



Renewed & Rebranded as a new 501(c)3!

CELEBRATING 20 YEARS!

2014 BY THE NUMBERS

10% of Milwaukeeans have asthma*

70% Had an attack in the past year**

1,397 Donated hours

471 Educational Sessions

32 Participating Agencies

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

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 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 hospital admissions of children. 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. Over the past year FAM Allies has been able to touch the lives of over 4,000 persons in the Milwaukee area affected by asthma.

FAM Allies needs your support to continue this important and impactful mission! We hope the information contained in this brochure will demonstrate the effectiveness of FAM Allies in lessening the burden of asthma in Southeast Wisconsin. To keep our mission going forward, we ask for your support, as there remains much to do to end this asthma epidemic. **No one should struggle to breathe – ever!**

Be Healthy,

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

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

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.

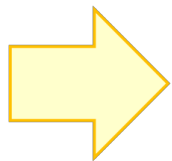
Link those affected by asthma, their families, other caregivers, and healthcare professionals to resources and services.



Our Accomplishments

CLINICAL QUALITY IMPROVEMENT

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



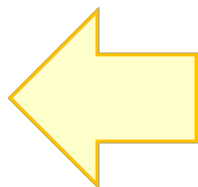
382
participants

- **68** providers participated in **3**, Teach Asthma Management programs.
- **314** healthcare professional students participated in **5** Asthma Care programs.
- A new program, **Teach Asthma Management, Plus**, was developed and will be implemented starting in 2015.
- A **Primary Care Outreach Summit** was hosted to better align outreach efforts for primary care providers.

FAMILY AND COMMUNITY EDUCATION

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

3,631
participants



We reached an astounding **3,631** participants:

- 21 parents attended **Asthma Survival Skills** classes.
- 151 childcare providers attended **Asthma Care at Child Care** classes.
- 231 school staff attended **Asthma Basics for Schools** classes.
- 1952 kids with asthma attended **Asthma Smarts** lessons (683 individual kids) from 48 schools.
- 1114 kids attended **Breathe to Achieve** classes from 18 schools.
- 116 nursing and medical students trained to teach school-based asthma outreach.

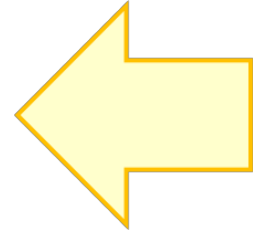
Our Accomplishments

HOME VISITING

In 2014, the **CARE COORDINATION / CASE MANAGEMENT** and **ENVIRONMENTAL** Committees teamed-up to create a framework for providing asthma education through home visits.

Beginning in 2015, qualified patients and their families can participate in:

- **Asthma Smarts** home education: 3, 1-hour asthma management lessons.
 - Spacers and dust mite impermeable pillow covers are provided to all participants with asthma
- **Environmental Assessment** visits: a 1.5-hour assessment and 2, 1-hour follow-ups
 - Green cleaning kits and allergy bedding are provided to all asthma participants
 - Additional supplies tailored to needs may include vacuums, pests traps, smoke detectors
- The City of Milwaukee Health Department donated environmental supplies.
- Hayat Pharmacies donated space to house the environmental supplies.



How Fight Asthma Milwaukee Allies Matters

Classroom Teacher at Zablocki, Breathe to Achieve:

The variety of activities gave all children a chance to participate and reached out to meet different learning styles. I think making kids who don't have asthma aware helps them understand what the problem is and helps them be more empathetic and supportive of those with asthma.

MCW Medical Student Educator:

I absolutely loved my experience with the Asthma Smarts program! It ended up being my favorite activity I was involved in during my first year of medical school. It was such a rewarding experience to be able to work with the students at Carson Academy and help them learn how to better manage their disease.

Teach Asthma Management Participant:

Thank you for the great asthma educational program you presented yesterday. As a Board Certified Asthma Educator, I walked away with some excellent pearls that I will incorporate into the talks that I do out in the community clinics/hospitals.



Donations and Support

Raise a Glass to FAM Allies!

Join our:

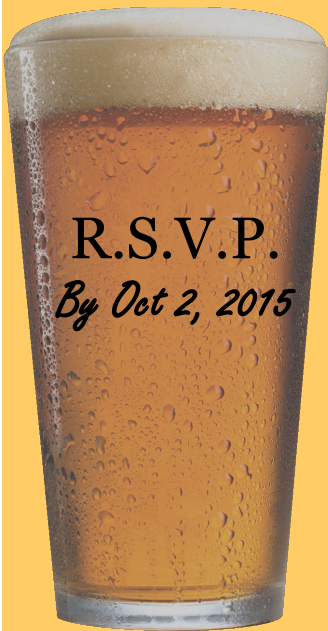
2nd Annual Gaba Fundraiser

Saturday, October 24, 2015

Best Place

901 W. Juneau Ave., Milwaukee, WI 53233

Call 414-755-6666 tickets and sponsorship opportunities!



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

ONLINE:

Go to our Facebook page:

<https://www.facebook.com/FAMAllies>

- Click on the "Donate to FAM Allies" button.
- Paypal and major credit cards accepted.

MAIL:

Checks can be made out to "FAM Allies" and mailed 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.

Active Organizational Partners 2014

American Lung Association of WI	Department of Public Instruction	Milwaukee School of Engineering
Alverno	Genentech	Novartis
AmeriCorps	GlaxoSmithKline	Pulmedix
Aurora Visiting Nurse Association	Hayat Pharmacies	Skywalk Pharmacy
City of Milwaukee Health Department	Journey House	Sixteenth Street Community Health Center
Children's Community Health Plan	Managed Health Services	United Way
Children's Hospital of WI	Medical College of WI	University of Wisconsin Milwaukee
Children's Research Institute	Merck	Wheaton Franciscan Health System
Clean Cities	Milwaukee Area Health Education Center	Wisconsin Asthma Coalition
Community Advocates	Molina	Wisconsin Department of Natural Resources
Department of Health Services	Milwaukee Public Schools	

1,397 volunteer hours were donated to FAM Allies in 2014!

Service Awards were earned by these members:

Bronze (8-16 hours)

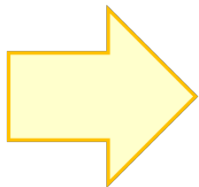
Jake Olson, Fouza Yusuf, Josh Steinberg, Brett Fuller, Nicole Wilke, Lee Ann Corning, Jessica Barrera, Laura Kerecman, Katelyn Smith, Katie Halverson, Sarah Arvelo, Betty Koepsel, Cory Foster, Kathy Staats

Silver (16-25 hours)

Kay Fischer, Diane Keyes, Richard Gaeta, Lisa Crandall, TeAngelo Cargile

Gold (25 or more hours)

Mitch Grayson, Sara Lowe, Christine O'Hare, Laurie Smrz, Suzanne Letellier, Omoshalewa Bamkole



Become a FAM Allies Member!

<http://www.famallies.org/membership.asp>

- Download the membership form
 - Fax it back to (414) 431-0622, or
 - Mail it to 2561 N. 29th Street, Milwaukee, WI 53210
- Email to fam.allies@gmail.com



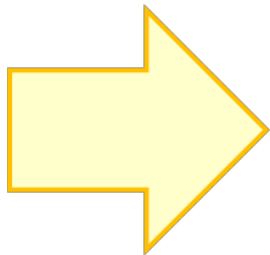
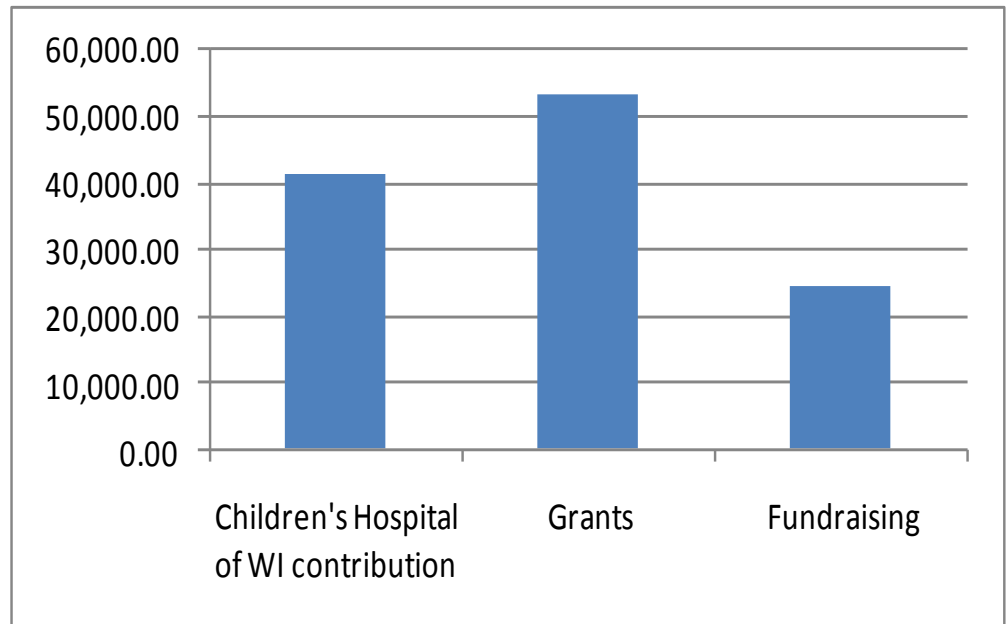
FIGHT ASTHMA MILWAUKEE ALLIES

FINANCIAL SUMMARY

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.

Sources of Income 2014:



Income	2011	2012	2013	2014
External Grants	\$37,388	\$36,522	\$32,245	\$53,342
CHW Contribution	\$34,826	\$41,924	\$46,630	\$41,403
Fundraising				\$24,300
Totals	\$72,214	\$78,446	\$78,875	\$119,045



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 1,397 hours of donated time in 2014. Our volunteers and our one full time employee served 4,302 community members in 2014 - 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.

Find FAM Allies Online:

<http://www.famallies.org/>

Facebook:

<https://www.facebook.com/FAMAllies>

Twitter: @FAMAllies