

Kids with Asthma Can! The Power of Partnerships

WE ARE A PROUD PARTNER OF



Kids with Asthma Can...
Play • Learn • Sleep

Talk to your doctor about asthma management

PRESENTED BY  Children's Hospital Boston     Thomas H. Murray
Player of Boston

FUNDED BY   

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The Partners

- WGBH Educational Foundation
- Children's Hospital Boston
- Boston Children's Museum
- Boston Public Library
- Boston Public Health Commission

Why Did Children's Hospital Boston participate?

- "Healthy Children, Healthy Communities"
- Major Funding Partner
- Medical Expertise
- Mobilization of Internal Partners

Elements of a Unique Partnership

- Collaboration of major institutions
- Campaign materials
- Multi-layered outreach
- Bi-lingual advertising campaign
- Comprehensive evaluation

Asthma Campaign Goal Statement

The Kids with Asthma Can! asthma management Campaign's goal was to increase the number of Boston families and caregivers practicing good asthma management, and support healthcare providers and school personnel in educating families about living with asthma.

Developing the Campaign Concept

- The action plan for the asthma management campaign was developed over a 16-month period.
- Argus Communications, a local social marketing firm, provided valuable structure through a series of planned meetings.
- In addition to meetings, we held focus groups with families, clinicians, and health administrators to learn more about community perceptions and needs around asthma management.
- Focus group results informed the development of the campaign concept.
 - Families want an improved quality of life for themselves and their children.
 - Families want support for disease management and want clear, consistent messages about asthma management.
 - Providers want community institutions involved to ensure that the campaign reaches the target audience.

Why was WGBH involved?

- Public television's commitment to health and social issues
 - Over the years, the *Arthur* series (produced by WGBH in Boston) has tackled a number of important health issues including nutrition, dental health, head lice, peanut allergies and asthma.
- Leader in children's programming
 - *Arthur*, a six-time Emmy-award winning show based on the the popular *Arthur* books books by Marc Brown.
- Member of the Boston community
 - WGBH is a leader in public television and public radio - "produced in Boston, shared with the world".

Campaign Components

- Family activity booklet
- Library resources for families
- Asthma play
- Parent and educator trainings
- Media Campaign
- Radio spots
- Television spots
- Campaign music video
- Web page

Bus Stop



Full Bus Ad



Subway



Spanish poster

Los niños con asma sí pueden...¡dormir!



¿Se despierta el niño en la noche a causa del asma? Consulte al médico.

UNA PRESENTACIÓN DE  Children's Hospital Boston   BOSTON CHILDREN'S MUSEUM   Thomas M. Menino
Alcalde de Boston

FINANCIADO POR  Partnership for a Nation of Learners  MUSEOS, BIBLIOTECAS Y EMISORAS PÚBLICAS QUE UNEN SUS FUERZAS Y CREATIVIDAD

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Campaign Successes

- Over 62,000 individual pieces of free educational materials, including 26,000 *Kids with Asthma Can!* family activity booklets
- Distributed 4,000 high quality children's book to the community
- Approximately 170 million impressions of the media campaign were seen throughout the city.
- 80 performances of the play, "Buster Has Asthma" reached 6,000 community members.
- Following training sessions, 90% of attendees correctly answered questions about asthma.
- Six "Healthy Family Nights" at public libraries that were attended by 300 people from target neighborhoods.

Kids with Asthma Can! in your community

- Think about your partners and what expertise and contributions they can bring to the table.
- Make sure that you get community input and think about how your audience receives information.
- Offer incentives for families to get involved i.e. free educational materials, food, childcare, convenient locations.
- Be as inclusive of as many languages and cultures as you can.