strategic plan by October 2008.

Action Steps:

- a) Select a format/process for planning
- b) Identify members to lead the planning process, and ways in which to include general membership in planning and decision making
- c) Develop & Approve Plan
- d) Implement Plan

Action Step Outcomes: 3-year strategic plan developed and implemented by January 2009.

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Action Step 3b: Develop annual Action Plan by September 2008.

- a) Schedule Action Planning as part of regular meeting
- b) Develop Plan
- c) Approve Plan
- d) Implement Plan

Action Step Outcomes: Annual plan in place and being actively used for VAC focus by September 2008.

Action Step 3c: Develop & Implement Annual Report Card by March 2009.

- a) Develop format
- b) Review outcome indicators across the year
- c) Produce written report and present to VAC at the last quarterly membership meeting of the calendar year

Action Step Outcomes: Report card in place and useful in reviewing progress by March 2009.

Action Step 3d: Evaluate usefulness of tools and planning process

- a) Develop mechanisms to determine success including tools, usefulness of format and information,
- b) Include evaluation as part of the planning process, and amend process as needed
- c) Provide evaluation information to general membership

Action Step Outcomes: Successfully developed Annual Action Plan, 3-year Strategic plan, and annual reporting system and assessed usefulness of tools and process by January 2008.

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GOAL 3: Promote comprehensive, broad use of revised national guidelines for clinical management of asthma throughout Virginia.

Objective: Coordinate, develop and provide superior asthma education, training, and technical assistance programs for Virginia.

Strategy 1: Promote comprehensive, broad use of revised national guidelines for clinical management of asthma throughout Virginia by 2010.

Strategy Outcome: Increase educational opportunities related to best practices for asthma management

Action Step 1a: Provide the updated version of the NAEPP Guidelines for the Diagnosis and Management of Asthma on the VAC website by October 2008.

- a) Obtain guidelines
- b) Link to NAEPP via VAC website

Action Step Outcome: Best practice information posted on VAC website by October 2008.

Action Step 1b: Develop and implement communications and training plan to support dissemination of best practices for asthma management by March 2009.

- a) Develop communication campaign re guidelines and link/resources
- b) Translate guidelines to lay/actionable/understandable language
- c) Key messages for lay public to promote evidence-based community asthma education
- d) Identify CME opportunities and promote

Action Step Outcomes: Training and dissemination plan and schedule completed by March 2009.

Action Step 1c: Review School Asthma Action Plan to incorporate best practice and lessons learned by January annually, and update as appropriate.

- a) Send out call for feedback to state partners
- b) Review feedback
- c) Develop recommendations, as appropriate
- d) Circulate among VAC & LAC members, community stakeholders
- e) Incorporate additional changes, if appropriate
- f) Approve plan and notify partners
- g) Post to website within one month of approval

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Action Step Outcomes: Annual review and update of School Asthma Action Plan complete with input from stakeholders by annually by January.

Action Step 1d: Develop plan to evaluate use of School Asthma Action Plans in Virginia Schools by October 2008, and evaluate ongoing, as appropriate.

- a) Send out call for input to state partners
- b) Review feedback
- c) Develop recommendations and resources for evaluation protocol
- d) Circulate among VAC and community stakeholders for feedback and review
- e) Incorporate additional changes, if appropriate
- f) Approve Plan and develop implementation strategy
- g) Evaluate School Asthma Action Plan, ongoing.

Action Step Outcomes: Comprehensive, feasible plan developed to evaluate use of the School Asthma Action Plans in Virginia Schools by October 2008.

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GOAL 4: Advocate for policy and legislative changes that benefit Virginians with asthma

Objective: Increase impact on policy and/or legislative changes that affect Virginians with asthma.

Strategy 1: Empower local and individual advocacy efforts statewide.

Strategy Outcome: Greater participation in advocacy opportunities at state and local levels.

Action Step 1a: Identify in-person advocacy events and meetings.

- a) Create statewide advocacy calendar of events
- b) Post calendar on VAC website by January 2009

Action Step Outcome: VAC members are informed of advocacy events.

Action Step 1b: Invite members to attend events and meetings

- a) Market via listserv and website and at coalition meetings
- b) Distribute resource materials/talking points to members

Action Step Outcome: VAC is better represented at advocacy events.

Action Step 1c: Issue calls to action for local and state level mobilization.

- a) Develop position statements with action steps
- a) Distribute position statement and supporting materials
- b) Report action steps taken

Action Step Outcome: There is an increase in the number of VAC members who report taking action (e.g. phone call to legislator, sending letter to editor).

Action Step 1d: Take a leadership role in amending the Code of Virginia for the benefit of those with asthma as needed.

- a) Identify issues
- b) Identity partners and adversaries
- c) Partner with lobbyists to have legislation introduced
- d) Advocate for passage as needed

Action Step Outcome: New laws are passed to benefit persons with asthma as needed.