



# STRATEGY 2015-2020

Fighting asthma with every breath



# The Asthma Society of Ireland's 2020 Strategy

## ASI's 2020 Mission and Vision

- Our **Mission** is to save lives and improve the lives of people with asthma.
- Our **Vision** is everyone with asthma living a full life, symptom free.

### 2020 Goals

1. ASI's will empower all people with asthma to manage their condition at all stages of the patient journey.
2. ASI will lead the way in understanding the challenges faced by people with asthma in Irish Society and will influence government and society for change.
3. ASI will continue to work with health care professionals to improve their understanding of the needs of people with asthma.
4. ASI will engage with young people to empower them (and their carers) and to help them manage their asthma and live life to the full.

# Defining the scale of our ambition

## **What the issue is:**

- Asthma figures are high – 470,000 and allergies on the increase (with strong link to asthma)
- Up to 60% of people with asthma don't have it under control – putting them at risk of an asthma attack and affecting the quality of their lives
- Hospitalizations, attendances and asthma deaths are not reducing
- The implementation of the National Clinical Programme for Asthma is a long time coming!

## **Our ambition:**

- We want to make a difference and improve the lives of people with asthma through the work we do.
- We want to grow our membership, engage with them and empower them.
- We want to see positive changes and real outcomes for people with asthma through the work that we do.

# ASI Vision, Goals and Stakeholders

## The Context for the Single Page View

VISION	Everyone with Asthma is living life to the full symptom free											
Pillars	Engage & Empower people with Asthma						Influence Society & Government			Build Support Structures for Health Care Professionals		
2020 Goals	<b>1</b> Empower all people with Asthma to manage their condition at all stages on the patient journey			<b>2</b> Engage with young people to empower them and their carers			<b>3</b> Lead the way in understanding the challenges faced by people with Asthma in Irish Society and influence government and society for change			<b>4</b> Work with Health Care Professionals to improve their understanding of the needs of people with Asthma		
Stakeholders	Over 55s	Young Adults	Parents	Children 0-14	Teenagers	Teachers	General Public	Policy Makers	Politicians	Doctors	Nurses	Pharmacists

**Goal 1:** Empower all people with Asthma to manage their condition at all stages on the patient journey

**Why?**

**To reduce symptoms and attacks and improve quality of life**

How will we do this? Health Promotion (HP) Activities & Comms

## HP Activities

Health Promotion Programmes  
(Corporate, Parents & children,  
incl schools)

Quality Programme  
(Adviceline & Clinics)

Health Promotion Events  
(High footfall)

Information Publications  
(asthma management & HP  
programme materials)

## HP through comms

Digital Engagement – e-zines,  
SM, web  
(practical, tips – linked to HP  
programmes)

Annual Report

Asthma News Magazine

## Community Engagement

Community Outreach  
Programme (health inequalities)

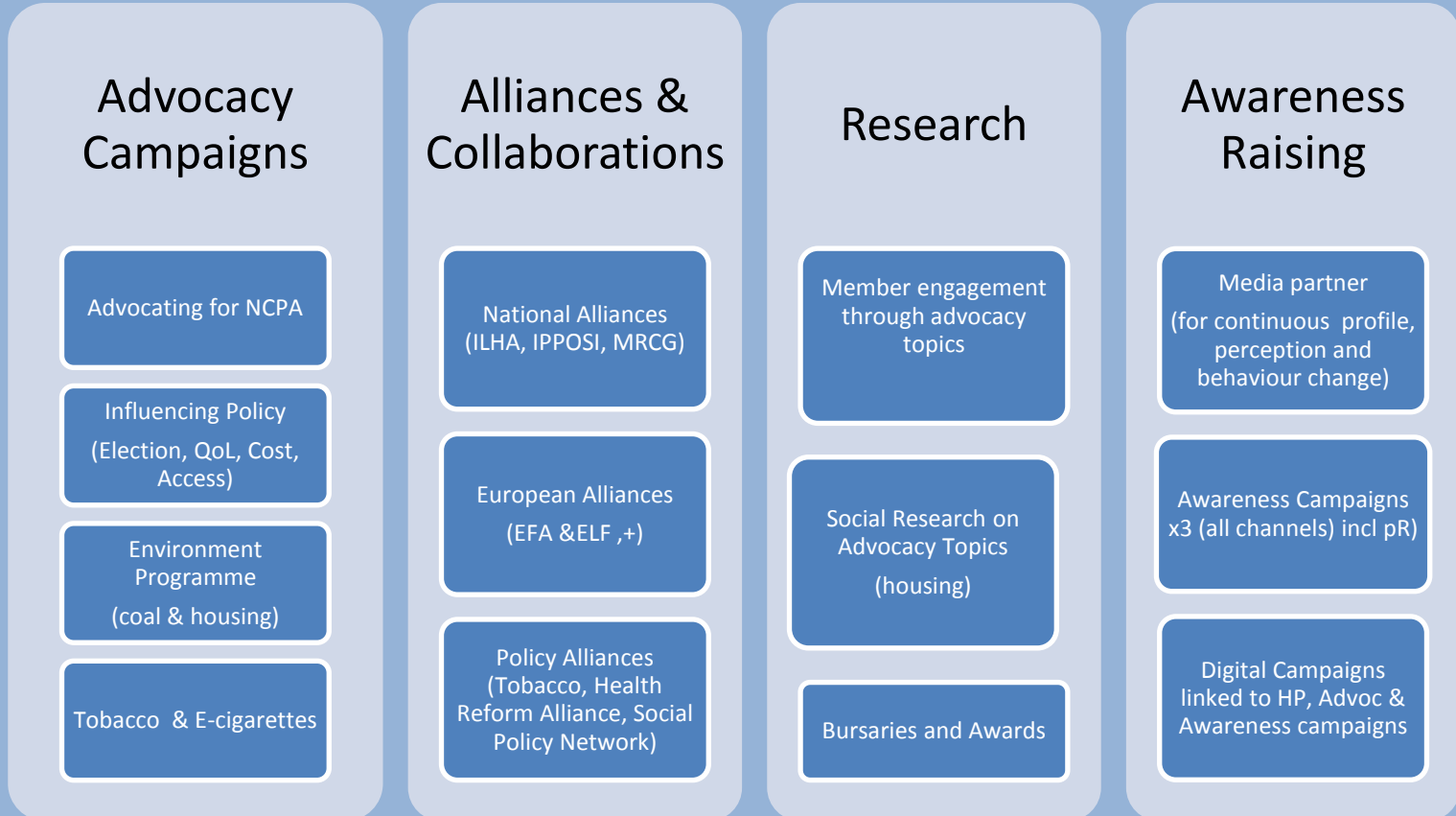
TY Programme

**Goal 2:** Lead the way in understanding the challenges faced by people with asthma in Irish Society and influence government and society for change.

# Why?

To affect policy change that will have a positive impact on people with asthma's quality of life and to ensure access to high quality care for everyone with asthma.

How will we do this? Through Advocacy, Campaigns and Research



**Goal 3:** Work with Health Care Professionals to improve their understanding of the needs of people with asthma

**Why? Key stakeholder informing and supporting ASI work. We want to ensure continued improvement in the care and support for people with asthma.**

**How will we do this? HCP education and comms**

HCP member  
recruitment and comms

Digital engagement –  
Ezine, surveys, etc.

Provision of Information  
and Resources  
(children's asthma kit)

HCP aspects of  
campaigns – e.g. inhaler  
technique

Education events

E-Learning – review,  
new module on children

# Goal 4: Engage with young people to empower them and their carers

## Why?

To help vulnerable group with high level of asthma and to change behaviour to reduce deaths and improve control by 2020

How will we do this? Across Health Promotion, Advocacy and Comms

### Health Promotion

Schools Programme & B2S Mobile Clinics

Targeted Information Materials for children and carers

Targeted Digital Engagement (to parents & young)

### Influencing Society & Government

Access to Medication in Schools

Tobacco and e-cigarettes

Engage with Department of Children & Youth Affairs

### Awareness Raising

Back to School Campaign

Inhaler Technique Campaign

### HCP Supports

NCPA Supported Activity

Paeds E-learning Kit for GPs for <6's