Together We Can
Juntos Podemos

Medical Practitioners
and
Community Health Coalitions

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Together We CAN Control Asthma Now!

We can all learn how.

FOR FREE INFORMATION CALL
LONG BEACH ALLIANCE FOR CHILDREN WITH ASTHMA
1-800-555-1234
Juntos podemos ayudar a controlar el asma.
¡Sí Se Puede!

Nosotros te enseñamos cómo.

Para información gratis llama
Long Beach Alliance for Children with Asthma
1-800-555-1234
Health, which is a state of complete physical, mental and social wellbeing, and not merely the absence of disease or infirmity, is a fundamental human right and that the attainment of the highest possible level of health is a most important world-wide social goal whose realization requires the action of many other social and economic sectors in addition to the health sector.

Declaration of Alma-Ata 1978
Origins

Panakeia was the goddess of cures (medicines, salves and other curatives).

Hygeia was the goddess of good health.
The clinicians role is guided by principles of social justice

- Reduce barriers to equitable and effective health care
- Promote the health of the public
- Advocate for just distribution of resources
The community role of clinicians derives from the core principals and commitments that are the essence of professionalism in medicine.

Robert Mellins, MD - National Advisory Committee, Allies Against Asthma
Physicians are in a unique position to play leadership roles in the community

- understanding of interplay genetics, environment, human behavior
- expertise in clinical system
- knowledge of the epidemiology of diseases
Why a coalition approach?

- Complexity of health problems
- Multiple causes, multiple consequences
- Health problems co-exist
- Effective management requires the involvement of the affected individuals, families, and communities
- Conservation of resources
- Faster implementation
- Reduction of risk
- Access to specialized resources
- Increase in flexibility
The best coalitions address complex health problems by:

- Mobilizing community support
- Expanding available resources
- Coordinating resources and activities
- Integrating the expertise of various stakeholders
- Producing results not achievable by a single group
FIGURE 5.1: Community Participation Continuum

ACTIVE

Community decision-making structure

Community provider partnership

Community advisory board

Community consulted Re: project

Data gathered from community

PASSIVE
What does coalition work offers a medical practitioner?

The concept of coalitions offers physicians the opportunity to impact significantly larger populations and ultimately alter a community's health. A change in the overall health in the community is reflected in better health for each individual patient the physician treats on a daily basis.
Role of the Physician in Community Coalitions

- Be a member
- Engage in the planning process
- Serve as "champion" role model for other physician colleagues

Institutional leadership
1. participate in governance
2. provide expertise
Role of the Physician in Community Coalitions

- **Involve and educate local politicians**
  Help them to see how making vision of the coalition a reality benefits the entire community. They may be able to offer support or open doors that are key to your success.

- **Leverage relationships**
  As physicians in the community, you know other people that can help; you can engage them; you can bring those relationships to the benefit of the coalition.
Role of the Physician in Community Coalitions

- Facilitate coordinated care - working with community health workers, families and schools
- Participate in physician trainings
- Avail staff for disease training
- Participate in disease awareness campaigns
- Refer patients (e.g. resource centers, community health worker programs)
Enhancing the role and contribution of clinicians is critical to improve disease control efforts and, therefore, to coalition and partnerships concerned about health issues.
Challenges To Coalition Health Work

- Chasm between clinical practice, and communities
- Fragmented health care non-system
- Reimbursement favors clinical services and technologic procedures
- Health professional education focused on care of individuals
Long Beach Alliance for Children With Asthma

- A partnership to improve the lives of children with asthma in the Long Beach community
- One of 7 sites awarded grants under the RWJ Foundation’s *Allies Against Asthma* program and one of 12 sites awarded grants under CA Endowment’s *Community Action to Fight Asthma* (CAFA) program
- Focus is on the 90813 zip code and Long Beach as a whole
- Miller’s Children’s Hospital - Fiscal Agent
History of the Long Beach Alliance for Children with Asthma

1999: several members of a successful immunization coalition convened in response to asthma crisis in Long Beach and in anticipation of the RWJ Foundation grants for asthma coalitions.

99-00: met bi-monthly to identify needs and resources; co-wrote planning year grant proposal.

01: planning year

02 – 04: hiring and implementation
Long Beach Alliance for Children With Asthma

Areas of Focus

- Community
- Policy and Environment
- Schools and Recreation
- Professional Practices
Long Beach Alliance for Children With Asthma

Professional Practices

- Physician Asthma Care Education (PACE) Program
- Medical Assistant Training
- Grand Rounds
- Clinical support and guidance
Long Beach Alliance for Children With Asthma

What LBACA does for medical practitioners…

- Referrals to
  - Asthma classes
  - Asthma Wellness Fairs
  - Asthma Resource Center
  - Community Health Workers
  - Physician and MA Training
- Educational Materials