

The Coalition Approach to Chronic Disease

Amy R. Friedman, MPH

Linda Jo Doctor, MPH

Allies Against Asthma National Program Office

University of Michigan

School of Public Health

The Story of X



Chronic Disease Management: A Modern Paradox

- Morbidity and mortality from chronic disease have increased
- Understanding of the pathogenesis and treatment of chronic diseases has improved

- Until we can prevent or cure chronic disease, success in control rests on:
 - Removing systemic barriers to effective management
 - Positioning individuals to be the best possible manager of the condition



**Management by
Patient**

Family Involvement

Clinical Expertise

Work/School Support

Community Awareness, Support & Action

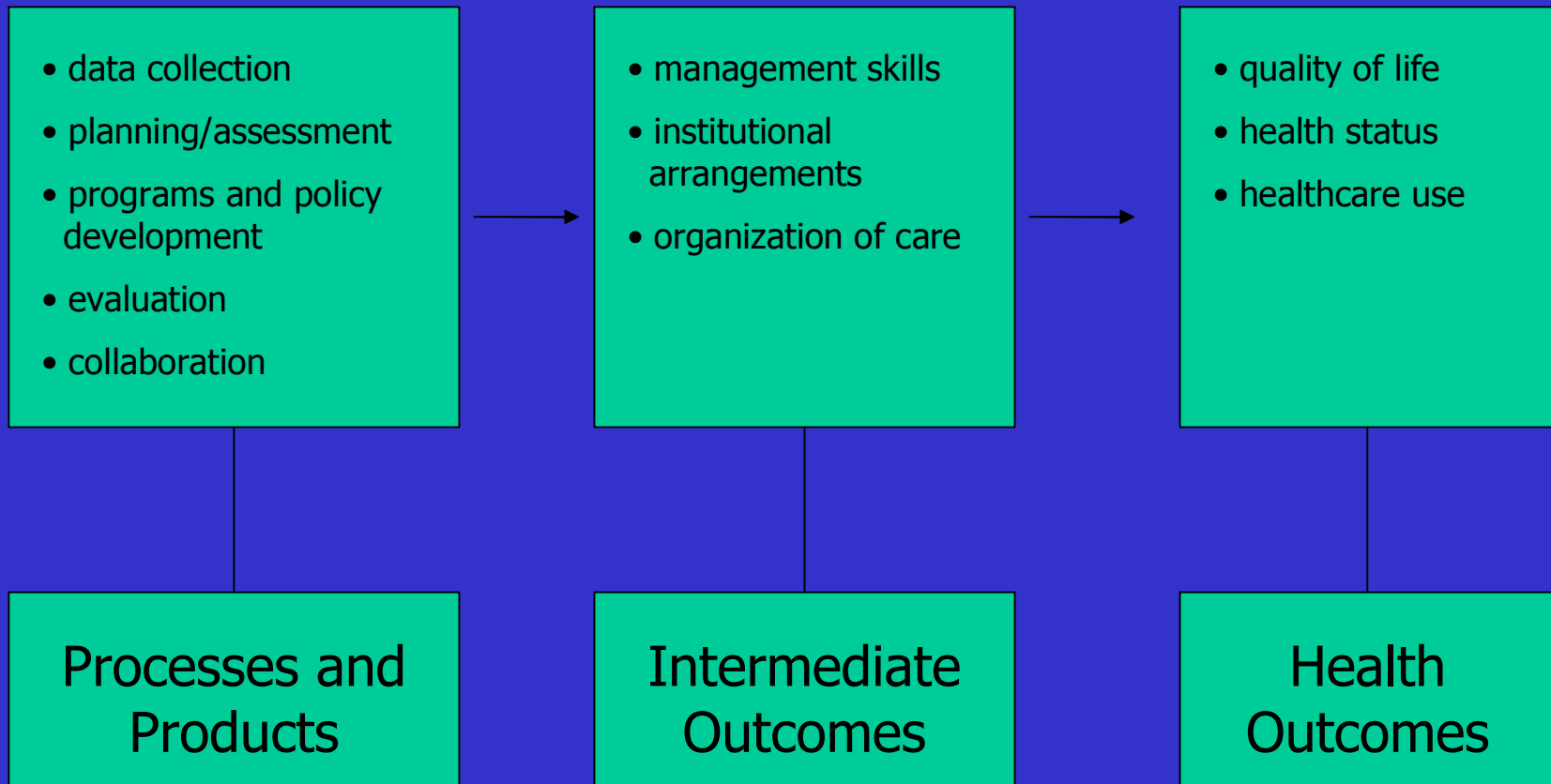
Community-Wide Environmental Control Measures

Conducive Policies

Creating optimum opportunity for the prevention and management of chronic disease depends on coordination among stakeholding individuals, organizations, and systems.

Coalitions are thought to be a community wide vehicle for chronic disease control

Coalition Impact



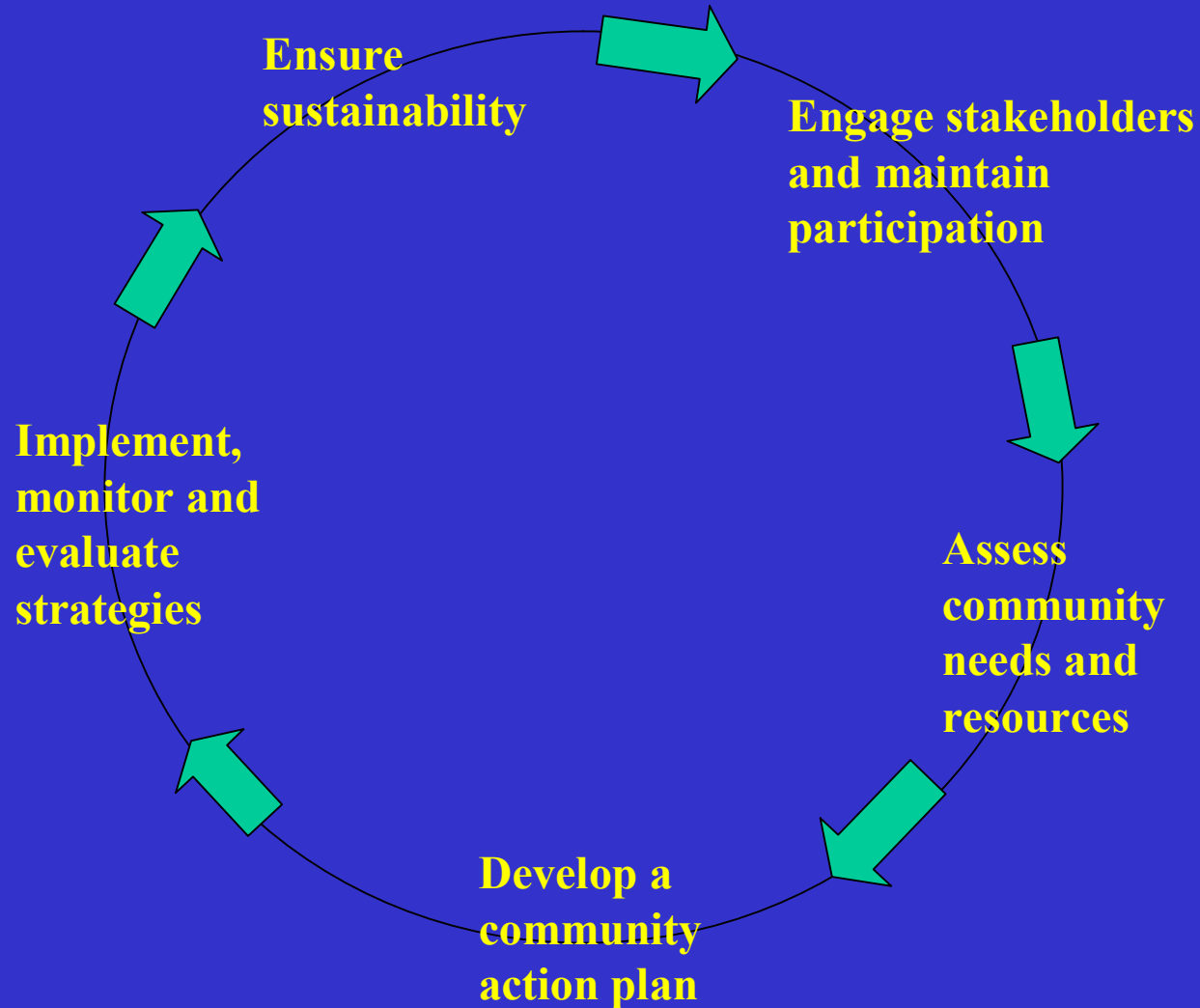
Coalition: A group of individuals representing diverse organizations, factions, or constituencies within the community who agree to work together to achieve a common goal.

(adapted from Feighery, Rogers, 1990)

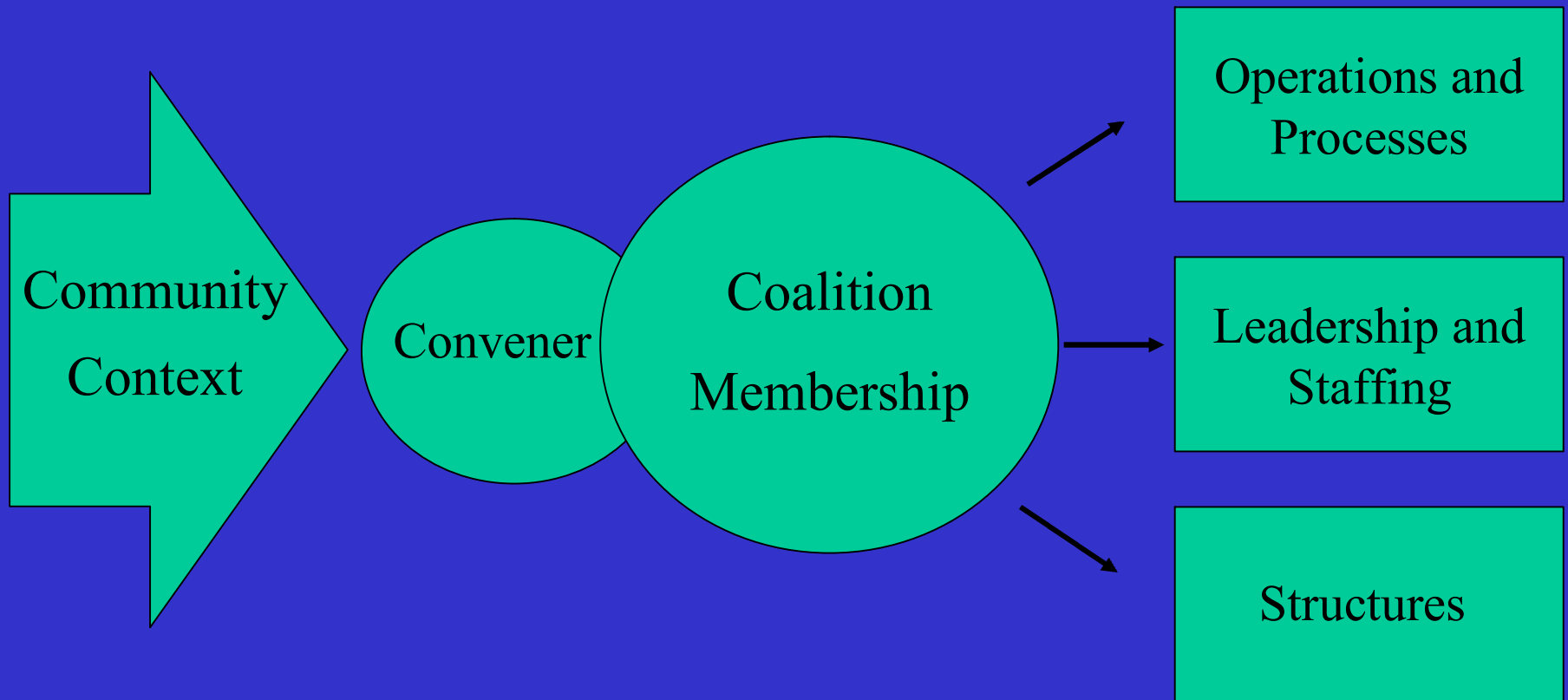
- Studies of coalitions have illuminated processes and functions and described the lifecycle.

(Butterfoss et al, 2002; Florin et al, 1993;
Group Health Community Foundation, 2003;
McLeory, et al 1994; Roussos and Fawcett, 2000;
Kenney and Sofaer, 2000; Weiner et al, 2000)

Phases of Development



Coalition Development



Context

- History of Collaboration
- Political and Economic Environment
- Health Care Financing and Delivery System
- Community Structure
- Available Resources
- Capacity
 - Trust
 - Adaptability

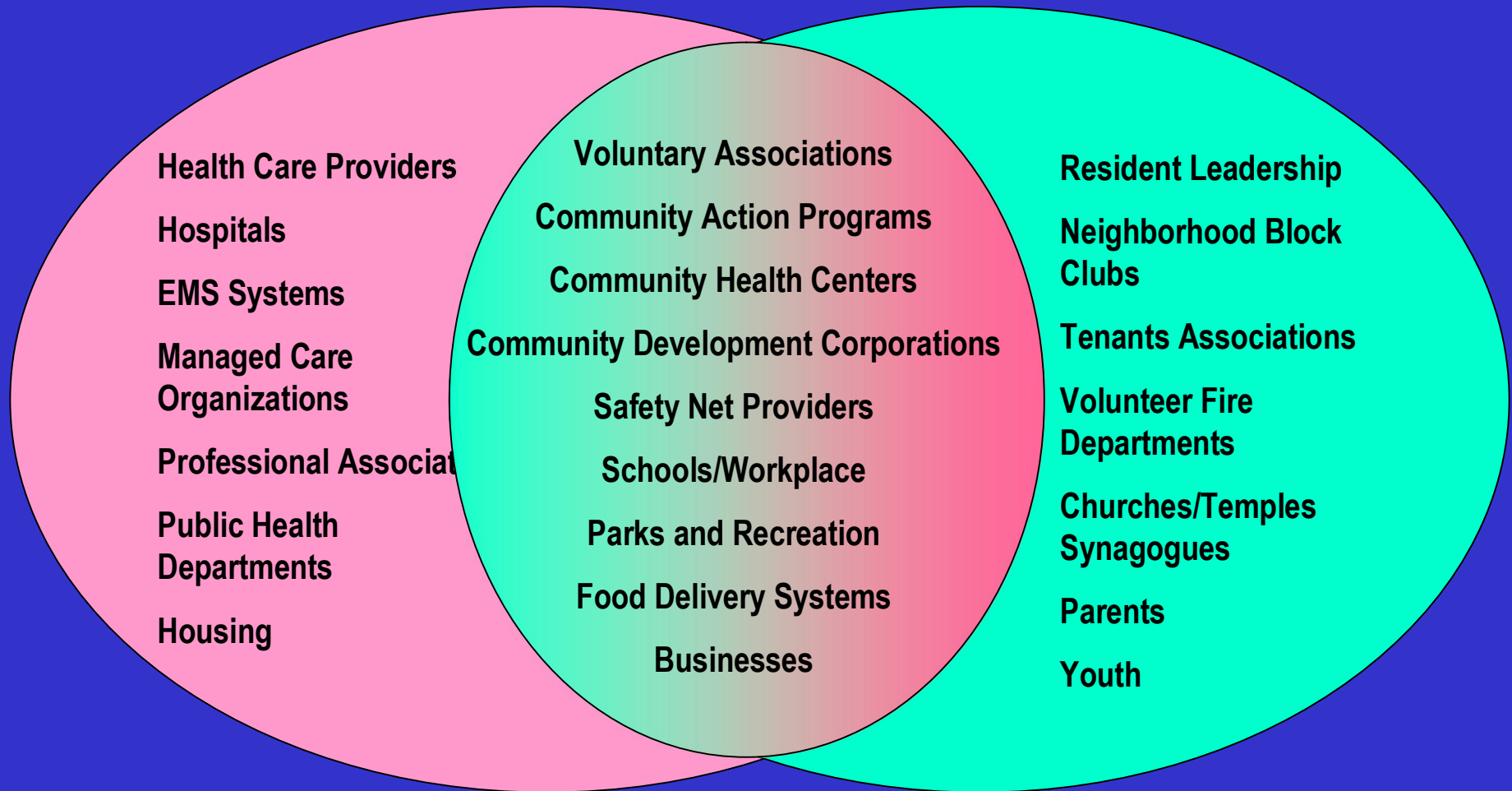
Convenor

- Neutral
- Facilitative Skills
- Able to build and manage relationships

Membership

- Broad engagement
- Organizational Representation
- Contributions

Broad Participation & Community Involvement



Grassroots “Community” Stakeholder Categories

- Individual community residents
 - e.g. individuals with chronic disease
- Community-Based Organizations
 - Staff composition, board membership and have strong community connections
 - e.g. family centers
- Organizations of community residents
 - e.g. neighborhood parent’s forum

Organizational Representation

- Authority
- Organizational Commitment

Contributions

- Skills or expertise
- Experience
- Connections
- Commitment
- Time

Processes

- Established and agreed upon:
 - vision, mission, goals, objectives and strategies
 - Roles and responsibilities
 - Decision Making Process
 - Conflict Resolution Process
- Communication

Leadership and Staffing

- Visionary and Operational
- Voluntary and/or Staff
- Formal and Informal
- External leaders/Champions
- Skill/Capacity Building

Structures

- Governance
- Working Groups
- Community Involvement
- Membership Input

Products

- Concrete action plan
 - w/defined roles and responsibilities
- Written letters/memoranda of agreement

Activities

- Programs and services
- System change efforts
- Policy change efforts
- Capacity building

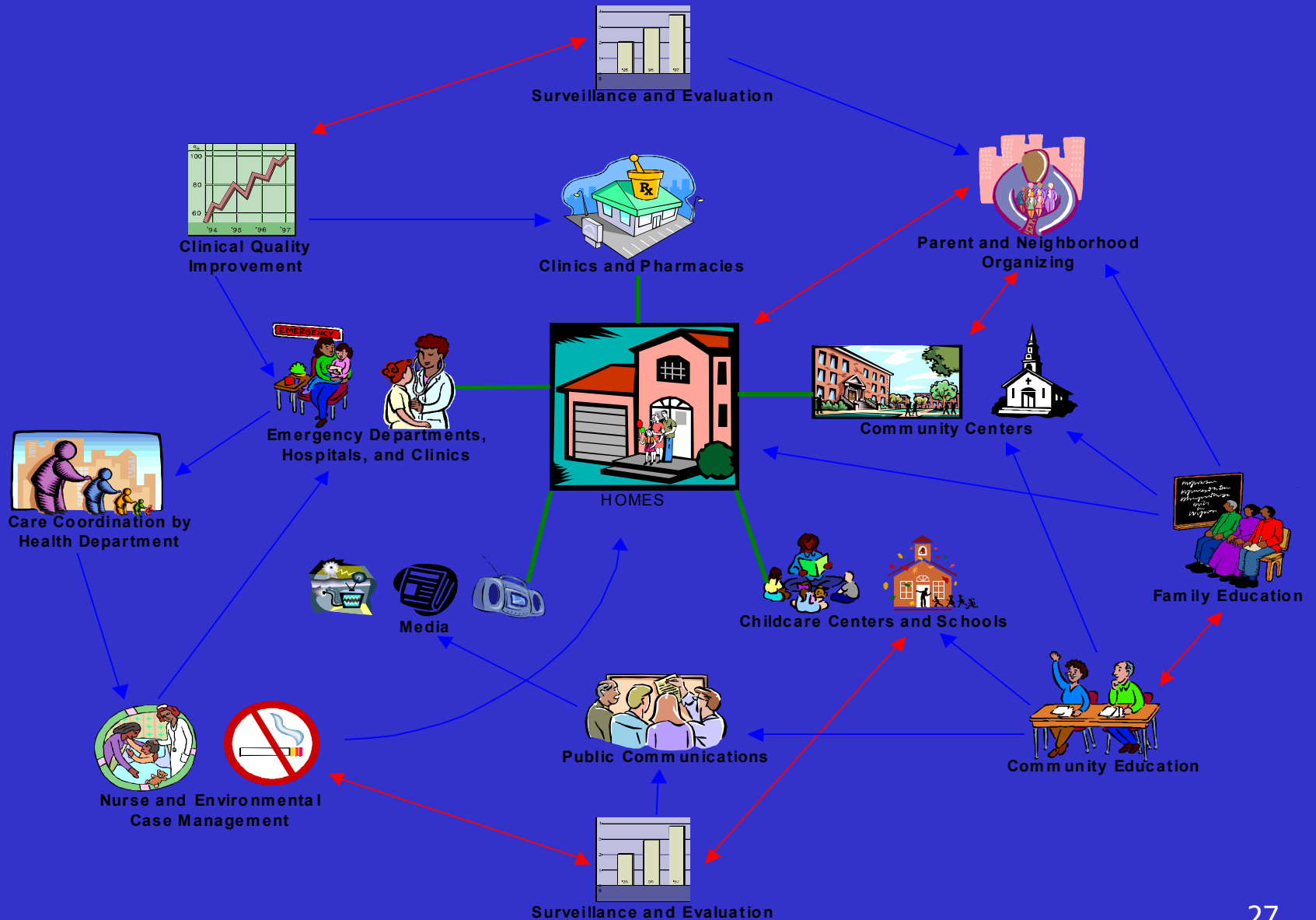
Continuous Development

- Communication
- Recruitment
- Revisit products
- Evaluate and assess

Sustainable Change

- Programs and services institutionalized
- Systems change
- Policy change
- Increased capacity

Fight Asthma Milwaukee



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