

Asthma Minority Outreach Project

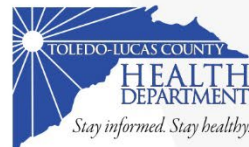
Lucas County 2024



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Minority Asthma Grant

Toledo-Lucas County Health Department



Workplan Accomplishments

The 2 community events were completed at a preschool and a senior independent living apt. building. The 2 provider events were completed virtually with various providers that work with youth.

- 100% of Provider Events completed by 8/9/24
- 100% Community Events Completed 8/2/24
- 2 Listening Sessions Completed
- Attended all required ODH meetings
- Developed and Integrated live interactive Asthma Landing Page with EXHALE strategies, education, and asthma resources
- Final Grant Spending: *\$33,028.00



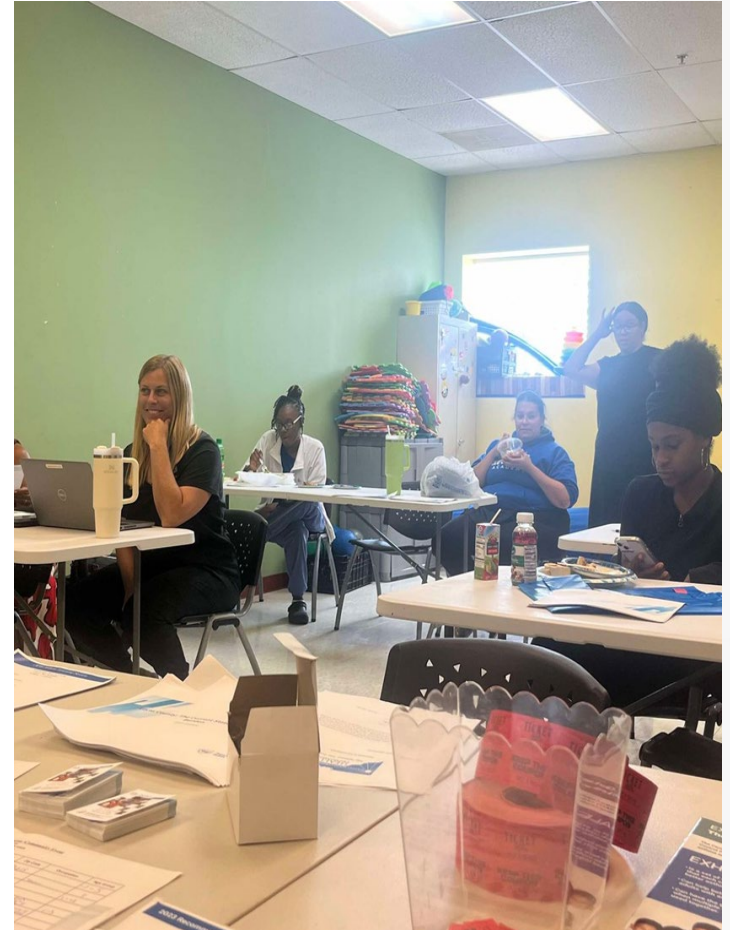
Community Events & Listening Session 1

Overview: Hosted educational event with Listening Session immediately following.

Event held at Clever Bee Academy, chosen due to the high rate of Asthma among children 3-5 in Lucas County. This specific location was chosen due to being in a high-risk zip code and having a higher percentage of minority residents.

Clever Bee Academy: July 31st, 2024

- Signed Up: 11 Attended: 6
- Review of Asthma: Triggers and Symptoms
- Brief Overview of the Lucas County Asthma Burden Report
- Listening Q&A Session



Community Events & Listening Session 2

- **Overview: Hosted educational event with Listening Session immediately following.**
- Event at Doves Manor Senior Living Apartments chosen due to high rate of Asthma deaths in the senior population of Lucas County. This location chosen in high-risk zip code and high percentage of minority residents.
- **Doves Manor: August 2nd, 2024**
 - Signed Up: 7 Attended: 6
 - Review of Asthma: Triggers and Symptoms
 - Brief Overview of the Lucas County Asthma Burden Report
 - Listening Q&A Session

Provider Events

TLCHD recruited providers and hosted and facilitated 2 educational events on a virtual platform.

- **July 19th, 2024**

- Registered: 13 Attended: 10
- Presented Lucas County Current State of Asthma Burden Report
- Completed Overview of TLCHD asthma initiatives
- Gathered input on upcoming Asthma Landing Page

- **August 9th, 2024**

- Registered: 12 Attended: 9
- Review of community listening sessions
- Overview of TLCHD Asthma Landing Page
- Open Forum/ Discussion of local asthma resources

Lessons Learned

Successes

- Parents had spacers for their children provided by doctor and/or insurance
- Overall insurance coverage was good for Asthma/COPD needs
- Good social supports re: Asthma
- Happy with specialists' care

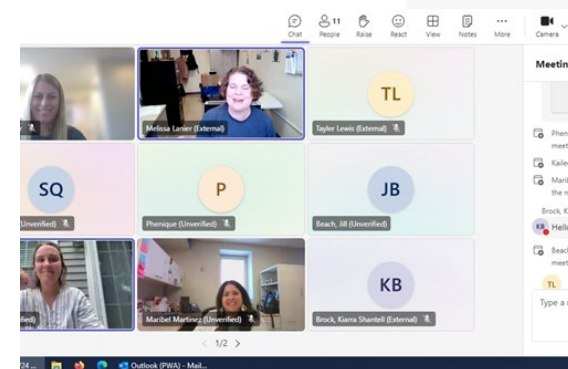
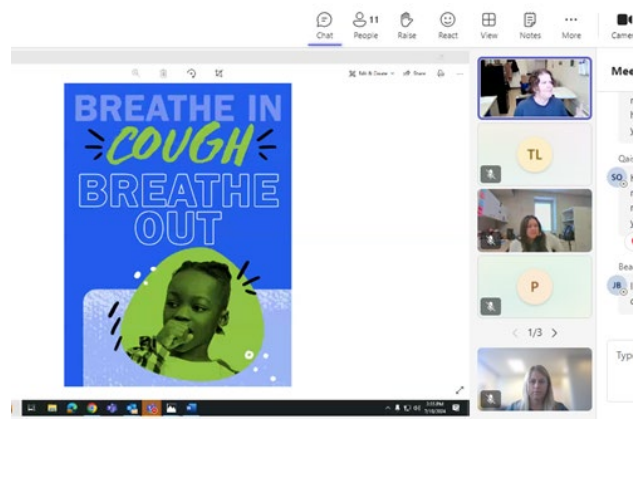
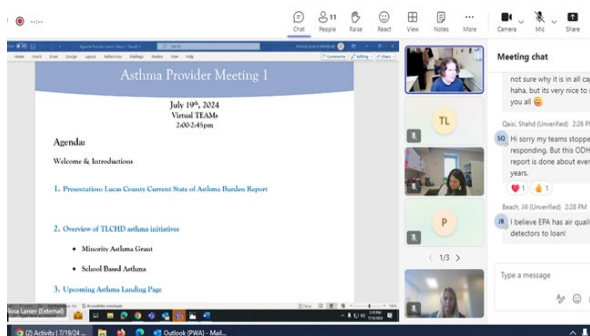
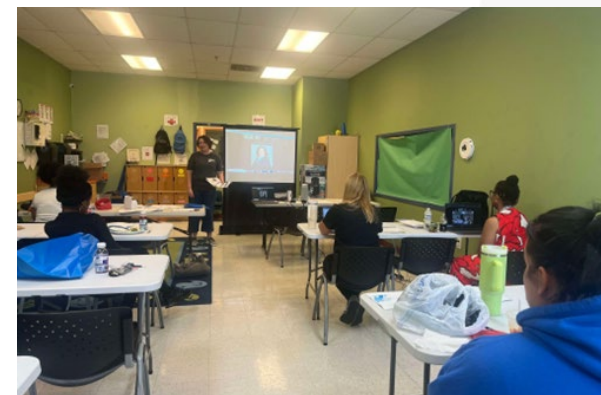
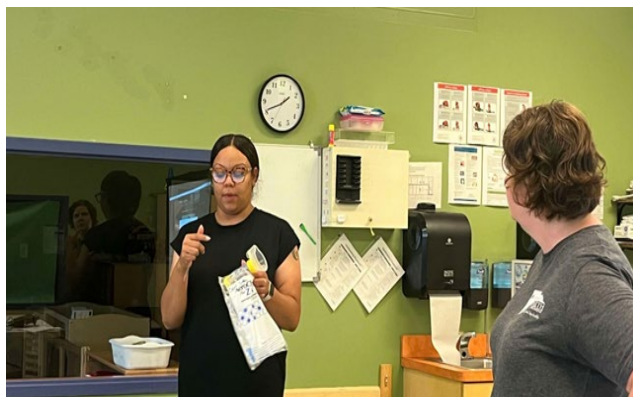
Challenges

- Changes in medications not explained thoroughly
- Diagnosis not explained thoroughly (COPD for senior event only)
- Difficulties with PCP
 - Rushed
 - Slow to get in for appointment
 - Not trained on HOW to administer medication, specifically inhalers (for children)
 - Doctor office hours not expansive enough and there are no Urgent Care centers in central city
- Lack of PTO
- Outdoor Triggers: dust, construction, pollen, pollution, cold air. Indoor triggers: dust from furnace and mold in apt; viruses

Suggestions

- Home based follow-up
- Apt environmental guidelines:
 - Mandated changing of filters for apt complexes every 3-6 months
 - Enforcement of mold abatement
- Increase green spaces to help absorb pollution

Clever Bee and Provider Event Photos



Sustainability

Sustainability of asthma education and access to resources is very important, with that in mind TLCHD has launched an Asthma Landing Page on the Toledo-Lucas County Health Department's website.

Although we were unable to identify and complete a policy change in the timeframe of the Minority Asthma Grant, we were able to implement a system change with the launch of this website. TLCHD has started advertising and will continue advertising this landing page through the month of November 2024. The landing page is a live page that can be updated with any new resources that become available.

Sustainability Activities

- Website landing Page info

- Education

- EXHALE Strategies
 - Graphics of Asthma Triggers and Symptoms
 - COPD/Asthma/Vaccines

- Resources

- Current Pollen Count, Air Quality, and Ozone levels

- Links

- ODH Asthma Program
 - TMACOG

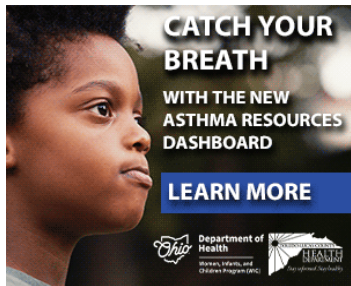
- Promotion of Website landing page:

- Commercials

- Ads- Online and social media

- Word of mouth

Promotional Data and Stats



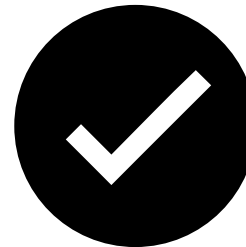
4 GIFS

1 commercial viewed
16,372 in August

Link to **commercial:
<https://www.youtube.com/watch?v=NHe2ywiOxqw>

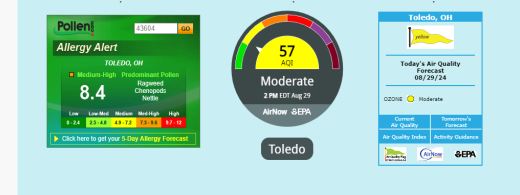


GEOFENCING
LOCATIONS: 3
Urgent Cares and 6
Hospitals; 12 high
risk zip codes



73 Clicks from ads
or commercials in
August

ASTHMA RESOURCES



CITY OF TOLEDO ENVIRONMENTAL
SERVICES: AIR QUALITY FORECAST

The City of Toledo uses weather data to release a twice-weekly forecast for ozone levels in the metropolitan area.

EXHALE: STRATEGIES TO
HELP PEOPLE WITH ASTHMA
BREATHE EASIER

1,342 Total visits to
Asthma Landing
Page during grant
period

<https://lucascountyhealth.com/asthma-resources/>

Next Steps

Hospital Data

- TLCHD would like to gather local hospital data to be able to better determine next steps
- Outreach has been made to local hospital systems, currently waiting on Data Use Agreement to be signed by all parties



Questions?

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