



# Asthma Campaign Promotes Asthma Control Measures

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Public Health Commission  
APHA 11/05/2007



# Background

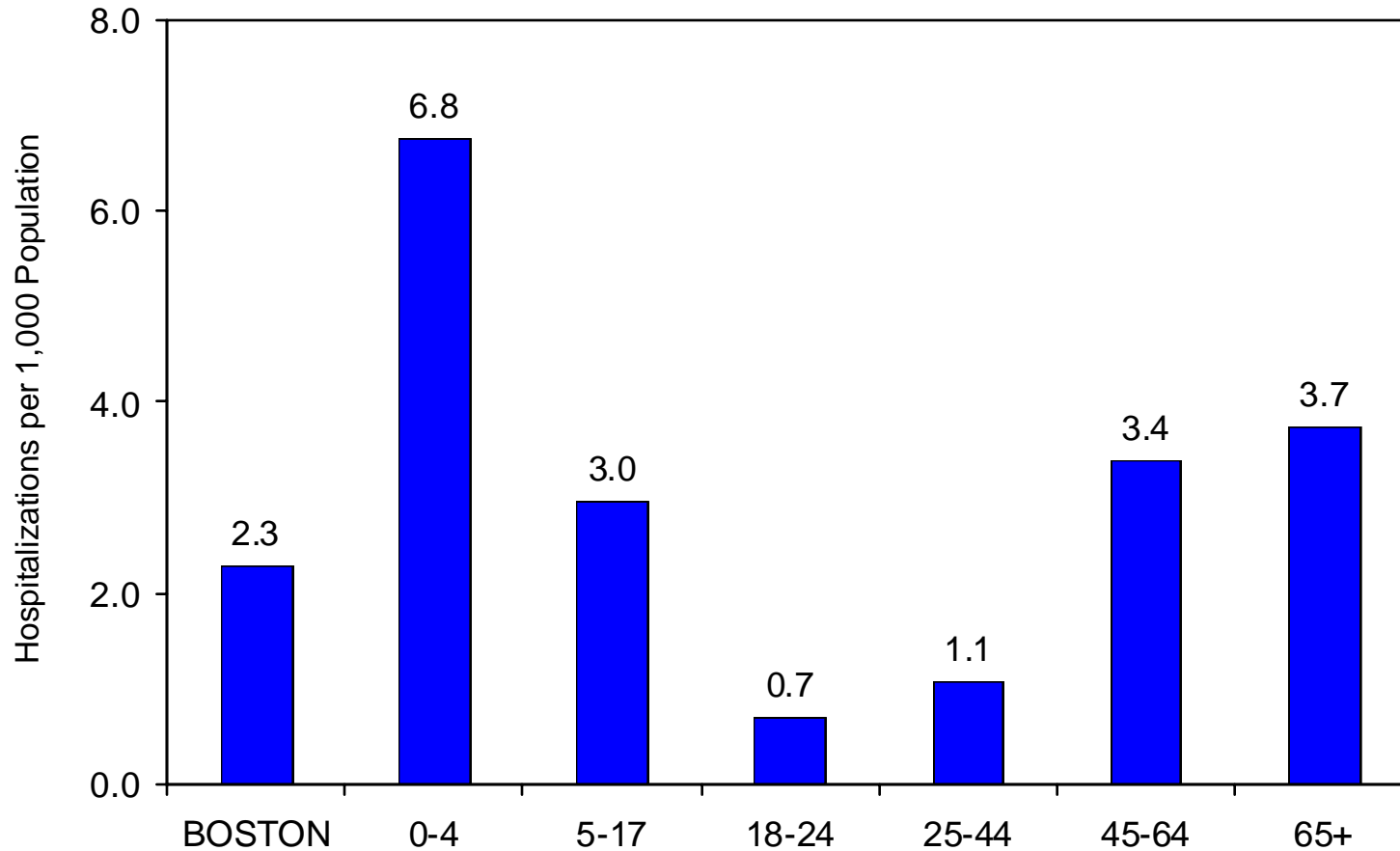
- Boston Public Health Commission is the health department for the city of Boston
- First health department in the nation. Paul Revere on first board.
- BPHC created the Asthma Prevention and Control Program in 1997, in response to:
  - Data demonstrating high asthma rates particularly in low-income communities of color
  - Residents and advocacy organizations raising concerns about asthma

# What the BPHC Brings



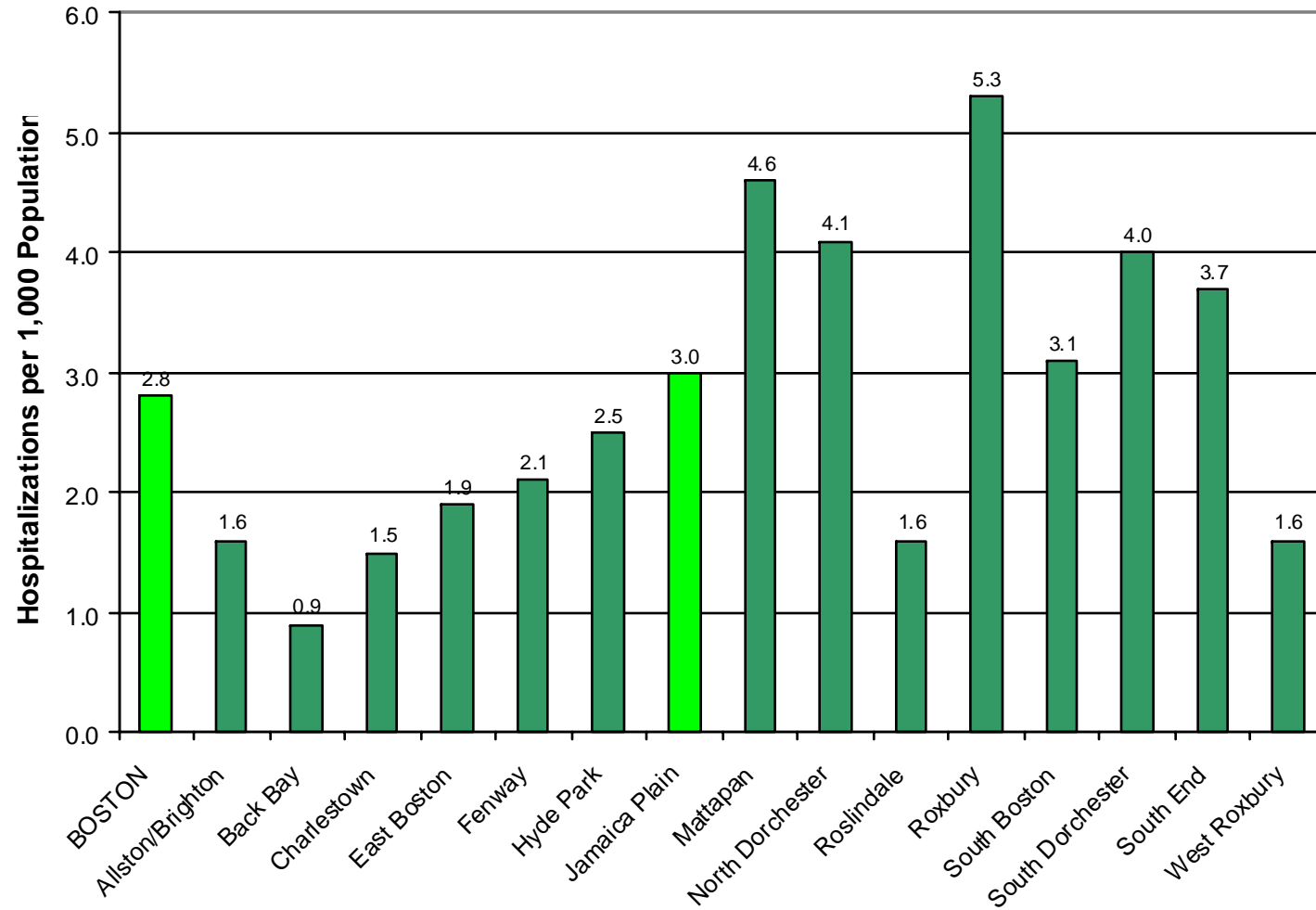
- Expertise in public awareness campaigns and health education
  - Focus on eliminating health disparities
- Data and evaluation
- Partnerships with communities
  - Engagement with parents, advocates and health care providers
  - Coordination with health centers and schools
  - Kids With Asthma initiative with Children's Hospital Boston
- The visibility of the Mayor

# Asthma Hospitalizations: Counts and Age-Specific Rates, Boston, 2005



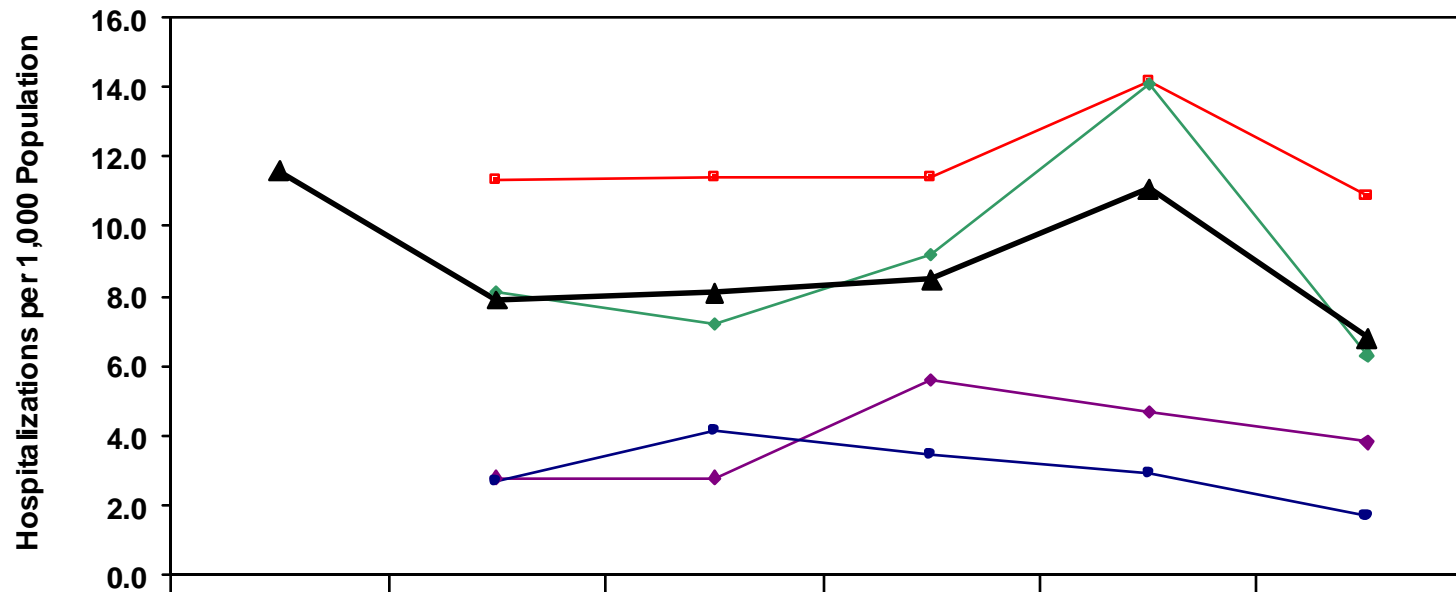


## 2004 Asthma Hospitalization Rates by Neighborhood





## Asthma Hospitalizations Under Age 5 by Race/Ethnicity and Year: Counts and Rates, Boston 1994-2005



	1994	1997	1999	2001	2003	2005
◆ Asian		2.8	2.8	5.6	4.7	3.8
■ Black		11.3	11.4	11.4	14.2	10.9
◆ Latino		8.1	7.2	9.2	14.1	6.3
● White		2.7	4.1	3.4	2.9	1.7
▲ BOSTON	11.6	7.9	8.1	8.5	11.1	6.8

# Campaign Messages Increase Expectations

- African-Americans and Latinos often experience suboptimal care and poor asthma control
- Campaign themes address asthma control measures:
  - Sleeping through the night
  - Engaging in activities of daily life, including exercise
  - Requiring short acting symptom relief medication less than twice a week
  - Attending work and school

# Starring Boston kids with asthma!

## Kids with Asthma Can...Play!



Is your child sitting out sports due to asthma?  
Talk to your doctor!

## Kids with Asthma Can...Learn!



Is your child missing school due to asthma?  
Talk to your doctor!

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# 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 ESPACIOS PÚBLICOS  
QUE UNEN SUS FUERZAS  
Y CREAN VALOR

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# Engagement of Key Constituencies

- Focus groups of health center and hospital staff
- Focus groups of parents and children with asthma
  - Informed campaign messages and materials
  - Provided feedback on draft materials
  - Cosponsored community events
  - Contributed quotes to Activity Booklet

Height 11'4"

Environmentally Friendly Fuel

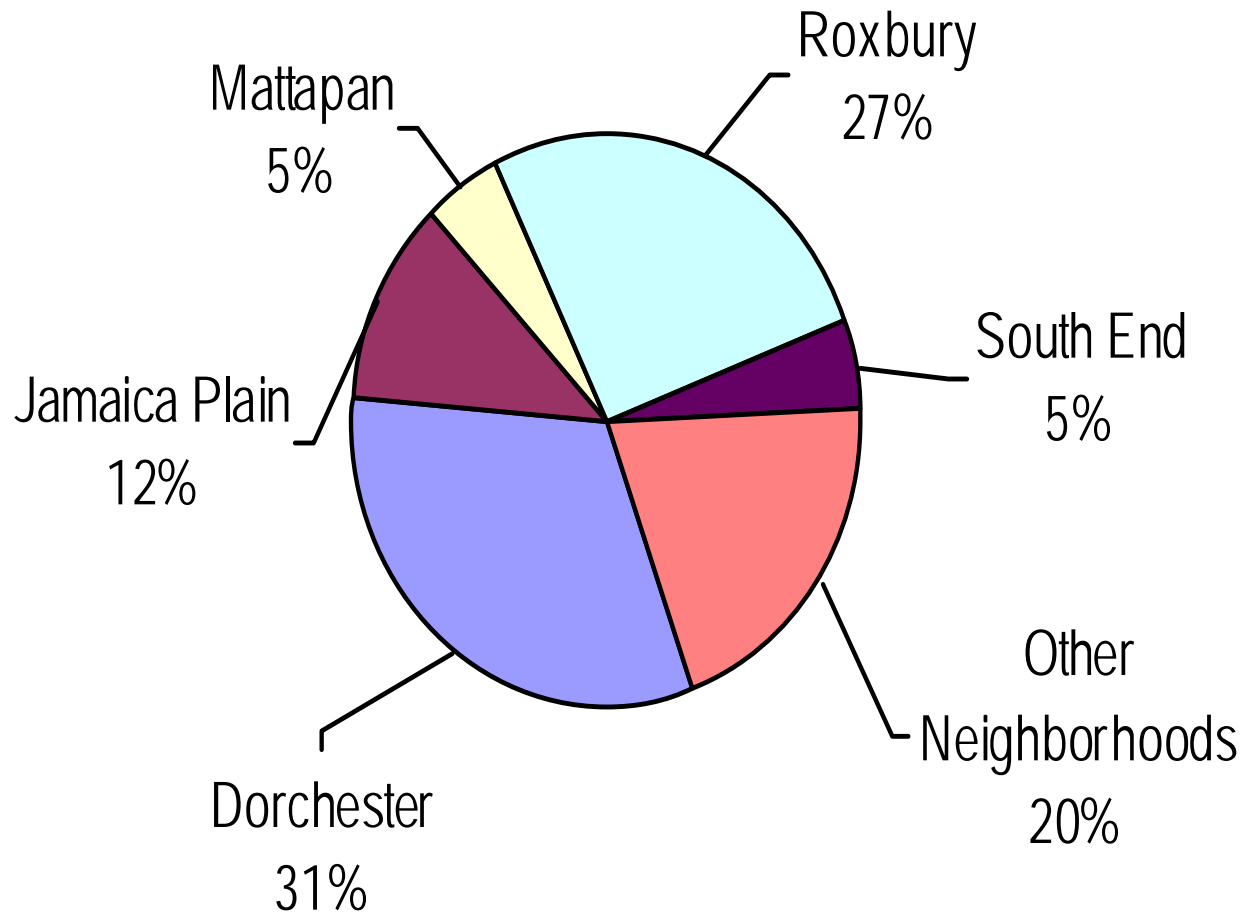


# Evaluation Tools

- Media Tracking
- Events and Materials Distribution Forms
- Postcard to Buster
- Adult Survey
- Adult Follow – Up Interview
- Workshop/Training Evaluation



## Location of Community Performances



# Evaluation



<b>Respondents who saw Campaign Materials</b>			
<b>Campaign Materials</b>	<b>Total Respondents</b>	<b>Respondents who reported that had seen materials</b>	
		<b>#</b>	<b>%</b>
The Play	203	166	81.8
Television	196	136	69.4
Library Displays	185	113	61.1
Newspapers Magazines	179	104	58.1
MBTA Ads	190	103	54.2
Radio	176	73	41.5

# Results

- 15 Families interviewed 1-2 months later
  - All parents reported their children talked about asthma more frequently or differently
  - Several parents noted siblings were more involved in asthma care
  - Parents stated that child appeared to appreciate discussions on subject and appeared to feel better about having the condition

# Postcards to Buster



- Children wrote notes to Buster: I saw the play today. I learned ...
  - “That a lot of people have asthma. Thanks for showing me I’m not the only one in the world.” Karla
  - “Take my pump before I start to exercise, so I won’t have an asthma attack. I can not skip my medicine or I will have chest tightening.” Billy
  - “I have asthma like you. I use inhaler before I exercise and I go swimming because it’s fun.” Laurie
  - “Still play and run like everybody else, as long as I use my meds and use my peak flow and follow my asthma action plan.” Taylor