

(NOVEMBER 12<sup>TH</sup> CONT'D)

**SOUTH BRONX ASTHMA PARTNERSHIP**

Asthma Literacy Project: Improving Self-Management Skills in Caregivers of Pediatric Asthma Patients in the South Bronx

*Lauren Brown, BA, Program Manager, Asthma Literacy Project, South Bronx Asthma Partnership*

**NOVEMBER 18, 2009: 8:00 AM - 9:30 AM  
COALITION BUILDING**

**ASTHMA COALITION OF LONG ISLAND**

Anatomy of an Asthma Coalition: Maximizing Community Partnerships and Resources to Build an Asthma-Friendly Community

*Betty Borowsky, PhD, Chair, Asthma Coalition of Long Island, Professor, Nassau Community College*

*Claudia Guglielmo, MPA, AE-C, Program Manager, Asthma Coalition of Long Island*

*Mary Cataletto, MD, FCCP, Associate Director of Pediatric Pulmonary Medicine, Winthrop University Hospital, Professional of Clinical Pediatrics, School of Medicine, SUNY Stony Brook*

*Anne Little, MPH, AE-C, Director, Asthma Coalition of LI*

**PEDIATRIC ASTHMA COALITION OF THE CAPITAL DISTRICT**

Utilizing Provider Champions in Safety Net Practices and Monitoring the Effect of Targeted Coaching on Improvement Work at the Practice Level

*Kallana Manjunath, MD, Vice President of Medical Services, Whitney M. Young Health Services*

**NOVEMBER 25, 2009: 8:00 AM - 9:30 PM  
TRANSLATING THE GUIDELINES INTO PRACTICE  
PRIMARY CARE**

**PEDIATRIC ASTHMA COALITION OF THE CAPITAL DISTRICT**

Planned Asthma Care and Adherence to the Asthma Guidelines, Implementing the Chronic Care Model to Improve Asthma Management and Health Outcomes

*Kallana Manjunath, M.D., Vice President of Medical Services, Whitney M. Young Health Services*

*Nancy Getzke, RN, FNP, AE-C, Whitney M Young, Jr., Pediatric Asthma Coalition of the Capital Region*

**NORTH COUNTRY ASTHMA COALITION**

Decreasing Asthma Urgent Care Visits by Integrating Spirometry and Patient Asthma Education into Routine Primary Care

*Julie Pirozzolo, RN, MSN, CPNP, Glens Falls Pediatrics*

*Marcie Hankinson, MS, ED, Director, North Country Asthma Coalition*

**DECEMBER 2, 2009: 1:00 PM - 2:30 PM  
POPULATION-BASED IMPACTS  
PROVIDER EDUCATION**

**NORTH BROOKLYN ASTHMA ACTION ALLIANCE**

Providing Physician Asthma Care Education (PACE) to Pediatricians to Ensure Implementation of a single Standard of Care in the Management of Pediatric Asthma Patients in North Brooklyn

*Tejal Mehta, MD, Pediatric Asthma Specialist, North Brooklyn Health Network (NBHN), Clinical Associate Professor at NYU School of Medicine, Associate Program Director, Pediatric Residency Program at NBHN*

**SOUTH BRONX ASTHMA PARTNERSHIP**

Provider Education Program (PEP): Translating Evidence-Based Asthma Guidelines into Quality Clinical Practice in the South Bronx

*Mamta Reddy, MD, Director, SOB RAP*

**ASTHMA COALITION OF THE SOUTHERN TIER**

Creating a Sustainable Patient Self Management Asthma Education Program in Primary Care through a Partnership with a Managed Care Organization

*Judy Behanick, RN, AE-C, United Health Services Hospital*

*Patricia Fell, RN, MS, ANP, Director Community Health Services, United Health Services Hospital*

*Donna Crane, RN, Clinical Care Coordinator, The Monroe Plan for Medical Care*

**DECEMBER 9, 2009: 8:00 AM - 9:30 AM  
POPULATION-BASED IMPACTS  
SCHOOL/CLINIC-SCHOOL**

**REGIONAL COMMUNITY ASTHMA NETWORK/FINGER LAKES**

The Asthma Friendly Schools Initiative: Creating a System to Support Asthma Outcomes in the Rush Henrietta Schools, Using a CDC Evidence Based Model

*Julia Van Orman, BS, AE-C, Coalition Project Coordinator, American Lung Association of NY*

*Jeanne Schwasman, BSN, SNT, School Nurse Teacher & AFSI Project Facilitator, Rush Henrietta School District*

*Lea Theuer, BSN, SNT, School Nurse Teacher & AFSI Project facilitator, Rush Henrietta School District*

**NORTH BROOKLYN ASTHMA ACTION ALLIANCE**

The School and Clinic Interface: A Collaborative Partnership to Improve Asthma Management among Students in North Brooklyn

*Desire La Tempa, FMG, Coalition Coordinator, North Brooklyn Asthma Action Alliance, Asthma Program Coordinator, North Brooklyn Health Network*

# 2009 New York State Regional Asthma Coalitions' Best Practices First Annual Webinar Series



**September 30, 2009  
to  
December 9, 2009**

These webinars are intended to share some of the outcomes of the activities of the NYS Department of Health Regional Asthma Coalitions. It is anticipated that by highlighting these projects we can expand the learning community and spread lessons learned so successful projects may be replicated by others. The webinars are meant for physicians, nurses, respiratory therapists, social workers, educators, administrators, community and environmental advocates, students, and anyone interested in improving the lives of children and families with asthma.

**Free, but limited to 200 participants  
Registration REQUIRED, see details below...**

## CONFERENCE SCHEDULE

**SEPTEMBER 30, 2009: 8:00 AM - 9:30 AM**  
**POPULATION-BASED IMPACTS**  
**HOME VISIT/ENVIRONMENT**

Advancing the Business Case for a Multi-Model In-Home Environmental Remediation and Education Program  
*Amanda Reddy, MS, Research Scientist, NYSDOH*

### CENTRAL NEW YORK ASTHMA COALITION

In-Home Education and Learning Program "IHELP": Creating a Sustainable Asthma Environmental and Education Program in Five Counties in Central NY  
*Angela Schimpff, Director, Central NY Asthma Coalition*

### NORTH COUNTRY ASTHMA COALITION

In-Home Asthma Environmental Assessment and Education: Testing a Rural Public Health Nursing Model in the North Country  
*Cathie Werley, BSN, RN, Children with Special Health Care Needs Coordinator, Franklin County Public Health*  
*Marcie Hankinson, MS Ed. Director, North Country Asthma Coalition*

### REGIONAL COMMUNITY ASTHMA NETWORK/FINGER LAKES

Nurse Led Environmental Asthma Education, Home Visit and Care Coordination Program in the City of Rochester: An Urban Model

*Cindy Trubisky, MS Ed, AE-C, Asthma Coalition Director, American Lung Association of NY*  
*Mary Beth Schlabach, BSN, MS, AE-C, Asthma Nurse Care Coordinator, City of Rochester, MBS Consulting*

**OCTOBER 8, 2009: 10:00 AM - 11:30 AM**  
**POPULATION-BASED IMPACTS**  
**DAY CARE CENTERS**

### SOUTH BRONX ASTHMA PARTNERSHIP

Managing Asthma in Daycare and Head Start Programs in the South Bronx: An Example of Multi-agency Collaboration

*Diane Strom, LCSW, Administrator, SOBRAP*  
*Lorna Davis-Robinson, MS, Director, NYS Asthma Initiative, NYCDOHMH*

## HOW TO REGISTER:

Goto <https://nysdoh.webex.com/mw03051/mywebex/default.do?siteurl=nysdoh&service=7> Click the "Upcoming" Tab. Find the Sept 30th, 2009 8am NYS Regional Asthma Coalition Webinar Series and click "Registration." Fill in the form and click "Register." You will receive a registration confirmation from [messenger@webex.com](mailto:messenger@webex.com). Keep this confirmation as the information is needed to log into the Webinar. **IMPORTANT:** There are only 200 web and phone slots available, so registration is "first come, first serve." You may want to log on with several people. Registration information for future webinars will be forwarded through RCAN distribution emails. For more information please, contact Cindy Trubisky at [ctrubisky@alany.org](mailto:ctrubisky@alany.org)

### NORTHERN MANHATTAN ASTHMA BASICS FOR CHILDREN

Supporting Parents and Families through Education and Care Coordination Services in Head Start/Day Care settings in Harlem and Washington Heights

*Sally E. Findley, PhD Director, Northern Manhattan ABC Initiative*  
*Gloria E. Thomas, MSW, Program Manager, Northern Manhattan ABC Initiative*  
*Rosa Madera-Reese, AAS, Community Health Coordinator, Northern Manhattan ABC Initiative*  
*Natasha McLeod, BA, Research Assistant, Northern Manhattan ABC Initiative*

**OCTOBER 21, 2009: 8:00 AM - 9:30 AM**  
**TRANSLATING THE GUIDELINES INTO PRACTICE**  
**SCHOOL-BASED HEALTH CENTERS**

### ASTHMA COALITION OF WESTERN NEW YORK

Improving Asthma Care and Management Among Children Enrolled in the Kaleida SBHCs in Buffalo, NY: Embedding the Asthma Guidelines into Practice

*Kim Utech, PNP, AE-C, Stanley Makowski Early Childhood Center, Kaleida School Based Health Center*  
*Carol Winkler, PNP, AE-C, Hillery Park School, Kaleida School Based Health Center*  
*Bob Watkins, MUP, Research Assistant, UB Family Medicine Research Institute*  
*Jaime Snyder, Coordinator, Asthma Coalition of WNY*

### CENTRAL NEW YORK ASTHMA COALITION

Improving Asthma Care and Management in SBHC's in Central New York: Creating a Population Based System of Care

*Joyce Baker, PNP, Syracuse Community Health Center*  
*Laurie Cole, Program Assistant, Central New York Asthma Coalition*

**OCTOBER 28, 2009: 1:00 PM - 2:30 PM**  
**TRANSLATING THE GUIDELINES INTO PRACTICE**

### ASTHMA COALITION OF THE SOUTHERN TIER

Capturing Patients with Uncontrolled Asthma During Hospitalizations: An In-Patient Activation Support System to Decrease Re-Admissions

*Jody Soroka, RT, CRMC Home Health Care*  
*Jim Gingelski, RT, Cortland Regional Medical Center*  
*Kelly Hirsch, NP, Cortland Regional Medical Center*

### REGIONAL COMMUNITY ASTHMA NETWORK/FINGER LAKES

Improving Asthma Care for Children, Through the Use of the Asthma Control Test at the University of Rochester Medical Center Pediatric Emergency Department

*Marc Lampell, MD, RCAN Chair, Attending Physician Pediatric ED, Golisano Children's Hospital at the University of Rochester Medical Center*  
*Jan Schriefer, BSN, MBA, Dr.PH, Associate Director, Pediatric Quality Improvement, Golisano Children's Hospital at the University of Rochester Medical Center*

**NOVEMBER 4, 2009: 8:00 AM - 9:30 AM**  
**TRANSLATING THE GUIDELINES INTO PRACTICE**  
**PRIMARY CARE**

### ASTHMA COALITION OF LONG ISLAND

Suffolk County Department of Health Services, Division of Patient Care Services' Experience and Results in Adapting National Asthma Management and Treatment Guidelines for Use at Ten County-Operated Health Centers

*Shaheda Iftikhar, MD, Acting Director, Division of Patient Care Services, Suffolk County Department of Health Services*  
*Lewis Mooney, MD, FCCP, Medical Program Administrator, Division of Patient Care Services Suffolk County Department of Health Services*  
*Karen Kessler, BSN, RN, AE-C, Asthma Coordinator, Suffolk County Department of Health Services*  
*Anne Little, MPH, AE-C, Director, Asthma Coalition of Long Island*

### HUDSON VALLEY ASTHMA COALITION

Using a Patient Advocate Approach to Manage Asthma: The Open Door Clinic Model

*Francia Ortiz, Patient Advocacy Supervisor, Open Door Family Medical Centers, Westchester NY*  
*Jacqueline Rubino, MPH, CHES, Director, Hudson Valley Asthma Coalition, American Lung Assn. of NY*

**NOVEMBER 12, 2009: 9:00 am - 10:30 AM**  
**POPULATION-BASED IMPACTS**  
**ASTHMA LITERACY**

### ASTHMA COALITION OF WESTERN NEW YORK

Asthma Connectors of Buffalo: Linking Families to Needed Asthma Community Services through Block Club Community Volunteers

*Richard T. Lee, LMSW, Block Clubs and Neighborhood Associations of Buffalo*  
*Jaime Snyder, Coordinator, Asthma Coalition of Western New York*