

Montana Asthma Advisory Group

Virtual Conference Call

Thursday, September 10, 2020, 9am-12pm

Welcome and Introductions

Asthma Program Updates

Digital Media Campaign

- The MACP developed social media messages and worked with an advertising agency to create advertisements directing people to the MACP and the Montana Asthma Home Visiting Program.
 - The advertisements reached over 65,800 people in May, including a large spike on World Asthma Day. More than 128,000 ads were delivered with an exceptional click through rate.
 - In June, advertisements reached nearly 52,000 targeted residents.
 - In July, paid advertisements resulted in over 3,000 clicks to the MACP website. Social media ads reached more than 70,000 users and generated over 400 post reactions.
- Overall, this form of advertising is a low cost and efficient way to increase asthma awareness and target specific subsets of the population based on location, age, and other characteristics.
- The MACP will work with advertising partners in the fall of 2020 to develop material for another digital media campaign focused on continuing to increase asthma awareness and boost referrals to the MAP, especially in Native American communities served by MAP sites.

5-year Strategic Plan

- Plan can be found on the [MACP website](#).
 - **Guiding principles** help direct program activities. These principles are foundational to all of the MACP interventions and most partner interventions as well. (Equity, Collaboration & Partnerships, Access to Guidelines Based Care and Community Support Services, Evidence-Based, Patient Centered Approaches)
 - **Cross Cutting Themes** are critical to the success of the MACP and partner programs. These themes were identified by strategic partners and seen as the most important factors shaping public health and healthcare in the coming years. (Leveraging Technology, Social Determinants of Health, Advocacy)
 - **Key Priority Areas** provide the framework for MACP goals, objectives, and strategies. (Enhancing Infrastructure & Promoting Care Coordination, Achievement of Guidelines-Based Medical Management, Provider and Patient Education, Tobacco Use Prevention and Cessation, Environment and Public Policy, Evaluation, Communication)
- Alignment of MACP 2020 Workplan Activities with Strategic Plan

COVID-19 Communication

- Virtual Home Visiting Guidance
- DPHHS Guidance
 - Indoor Air Quality Filtration/HEPA Air Purifiers in Schools
 - Sanitizer/Disinfectant Use in Schools
- Social Media Comb Posts: masks, wildfires, and individuals with chronic conditions

Wildfire Season Preparation

- Health IN THE 406 messages Wildfire & Outdoor Activities



Presented by
The Association of Asthma Educators
September 18th & 19th 2020
Fully Online

**NATIONAL ASTHMA EDUCATOR CERTIFICATION &
RE-CERTIFICATION REVIEW COURSE**

School Health Interventions

- Online school staff trainings have increased during pandemic. More school administrators are recommending the course than in past years. This could be due to more awareness of the course, more need, or the need for virtual education. Over 450 school staff have been trained on Creating Asthma Friendly Schools curriculum through the OPI Teacher Learning Hub.
- The MACP will be adding a project option to the school health mini grant program to support the implementation of the N-O-T and INDEPTH programs from the ALA.
- The MACP continues to promote air quality and activity guidelines for schools and childcares. A sample policy was also created to meet the requirements in the new school administrative rules that schools must close their building to the best of their ability during times of poor air quality.

Asthma Data: What's Available & What's New (with Mary Duthie- MACP Epidemiologist)

Behavioral Risk Factor Surveillance System Survey (BRFSS)

- Montana is going through the process of choosing questions we would like to add.
- In 2011, cell-phone component was added. Different methodologies means we can't compare data pre-2011.

Asthma Call Back Survey (ACBS)

- Only downside is that the ACBS does not have as much demographic information as the BRFSS. Though it does focus much more on symptoms.

Montana Hospital and Emergency and Department Discharge Data

Vital Statistics

Medicaid Claims Data

Montana Asthma Home Visiting Program Data

IPHARM

CONNECT Web-Based Referral System

ImageTrend Elite (used by Community Integrated Health pilot sites)

Youth Risk Behavior Survey (YRBS)

Other Datasets

- Adult Tobacco Survey
- Quitline MT
- Montana Association of School Nurses
- National Survey of Children with Special Health Care Needs
- Montana Central Tumor Registry
- Child Referral Information System
- American Housing Survey

Pharmacy Partner Interventions

Rocky Boy & University of Montana Skaggs School of Pharmacy Pilot Program

- Goal is to provide culturally appropriate and impactful education while building Rocky Boy's capacity to provide this type of service locally
 - Face to face and telehealth
 - Sustainability and Expansion are also key goals
- Prior to this project, UM received a Montana Health Care Foundation grant to support the development of a toolkit to help pharmacies implement asthma self-management education.
- NIH pilot funding was intended to help UM work with Rocky Boy to provide online and face to face asthma education, but the funding fell through.
- Partnerships were established and report was built, which helped when some funding became available from the MACP.
- Current phase is recruitment through the pharmacy
- Initial encounter with patient, three follow up encounter assessing control, inhaler technique, and adherence. Patients will be referred back to Rocky Boy if asthma is still not under control. Incentives are available to help with patient participation.
- CPA and statement of work signed with Rocky Boy.
- Data to Collect (12 months prior & 12 months post):
 - ACT scores, Self-Reported ED visits, engagement/attendance, asthma medication ration

Health Care Quality Improvement- DMA & AHEAD Programs in Action

Cabinet Peaks- (Alan Carmignani, Laura Larson)

- 60 asthma patients in the ED in the last year
- Identified shortfalls
 - Improve Smoking Cessation Referrals (Training for providers on consistent referrals)
 - Activated EMR documentation module to help guide care for patients
 - RT Education on proper charting
- Tracking post implementation benefits

Butte Community Health Center (Kate McGree)

- Worked on prior QI project with the American Lung Association
 - Inhaler Education, ACT, Asthma Action Plan, Spirometry
 - Respiratory Collab was established to identify asthma patients and review care provided.
 - ED visits and hospitalizations were still high
- Targeted patients with ED visits and hospitalizations to reduce recidivism
 - Goal of getting these patients into the clinic post emergency visit
 - Care manager goes through charts daily to identify patients
 - Contact within 72 hours to schedule follow with clinical pharmacy and primary care provider.
 - Used subaward funding to incentivize patients (free albuterol inhalers through retail pharmacy)
 - Worked with care managers to identify barriers to asthma control among patient population.
 - Due to COVID-19 chronic care visits were suspended from March through August. If someone calls with breathing problems they are sent to acute care clinic.
- Changes
 - Clinical Pharmacy is now able to do telehealth.
 - New care manager will scrub daily ED and hospitalizations for asthma patients to schedule telehealth visits.
- Have seen improvements in tracking
- Using Doximity and billing for telehealth visits
- Also doing telehealth visits for patients in Dillon now as well.

American Lung Association: N-O-T® Not On Tobacco youth tobacco cessation and INDEPTH® alternative to suspension programs and facilitator training courses

- Not On Tobacco (N-O-T®) program is a youth cessation program for youth 14-19 years old, offered as voluntary quit tobacco use program for youth who are ready to begin their quit journey
 - The updated 2020 N-O-T revision goes beyond cigarette smoking to include all tobacco products, with an increased focus on nicotine dependence, e-cigarettes and multiple tobacco product use
 - N-O-T Facilitator Training Course is \$400 per facilitator, includes three-year certification and INDEPTH Facilitator training.
- INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) program is an alternative to suspension or citation program that is offered as an option to students who face suspension for violation of school tobacco use policies.
 - The program routinely consists of four sessions of approximately 50 minutes
 - While INDEPTH is not a cessation program, steps toward cessation are strongly encouraged.
 - INDEPTH Facilitator Training Course is free, includes three-year certification, school policy guidance and downloadable curriculum and materials

- Freedom from smoking is essentially the adult version of N-O-T
- 1-800-Lung-USA is also a great resource that accompanies both N-O-T and Freedom from Smoking.
- OPI partnered with ALA to do a N-O-T training with Kalispell schools a couple years ago.
- Riverstone Health is administering the INDEPTH program in the Billings Public Schools
- School Mini Grant Project will be available for schools to work on the N-O-T program.

Partner Updates

- UM students are doing a gasping for air fun run (Virtual run during the month of September). All funds go towards supporting scholarships for Camp Huff N Puff.
- IPHARM sending out back to school packages including:
 - Hand sanitizer & masks
 - Educational materials
 - Calendar challenges and chances to win prizes
 - Slime for kids to make “Mucous”
- Dr. Paul Smith in Missoula is conducting a multi-state vitamin D study with asthma patients VDORA1. Vitamin D levels and supplementation in children who have asthma and are overweight. (Information attached)
 - Children 6-17
 - \$120 per visit incentive
- EPR-4 guidelines are projected to be out by the end of the year.

Next MAAG Meeting

- December 10th