



**West Virginia Asthma Coalition**  
*Helping West Virginians with Asthma Breathe Easier*

WV ASTHMA Fall Quarterly Meeting  
Wednesday, Nov. 18, 11-3:30 p.m.  
Ramada Conference Center  
20 Scott Avenue  
Morgantown, WV 26508

**In Attendance**

Len Picha, Paula Fields, Marie Gravely, Gloria Umoh, Robin Altobello, Joan Skaggs, Jean Tenney, Andrea Tucker, Georgia Narsavage, Jeanne Chandler, Zona Harris, Rebecca Aylsworth, Geff Bergh, Sandy Swisher, Mary Spangler, Trisha Petite, Cynthia Keely Wilson, Tonya Yablonsky, Sharon Hill and Megan Moore

**Minutes**

Len Picha presented a summary of the West Virginia Asthma Coalition (WVAC), stating who we are, the mission statement, goals and what each subcommittee's role is for the coalition.

Sharon Hill followed Len Picha with a data overview (see attached data overview sheet and PowerPoint).

After the data overview, each subcommittee met while eating lunch, to conduct 2009-2010 activity brainstorming.

Sally Hurst from Marshall University presented the "Help Yourself," self-management program.

Cynthia Keely Wilson discussed project guidelines (see PowerPoint) as well as logo changes.

Megan Moore concluded with significant dates.

**Subcommittee Planning**

*Clinical Asthma Management*—See Asthma Care Workgroup Meeting minutes from Cabin Creek. The subcommittee would like to possibly set-up a conference call following the meeting with Cabin Creek on Friday, Dec. 4.

*Data Sharing*—the subcommittee discussed defining asthma cases in claims data so that each health plan could run prevalence data and be comparable to the other plan's data. Sharon Hill is trying to get data from WVCHIPS to analyze and each health plan will analyze their own data according to the criteria below, and all results will be brought to the Feb. meeting. Sharon Hill is also working on purchasing Medicare data to run the same analysis, but not by the Feb. meeting.

The criteria for analysis to run the data would be in two ways: 1. To include enrollees who had at least one medical service claim with a primary or secondary diagnosis of asthma or enrollees who had at least two prescription claims for asthma-related drugs, and 2. To include enrollees who had at least one medical service claim with a primary or secondary diagnosis of asthma.

The conference call for this subcommittee has been scheduled from 1:30-2:30 p.m., Wednesday, Jan. 13.

*Environment*—the top strategic priority includes continuing to distribute the asthma trigger poster (if you need posters, e-mail Megan Moore). In addition, the key actions include contacting AARP, 4-H or environmental groups and obtain a list of school nurses and health educators. In addition, the subcommittee would like to promote Open Airways for Schools programs to summer child care programs through contacting YMCA associations and the Coach's Asthma Clipboard to coaches and health educators.

*Schools & Peds*—Key actions include promoting Asthma Friendly School Award and work with Adam Baus to promote the electronic asthma action plan (Geff/Merck has two paper action plans and also met with Adam and Cecil). In addition, the subcommittee would also like to focus on the flu absenteeism study by targeting southern WV. The subcommittee would like to follow-up with a pediatrician on the subcommittee for input. A Merck solutions consultant can assist with this project.

*Outreach & Education*—the subcommittee's key action includes producing a predetermined PSA for use on radio and television and possibly YouTube. The subcommittee would like to get RAZE students involved as well as have RESA coordinators distribute instructions and guidelines for PSA project.

#### Timeline

Distribute guidelines to RESA coordinators by Dec. 2009

Proposals back from RAZE students by Feb. 2010

Project completed by May 2010

#### Outcome Measure(s)

PSA's produced

Airtime for PSA's

Number of people reached based on radio station figures

The subcommittee would also like to have radio station interviews with asthma experts in Morgantown and the Summersville area.

#### *Dates/Important Information*

- American Lung Association in West Virginia's Inaugural Christmas Seals Gala is from 6-11 p.m. Friday, Dec. 4 at the University of Charleston
- The next meeting will be from 11 a.m.-3:30 p.m. Thursday, Feb. 25 at the Marriott in Charleston
- Open Airways for Schools Facilitator Training will be held from 9 a.m.-4 p.m. Saturday, Jan. 9 at the American Lung Association in Charleston
- Breathe Well, Live Well Facilitator Training will be held from 9 a.m.-4 p.m. Wednesday, Jan. 27 in Clarksburg
- Asthma & COPD Awareness Day at the Capitol will be held from 8 a.m.-4 p.m. Monday, Feb. 8
- A volunteer is needed to present an Asthma Friendly School Award at Buckhannon-Upshur Middle School (Please e-mail Megan Moore if interested)