

ANNUAL REPORT 2013 CELEBRATING 20 YEARS!

FIGHT **ASTHMA** MILWAUKEE



LEAD AGENCY:
CHILDREN'S HOSPITAL OF WISCONSIN



BY THE NUMBERS

10%
of Milwaukeeans
have asthma*

70%
Had an attack in
the past year**

1,346
Donated hours
in 2013

31
Participating
Agencies in 2013

365
Educational
Sessions in 2013

Our Asthma Problem, Our Asthma Solution

Did you know that studies have confirmed an increase in asthma in modernized countries, including the US? In fact, asthma is the number one chronic childhood disease, and it is a major cause of health care issues for adults, as well.

Southeast Wisconsin is not immune to this epidemic. Milwaukee County has the highest rate of asthma hospitalizations and Emergency Department visits in the state. In some Milwaukee public schools, one in four children suffer from asthma! In fact, asthma is a primary cause for admission at Children's Hospital of Wisconsin. Tragically, preventable deaths from asthma occur each year.

Fight Asthma Milwaukee (FAM) Allies was founded in 1994—one of the first asthma coalitions in the country. We seek to improve the lives of people affected by asthma through community partnerships, resources, services, and education. In the last year, FAM Allies has been able to touch the lives of over 4,000 persons affected by asthma.

In the past, FAM Allies was supported by public health and research funding grants; however, given the change in the funding climate, we are now becoming more dependant on community support. We hope this information will demonstrate what FAM Allies has done to lessen the burden of asthma in Southeast Wisconsin. To keep our mission going forward, we now ask for your support, as there remains much to do to end this asthma epidemic..

Be Healthy,

Sara Lowe, APNP
Medical College of Wisconsin
Chair, Steering Committee

Mitchell Grayson, MD
Associate Professor
Medical College of Wisconsin
Medical Director

Source: WI BRFSS 2009; **WI children only, data from 2006-08

Fight Asthma Milwaukee Allies began in 1994 with the powerful idea that better care could be provided to patients with asthma through partnerships in healthcare, government and community.

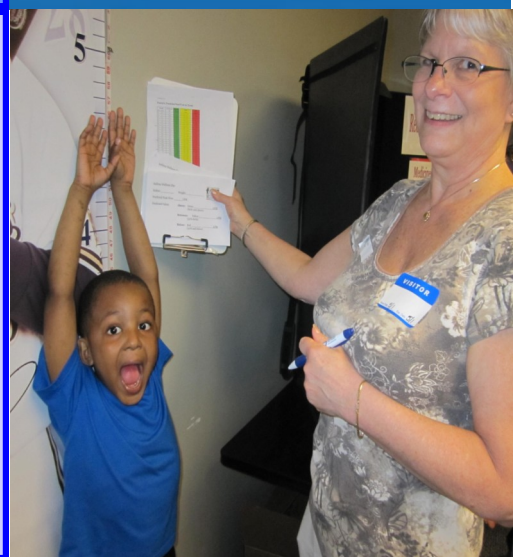
Fight Asthma Milwaukee Allies Goals:

Improve the quality of life for those affected with asthma in our community.

Foster and strengthen partnerships among key asthma stakeholders in our community.

Provide asthma care education based on best practices.

Link those affected by asthma, their families, other caregivers, and healthcare professionals to resources and services.



Our Accomplishments

CARE COORDINATION / CASE MANAGEMENT

Care Coordination and Case Management links high-risk patients with asthma to in-home nursing services, providing:

- Asthma education
- Patient assessments
- Medication reviews

111
referrals

Total referrals in 2013 for in home asthma education were: **111**.

The committee developed a new tool to assist in the assessment and documentation of environmental triggers in the home.

CLINICAL QUALITY IMPROVEMENT

CQI aims to improve the quality of asthma care provided by healthcare providers of all disciplines in the Greater Milwaukee area.

133
participants

In 2013, Teach Asthma Management educated **133** providers in best practices, including:

- National asthma guidelines for diagnosing and managing
- Patient education techniques
- Health literacy trends

CQI began development of an online Teach Asthma Management seminar, and began distribution of a needs assessment survey to inform the creation of a new, Primary Care Provider Outreach Program.

Our Accomplishments

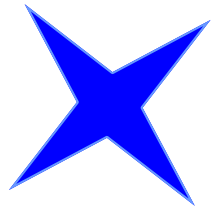
ENVIRONMENTAL

Asthma is aggravated by tobacco smoke, air pollution, cockroaches, dust mites, furry and feathered pets, and mold. The Environmental Committee raises awareness of both indoor and outdoor asthma triggers via education and advocacy.

In 2013, programs included:

- Cleaning for less program on green cleaning.
- Partnership with Clean Cities on pollution reduction education.
- Partnership with Community Advocates on smoking cessation advocacy.

New
collaborations



The committee began joint work with Care Coordination and Case Management to create partnerships that will sustain **Home Environmental Assessments for Asthma Triggers**, offered in conjunction with home nursing or as a stand alone service.

FAMILY AND COMMUNITY EDUCATION

The Family and Community Education Committee designs and delivers educational programs for patients with asthma and their caregivers.

3,869
participants

We reached an astounding 3,869 participants via:

- 5 **Asthma Survival Skills** classes for patients.
- 4 **Asthma Care at Child Care** classes for day care providers.
- 2 **Asthma Wellness Day** programs for the general public.
- 2 **Asthma Basics for Schools** classes for classroom teachers.
- 264 **Asthma Smarts** lessons for children with asthma.
- 55 **Breathe to Achieve** classes for primary school aged children.
- 99 healthcare professional students were trained to teach programming.

How Fight Asthma Milwaukee Allies Matters



3rd—5th grade participants:

“What I learned is that you have to use the right medicine to help people with asthma”

“Thank you for showing us the pig lungs!”

Medical student educator:

“I really enjoyed the Asthma Smarts program as my community project. It was nice to join a well established project that allowed us to immediately step in and make a difference.”

School Nurse:

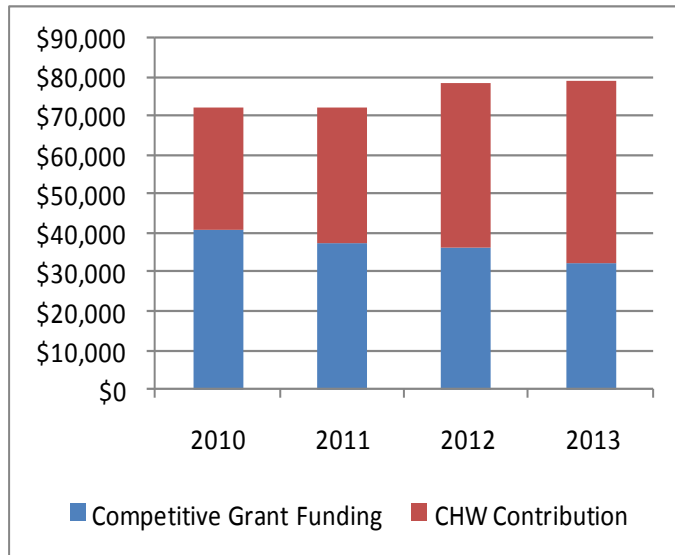
“I would like to thank you and your students for a wonderful program! Ms. Hoskins told me several times what an ‘excellent program’ it was and that she learned some things

too. The students I spoke to also enjoyed it. One girl said that we should have it ‘every day’. I truly appreciate your expertise and helping children to understand more about asthma. I look forward to having B2A at Keefe next year!”

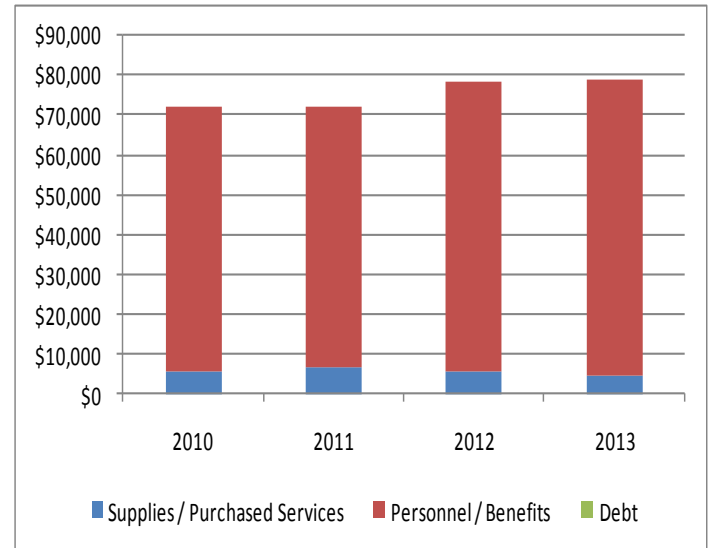
Fight Asthma Milwaukee Allies Financial Summary

FAM Allies is a community health advocacy organization (asthma coalition) with volunteer board and leadership. Children's Hospital of Wisconsin serves as fiscal agent, providing in-kind financial oversight under the agency's 501 (C) 3 non-profit status.

Income/Revenue



Liabilities



Fight Asthma Milwaukee Allies empowers our community to **FIGHT** asthma. Please invest in this effort with your tax-deductible donation.

ONLINE: www.chw.org/giving

Type "other" then "FAM Allies" to direct the donation to FAM Allies.

Or SCAN this QR code: Please specify the gift designation to:

'Fight Asthma Milwaukee Allies'



MAIL: Mail checks to:

FAM ALLIES
2561 N. 29TH ST.
MILWAUKEE, WI 53210

IN KIND: Call 414-431-8070 to discuss

How your donation supports Fight Asthma Milwaukee Allies

- ☐ **\$70** provides 10 dust mite impermeable pillow covers.
- ☐ **\$150** supports the stipend for an Asthma Smarts instructor to train 12-20 children with asthma.
- ☐ **\$300** support the stipend for 1 Breathe to Achieve instructor team to train 45 elementary school students.
- ☐ **\$900** provides 75 background checks for our student asthma trainers.
- ☐ **\$1,000** provides a 1-year supply of asthma spacers for the Asthma Smarts program.
- ☐ **Larger donations** support and expand foundational programming and support development of new programs.

Fight Asthma Milwaukee Allies Active Organizational Partners 2013

American Lung Association of WI
Alpha Kappa Alpha
Alverno
Aurora Visiting Nurse Association
City of Milwaukee Health Department
Children's Community Health Plan
Children's Hospital of WI
Clean Cities
Community Advocates
Department of Health Services

Genentech
Hayat Pharmacies
Journey House
Managed Health Services
Medical College of WI
Merck
Milwaukee Area Health Education Center
Milwaukee Health Services, Inc.
Molina
Milwaukee Public Schools

Milwaukee School of Engineering
Next Door Foundation
Pulmedix
Novartis
Skywalk Pharmacy
Sixteenth Street Community Health Center
United Migrant Opportunity Services
University of Wisconsin Milwaukee
Wheaton Franciscan Health System
Wisconsin Asthma Coalition



Service Awards

Bronze (8-16 hours)

Dorian James, Lisa Crandall, Jessica Barrera, Dorothy Cheung, TeAngelo Cargile, Kathy Staats, Tammi Brandt, Peter McMullen, Janet Anderson, Juan Ruiz, Cory Foster, Erin Voskuil, Kathy Polacheck, Betty Koepsel, Fouza Yusuf, Das McMillan, Richard Gaeta, Rachel Gallagher, Josh Steinberg, Katie Halverson, Katelyn Smith, Sarah Arvelo

Silver (16-25 hours)

Michelle Mercure, Brett Fuller, Suzanne Letellier, Kay Fischer

Gold (25 or more hours)

Lee Ann Corning, Mitch Grayson, Sara Lowe, Christine Hayes, Laurie Smrz



LEADING
METRO
MILWAUKEE'S
FIGHT AGAINST
ASTHMA

www.famallies.org



FIGHT ASTHMA MILWAUKEE ALLIES

FINANCIAL SUMMARY

Fight Asthma Milwaukee Allies is a community health advocacy organization (asthma coalition) founded in 1994 with the powerful idea that better care could be provided to patients with asthma through partnership in healthcare, government and community.

FAM Allies is lead by an elected volunteer steering committee, that oversees four working committees with volunteer leadership. Children's Hospital of Wisconsin, as lead agency provides financial oversight under 501(C)3 non-profit status.

	2010	2011	2012	2013
LIABILITIES:				
Salaries	\$52,081	\$49,863	\$56,390	\$56,959
Benefits	\$14,372	\$15,862	\$16,308	\$17,356
Total Personnel	\$66,453	\$65,726	\$72,698	\$74,314
Medical Supplies	\$0	(\$48)	\$0	\$275
Other, Non-medical	\$1,021	\$4,985	\$4,512	\$1,948
Purchased Services	\$4,531	\$1,551	\$1,237	\$2,338
SubTotal	\$5,552	\$6,488	\$5,748	\$4,561
Total Operating Expenses	\$72,004	\$72,214	\$78,446	\$78,875
Debt	\$0	\$0	\$0	\$0
INCOME / REVENUE:				
External Grant Funding	\$40,700	\$37,388	\$36,522	\$32,245
CHW Contribution	\$31,304	\$34,826	\$41,924	\$46,630
Subtotal	\$72,004	\$72,214	\$78,446	\$78,875



FAM Allies was initially supported by researcher-originated grant funding, and has subsequently been funded by programmatic grants from varied local, regional, state and federal sources.

Volunteer effort is necessary to complement these grants, and FAM Allies remains strongly volunteer based, with a total of 1,346 hours of donated time in 2013. Our volunteers and our one full time employee served 4,004 community members in 2013 - serving so many, so efficiently is a remarkable achievement!

In the financial downturn, grant resources have become more competitive and less generous. Children's Hospital of Wisconsin has provided in-kind and fiscal contributions. However, to accommodate FAM Allies' goals of expanded service to the greater Milwaukee community, we are actively seeking additional community financial support—from local healthcare stakeholders as well as charitable private citizens and businesses concerned about asthma in our community.