

Hawai'i Chronic Obstructive Pulmonary Disease Implementation Plan

2012 - 2013

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Internal Planning Document

I. Sustainability

Goal: Secure funding and resources to create COPD program infrastructure and support coalitions in Hawaii.

Objective A. Support the development and funding of a statewide COPD public health program

Objective B. Build the capacity and partner base of the Hawaii COPD Coalition

Objective C. Diversify funding base to include support from non-government sources, including private foundations and individual supporters

Objective	Action	Timeline
A	Work with Hawai'i Department of Health to enhance funding, surveillance and treatment of COPD	
A	Create infrastructure to support system change regarding prevention and treatment of COPD	
A	Work with employers and health plans to design programs and incentives for COPD prevention and treatment targets	
B	Expand the COPD Coalition to include key stakeholders by building base to include: <ul style="list-style-type: none"> • Department of Health • Primary Care • American Lung Association • We A Hui for Health • Kokua Mau • hospitals • pharmaceuticals • insurers • national COPD organization 	
C	Review funding opportunities to support COPD	
C	Work with employers and health plans to design programs and incentives for COPD prevention and treatment targets <ul style="list-style-type: none"> • develop plan to work with employers and health plans • identify recommendations to reduce costs and improve 	

	outcomes	
C	Explore revenue development model for COPD <ul style="list-style-type: none"> • fee for service (sliding scale) 	

II. Collaboration

Goal: Build, nurture and sustain partnerships with key stakeholder groups in Hawaii, nationally and internationally.

- Objective A.** Sustain and maintain existing collaborative efforts with tobacco control community
- Objective B.** Forge strategic collaborations among patients, caregivers, healthcare professionals, public health officials and other stakeholder groups
- Objective C.** Identify opportunities to develop new partnerships with employers and health plans
- Objective D.** Enhance the capacity of stakeholders to advocate for increased investment in COPD prevention and treatment

Objective	Action	Timeline
A	Coordinate efforts with Coalition for a Tobacco Free Hawai'i/Healthy Communities Hawai'i	
A	Integrate key COPD priorities in Hawai'i Department of Health Tobacco Prevention and Education Program	
B	Develop partner relationships by developing an approach finding common ground and overlapping concerns	
B	Create an inventory of services to identify collaborative opportunities/ focus on commonality (not competition)	
C	Work with employers and health plans to design programs and incentives for COPD prevention and treatment targets. <ul style="list-style-type: none"> • develop plan to work with employers and health plans • identify recommendations to reduce costs and improve outcomes 	
D	Provide COPD advocacy capacity building by scheduling , marketing and conducting trainings	

III. Quality of Care

Goal: Ensure early detection, proper management and support to improve/enhance the quality of life for all COPD patients in Hawaii.

- Objective A.** Promote and improve early detection and diagnosis
- Objective B.** Promote and improve treatment for patients

Objective C. Provide education for healthcare providers

Objective D. Improve access and address barriers to care

Objective	Task	Timeline
A/B/C	Promote the use of COPD guidelines <ul style="list-style-type: none"> • early identification • appropriate interventions • monitoring quality of longevity of life • reduce healthcare costs 	
A	Improve screening and early detection practices to minimize the number of new COPD cases while increasing the number of COPD diagnoses made early	
B	Utilize spirometry consistently in the diagnosis and management of COPD	
B	Provide patient and caregiver education by scheduling, marketing and conducting trainings <ul style="list-style-type: none"> • disease background • self management skills 	
B	Create patient groups	
B	Link people with COPD to appropriate resources	
C	Provide clinician education by scheduling, marketing and conducting trainings	
C	Provide physicians and insurers incentives	
D	Address basic access and financial/ cost barriers to care (getting a PCP, lifelong treatment, drugs, testing barriers)	
D	Address issues and barriers to care of cultural populations and rural communities	

IV. Policy

Goal: Create and promote policies that prevent and reduce the overall burden of COPD in Hawaii.

Objective A. Advocate for policies to reduce tobacco use and exposure

Objective B. Identify and support local and state policies that will promote COPD prevention and treatment

Objective C. Increase awareness and understanding of COPD among policymakers

Objective D. Develop strategies for use of employers and health plans to increase awareness and reduce risk of COPD

Objective	Action	Timeline
A	Continue to expand smoke-free initiatives	

	<ul style="list-style-type: none"> • housing/multi-unit housing • beach • cessation 	
B	<p>Focus on all healthcare providers continuing education regarding lung health, primary and secondary prevention (smoking cessation)</p> <ul style="list-style-type: none"> • physicians • nurses • RT • pharmacy 	
B	Partner with JBSM, RN, EMT, RT to support training and curriculum development	
C	<p>Coordinate campaign to get more legislative policy makers engaged in COPD</p> <ul style="list-style-type: none"> • conduct outreach at Capitol – walking rounds, face to face meetings • promote action alerts 	
C	<p>Develop COPD Speakers Bureau to share compelling narrative</p> <ul style="list-style-type: none"> • new, fresh faces • more stories from different perspectives 	
D	<p>Work with employers and health plans to design programs and incentives for COPD prevention and treatment targets.</p> <ul style="list-style-type: none"> • develop plan to work with employers and health plans • identify recommendations to reduce costs and improve outcomes 	
D	Focus on “respiratory health/lung health” - disease and clean air, partner and collaborate to address worksite wellness	

V. Prevention

Goal: Prevent the development and slow the progression of COPD in Hawaii.

Objective A. Reduce tobacco use and exposure

Objective B. Reduce exposure to environmental and occupational risk factors to prevent the onset and progression of COPD

Objective C. Promote healthy living practices

Objective	Action	Timeline
A	Continue to expand smoke-free initiatives	

	<ul style="list-style-type: none"> • housing/multi-unit housing • beach • cessation 	
B	<p>Work with employers and health plans to design programs and incentives for COPD prevention and treatment targets.</p> <ul style="list-style-type: none"> • develop plan to work with employers and health plans • identify recommendations to reduce costs and improve outcomes 	
C	<p>Incorporate COPD into the assessment and planning in the public health community</p> <ul style="list-style-type: none"> • Hawai'i Public Health Association • local health departments 	
C	<p>Address issues of health disparities and vulnerable communities disproportionately impacted by COPD</p>	
C	<p>Promote pulmonary rehabilitation awareness</p> <ul style="list-style-type: none"> • critical awareness level • compliance plan • education plan: patients and family 	
C	<p>Provide school education</p> <ul style="list-style-type: none"> • baseline spirometry (peak flow) • awareness of fundamental need to understand physiology • trend results 	

VI. Surveillance, Research and Evaluation

Goal: Monitor the patterns and trends of COPD incidence and prevalence in Hawaii.

Objective A. Implement comprehensive COPD surveillance system

Objective B. Start longitudinal study to identify causes of COPD based on surveillance data

Objective C. Create a template for COPD program evaluation

Objective	Action	Timeline
A	<p>Explore feasibility to increase prevalence data collected by DOH/BRFSS telephone survey</p> <ul style="list-style-type: none"> • add 1 question to the BRFSS related to COPD management (have you had a pulmonary function/breathing test that determined your diagnosis of COPD/emphysema?) 	
A/B	<p>Define "comprehensive" COPD surveillance</p> <ul style="list-style-type: none"> • identify inputs from healthcare providers • determine objectives of the COPD surveillance system (whole health surveillance or stand alone) 	

	<ul style="list-style-type: none"> • identify the quality measurement and how to track 	
A/B	Review existing data elements and methods for data collection (survey, EMR)	
A/B	Analyze surveillance data for reporting	
C	Examine existing local, state, national and other data sources to generate strategies around defining and monitoring the burden of COPD	

VII. Communications

Goal: Develop comprehensive, consistent messaging plan in Hawaii.

Objective A. Increase awareness of the healthcare providers, public health officials and general public

Objective B. Disseminate COPD information through media campaigns, speakers bureau and resource library

Objective C. Coordinate with National plan

Objective	Action	Timeline
A/B	Frame the issue of COPD in a compelling fashion/ develop messaging to remove stigma <ul style="list-style-type: none"> • create a picture/ snaphot • put problem in context • make COPD visible • tell the story – create a narrative 	
B	Develop ways to increase awareness among people with COPD and the general public of COPD and COPD care.	
B	Create specific focused campaigns <ul style="list-style-type: none"> • general public – awareness campaign • legislature – education & information for policy makers • Department of Health – co-occurring with chronic disease/ co-morbidities • Insurers – cost saving s through incentives and prevention 	
B	Develop COPD Speakers Bureau to share compelling narratives <ul style="list-style-type: none"> • local celebrities • patients, families and caregivers • clinicians and other providers 	
B	Compile a resource library <ul style="list-style-type: none"> • internet based resources • guides and educational materials • periodicals • patient education resources 	

	• pharmaceutical brochures	
B	Use environmental changes to promote spirometry using directed PSAs towards "VOG"	