

Together We Can Juntos Podemos



Medical Practitioners
and

Community Health Coalitions

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**Co-Chair of Long Beach Alliance for Children
with Asthma**

Together We CAN Control Asthma Now!



We can all learn how.

**FOR FREE INFORMATION CALL
LONG BEACH ALLIANCE FOR CHILDREN WITH ASTHMA
1-800-555-1234**



Juntos podemos ayudar a controlar el asma.
¡Sí Se Puede!




Nosotros te enseñamos cómo.

PARA INFORMACION GRATIS LLAMA
LONG BEACH ALLIANCE FOR CHILDREN WITH ASTHMA

1-800-555-1234





Health, which is a state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity, is a fundamental human right and that the attainment of the highest possible level of health is a most important world-wide social goal whose realization requires the action of many other social and economic sectors in addition to the health sector.

Declaration of Alma-Ata 1978



PUBLIC
HEALTH

INDIVIDUAL
HEALTH

Origins

✧ Panakeia was the goddess of cures (medicines, salves and other curatives).




✧ Hygeia was the goddess of good health.



K24.1 Hygeia

The clinicians role is guided by principles of social justice

- ✦ Reduce barriers to equitable and effective health care
- ✦ Promote the health of the public
- ✦ Advocate for just distribution of resources



✦ The community role of clinicians derives from the core principals and commitments that are the essence of professionalism in medicine"

Robert Mellins, MD - National Advisory Committee, Allies Against Asthma

Physicians are in a unique position to play leadership roles in the community

- ✦ understanding of interplay genetics, environment, human behavior
- ✦ expertise in clinical system
- ✦ knowledge of the epidemiology of diseases

Why a coalition approach?

- ✦ Complexity of health problems
- ✦ Multiple causes, multiple consequences
- ✦ Health problems co-exist
- ✦ Effective management requires the involvement of the affected individuals, families, and communities
- ✦ Conservation of resources
- ✦ Faster implementation
- ✦ Reduction of risk
- ✦ Access to specialized resources
- ✦ Increase in flexibility

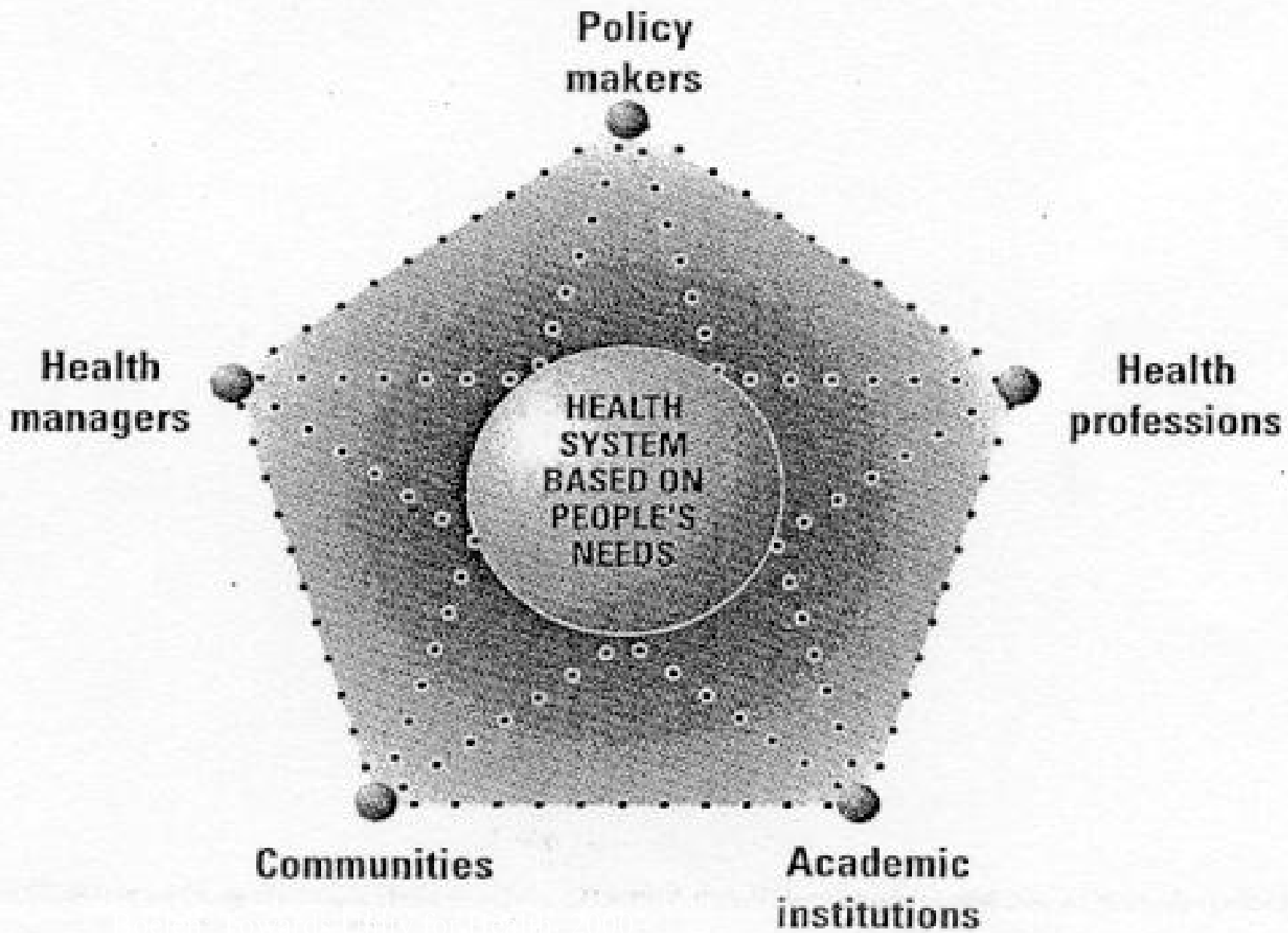
The best coalitions address complex health problems by:

- ✦ Mobilizing community support
- ✦ Expanding available resources
- ✦ Coordinating resources and activities
- ✦ Integrating the expertise of various stakeholders
- ✦ Producing results not achievable by a single group

FIGURE 5.1: Community Participation Continuum



PARTNERSHIP PENTAGON



What does coalition work offers a medical practitioner?

- ✦ The concept of coalitions offers physicians the opportunity to impact significantly larger populations and ultimately alter a community's health. A change in the overall health in the community is reflected in better health for each individual patient the physician treats on a daily basis.

Role of the Physician in Community Coalitions

- ✦ Be a member
- ✦ Engage in the planning process
- ✦ Serve as "champion" role model for other physician colleagues
- ✦ Institutional leadership
 - ✦ 1. participate in governance
 - ✦ 2. provide expertise

Role of the Physician in Community Coalitions

Involve and educate local politicians


Help them to see how making vision of the coalition a reality benefits the entire community. They may be able to offer support or open doors that are key to your success.

Leverage relationships

As physicians in the community, you know other people that can help; you can engage them; you can bring those relationships to the benefit of the coalition.

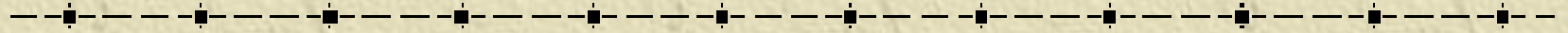
Role of the Physician in Community Coalitions





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- ✿ Facilitate coordinated care - working with community health workers, families and schools
 - ✿ Participate in physician trainings
 - ✿ Avail staff for disease training
 - ✿ Participate in disease awareness campaigns
 - ✿ Refer patients (e.g. resource centers, community health worker programs)



✦ Enhancing the role and contribution of clinicians is critical to improve disease control efforts and, therefore, to coalition and partnerships concerned about health issues.

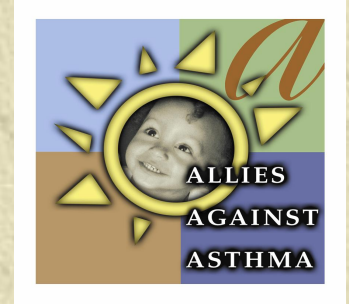
Challenges To Coalition Health Work



-  Chasm between clinical practice, and communities
-  Fragmented health care non-system
-  Reimbursement favors clinical services and technologic procedures
-  Health professional education focused on care of individuals



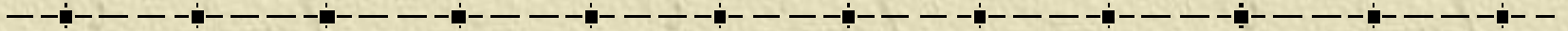
Long Beach Alliance for Children With Asthma



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- ✦ A partnership to improve the lives of children with asthma in the Long Beach community
 - ✦ One of 7 sites awarded grants under the RWJ Foundation's *Allies Against Asthma* program and one of 12 sites awarded grants under CA Endowment's *Community Action to Fight Asthma* (CAFA) program
 - ✦ Focus is on the 90813 zip code and Long Beach as a whole
 - ✦ Miller's Children's Hospital - Fiscal Agent

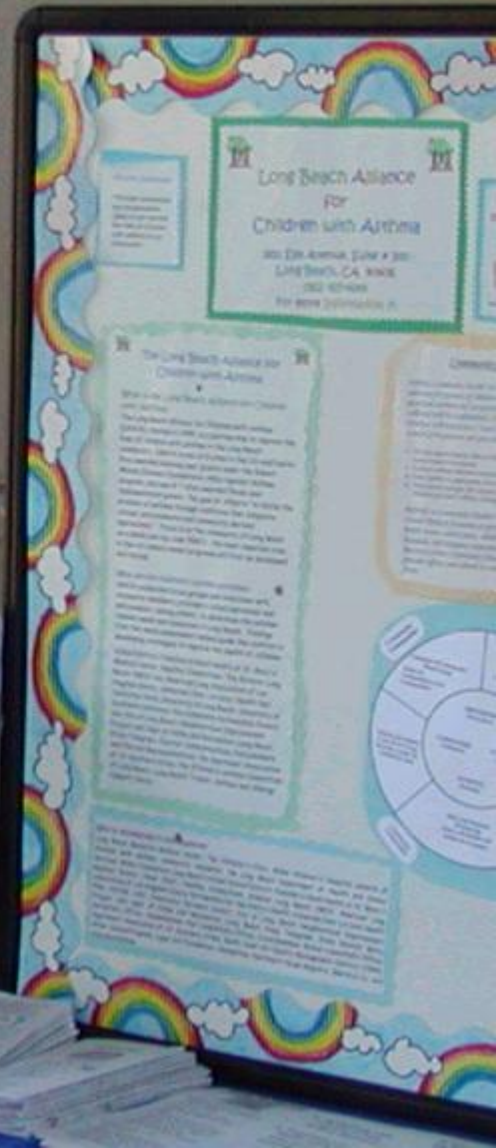


History of the Long Beach Alliance for Children with Asthma



- ✦ 1999: several members of a successful immunization coalition convened in response to asthma crisis in Long Beach and in anticipation of the RWJ Foundation grants for asthma coalitions.
- ✦ 99-00: met bi-monthly to identify needs and resources; co-wrote planning year grant proposal.
- ✦ 01: planning year
- ✦ 02 – 04: hiring and implementation







Long Beach Alliance for Children With Asthma

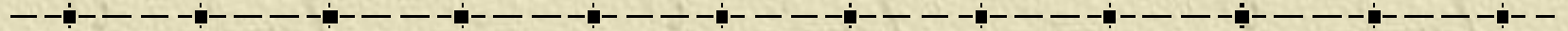
Areas of Focus

- ☼ Community
- ☼ Policy and Environment
- ☼ Schools and Recreation
- ☼ Professional Practices





Long Beach Alliance for Children With Asthma



Professional Practices

- ☀ Physician Asthma Care Education (PACE) Program
- ☀ Medical Assistant Training
- ☀ Grand Rounds
- ☀ Clinical support and guidance



Long Beach Alliance for Children With Asthma

What LBACA does for medical practitioners...

- ✿ Referrals to
 - ✿ Asthma classes
 - ✿ Asthma Wellness Fairs
 - ✿ Asthma Resource Center
 - ✿ Community Health Workers
- ✿ Physician and MA Training
- ✿ Educational Materials

Long Beach Alliance for Children With Asthma

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