

# NGO Project Summaries for EH20-2002

## Promoting Asthma-Friendly Environments Through Partnerships and Collaborations

Non-governmental organizations (NGOs), working in close collaboration with partners, have the unique capacity to coordinate the development and use of activities related to [CDC's EXHALE strategies](#). Several NGOs are working to help CDC reach the Controlling Childhood Asthma Reducing Emergencies (CCARE) goal of preventing 500,000 hospitalizations and emergency department visits among children with asthma by August 30, 2024.

## Asthma and Allergy Foundation of America (AAFA)

AAFA provides an online asthma patient community and support platform that allows patients to connect with others who understand what it is like to live and deal with asthma. AAFA is developing and applying a coordinated series of community health initiatives that will educate and empower patients and families to improve asthma control and reduce morbidity and mortality due to asthma. Through the online community, digital media, and strategic partnerships, AAFA will provide evidence-based and health-literate asthma management resources incorporating EXHALE strategies. These strategies include the following:



### Promote updated recommendations from the National Asthma Education and Prevention Program (NAEPP) Expert Panel 4 (EPR-4) to clinicians, patients, and caregivers

- Increase awareness of updated EPR-4 guidelines for asthma management
- Enhance patient and caregiver knowledge of asthma control and use of asthma action plans
- Develop partnerships with state health departments and encourage them to incorporate the ASTHMA Care for Adults curriculum ([ASTHMA Care Training Program for Adults | AAFA.org](#)) as part of their asthma education programs

### Promote guidelines-based ASTHMA Care for military service members

- Form a multi-disciplinary clinical team
- Train clinical staff members to deliver guidelines-based care and education
- Train chronic disease managers and educators in guidelines-based education
- Improve self-management of workplace asthma by military service members with asthma

### Plan and launch three national awareness and education programs: 1) respiratory illnesses, 2) inhaler usage and asthma control, and 3) childhood allergic asthma

- Develop and launch three national awareness and education campaigns
- Increase awareness of illness prevention strategies



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- Increase the number of community members who get appropriate vaccinations
- Increase the number of community members who practice good health habits
- Increase the number of community members who report having an asthma action plan they use to guide self-management and manage asthma episodes
- Improve knowledge about different types of inhalers and how to use them
- Increase awareness of pediatric allergic asthma

### **Partner with community health workers and empower patients and caregivers to assess homes for asthma triggers**

- Develop partnerships with community health workers
- Increase knowledge about asthma triggers and abatement strategies
- Develop educational resources that community health workers can use during in-home and virtual interventions

### **Promote evidence-based ASTHMA Care for women during pregnancy and lactation**

- Increase awareness about the challenges of managing asthma during pregnancy and lactation.

## **Allergy and Asthma Network (AAN)**



### **Strategic relations**

The Allergy and Asthma Network leads a national coalition of partners, including state asthma programs, asthma coalitions, other NGOs, CDC, and key stakeholders, to build relationships and promote a collaborative approach to expand and leverage the EXHALE strategies, with a strong focus on social determinants of health.

**Strategy 1:** Host the USAsthma Summit. This is an annual meeting of representatives from all states, cities, and territories with the goal of advancing the use of EPR-4 guidelines-based care for asthma in the United States. The agenda includes strategies to attain the CCARE objective by expanding EXHALE strategy implementation across the country.

**Strategy 2:** Host monthly communications with CDC; CDC-funded state, city, and territorial asthma programs; other partners; and other NGOs to share EXHALE resources and to look for opportunities for collaboration. Use the communications to also develop a strategy map for identifying geographic areas of success linked to CCARE and EXHALE strategies and interventions.

**Strategy 3:** Develop the National Asthma Resource Hub for EXHALE strategies

[Asthma Resources Hub for EXHALE](#) and update with resources from the Network, states, and other partners.

### **Support and apply EXHALE strategies**

Develop and distribute training, coaching, and technical assistance to promote use of EXHALE strategies for healthcare providers, community health workers, and school nurses.

**Strategy 1:** Present four national webinars per year to promote and amplify EXHALE strategies.

**Strategy 2:** Develop infographics, posters, and other educational material to highlight EXHALE strategies in English and Spanish, for free download and print distribution.

**Strategy 3:** Conduct discussion groups to develop a school asthma management program. The program will be a tailored web-based resource package for school nurses and school personnel to support use and expansion of the EXHALE strategies to help advance the CCARE objective.

**Strategy 4:** Promote the Community Health Workers webinar training for home interventions (<https://allergyasthmanetwork.org/news/role-of-community-health-worker-for-patients-with-asthma/>)

## Communication and education

Develop and distribute CCARE and EXHALE communication and education messages, in English and Spanish, for people with asthma, public health practitioners, healthcare providers, school nurses, and decision makers, in print and digital formats focusing on communities that are disproportionately affected by asthma.

**Strategy 1:** Use AAN's current communication platforms to distribute existing and newly developed messages about CCARE and EXHALE strategies tailored to different groups. These platforms include a website, e-newsletters, blast emails, public relations firms, social and traditional media.

**Strategy 2:** Devote a day during Asthma Awareness Month (May) in Washington, DC, to educate decision makers about policies to apply CCARE and EXHALE strategies to advance asthma care in the United States.

AAN will include the CCARE initiative and the EXHALE strategies across its national programs to ensure sustainability of the project. Current programs include the following:

- The Not One More Life program, which addresses asthma disparities in the African-American and Hispanic/Latino community
- The Steroid Stewardship Program, which raises awareness of potentially adverse effects of using oral corticosteroids and the cumulative effects of steroid use
- Enhanced Asthma Impairment and Risk Questionnaire (AIRQ) tool use — promote use of AIRQ in clinical practice to ensure more timely and appropriate referrals
- The Asthma Coach Telehealth program, which offers National Institutes of Health guidelines-based clinical messages and develops asthma self-management skills via virtual visits with certified asthma educators
- Patient Learning Pathways (web-based educational tools)

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## National Environmental Education Foundation (NEEF)



This project supports progress toward expanded visibility and uptake of EXHALE strategies to control asthma.

Through program integration and expanded implementation of the EXHALE strategies, engaging trusted influencers, and monitoring meaningful measurement, NEEF's Pediatric Asthma Initiative is doing the following:

- Increasing the number of persons who receive communication and education messages regarding CCARE and EXHALE, including healthcare providers, public health practitioners, children with asthma, and their parents or caregivers
- Establishing partnerships and collaborating with national partners, asthma programs, NGOs, and CDC
- Creating opportunities to expand application of EXHALE strategies, thus improving access to strategies that will accelerate progress in reaching the most vulnerable communities and underserved populations

NEEF's achievement of these strategies will lead to the following outcomes:

- Increased and equitable use of EXHALE strategies
- Established partnerships for distributing messages and sharing in decision-making
- Increased awareness and collective use of the EXHALE strategies

Over the past 3 years, using various strategic plans and projects, NEEF distributed CCARE and EXHALE messages to 45,000 healthcare providers, practitioners, and decision makers, and children with asthma and their families.

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## American Lung Association (ALA)



The American Lung Association coordinates the distribution and evaluation of EXHALE strategies to community partners to control asthma across the United States. The association does this through its Promoting Asthma Friendly Environments through Partnerships project. Specific audiences for this project include organizations with access to populations experiencing a high burden of asthma, people with asthma and their families, and asthma care providers and decision makers.

The goals of this project are to

- Increase the use of EXHALE strategies by engaging strategic community partners to distribute asthma messages and effective interventions
- Increase the number of people who live, work, or go to school in asthma-friendly environments by providing training, technical assistance, and resources
- Help advance the CCARE objective

This project is designed to use the coordinated, comprehensive approach outlined in the EXHALE strategies to improve asthma control in all age groups. The project will engage a network of strategic community partners to increase knowledge and adoption of evidence-based strategies that reduce asthma morbidity and mortality.