

Asthma Task Force Meeting  
October 1, 2013  
7:30am-9:00am



**Welcome, Rebecca Giles**

**School Policy Agenda, Samantha Ball**

- The Utah Asthma Program and Asthma Task Force worked with the University of Utah Center for Public Policy and Administration to develop a School Policy Agenda.
- The Utah Asthma Program's (UAP) School Policy Agenda seeks to improve outcomes for Utah children with asthma by focusing on environment, education and tracking policies in the school setting.
- Environment policies focus on outdoor air quality, integrated pest management, and indoor air quality.
- Education policies focus on self-management education, school trainings, and youth sports organizations.
- Tracking policies focus on action plans, absenteeism, and self-administration awareness.

**Social Media Evaluation, Lori Mau**

- The Asthma Program Evaluator conducted a social media evaluation in FY13. The evaluation looked at social media sites utilized by the Utah Asthma Program including Twitter, Facebook, YouTube, and blogs.
- The purpose of the evaluation was to identify necessary course corrections and ascertain which forms of social media are most effectively reaching the target audience.
- Evaluation questions and findings included:
  - How are people accessing the social media sites?
    - Facebook: Those that 'like' the site can see posts in their news feed. Likes are usually generated by friends.
    - YouTube: Traffic is mostly direct or from YouTube's suggested videos
    - Blog: Google search, direct traffic, and referrals.
  - Where is time best spent in social media (Facebook, Twitter, YouTube, or blogs)?
    - Facebook: Draws the largest daily crowd and has great marketing possibilities.
    - Blog: Already reaches the most people and can grow through Google Ad Words.
    - YouTube: Almost as popular as Facebook and has many options to improve views.
  - Are we reaching our target population with the information they need?
    - All are reaching people with asthma or caregivers of people with asthma.
    - The blog and YouTube are especially relevant as people search them out for information.
    - The blog and YouTube have a much larger reach outside of Utah.
    - Facebook is primarily people in Utah, but the interactions are minimal.
  - What topics have generated the most interest?

- Facebook: Andrea's Blog, how to use an inhaler video, and Steve Packham's post on air quality.
- YouTube: How to use an inhaler video.
- Blog: Current post, when to go to the ER, food allergies, and surviving the holidays.

### **Prioritize FY14 Projects, Select Project Leads**

- Task Force members prioritized projects from the Utah Asthma Plan for FY14. The following projects were selected:
  - Education: Educate care providers of the elderly
    - Raven Albertson will lead
  - Environment: Integrate asthma messages into tobacco prevention efforts and public education campaign on smoke-free residences
    - Andrea Jenson will lead
  - Health Care Access: Use technology to provide self-management education
    - Karmella Koopmeiners will lead

### **Task Force Collaboration, Open Forum**

- A Patient-Centered Outcomes Research Institute (PCORI) grant has been awarded to the University of Utah and Primary Children's Medical Center. The PCORI kick off will be held the weekend of October 5-6. The next phase of the project will involve working with schools.

### **Project Groups**

- Rebecca Giles is working with the Affordable Care Act project group.
- Lori Mau and Holly Uphold are working with the School Policy Agenda project group.
- Task Force members broke into these two groups for the remainder of the meeting.