

AAE 2018 – Where Are We Going Now?



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Introduction

- Thanks to conference planning group
- You've heard how we got here...
- Where should we go now?
- Our mission remains the same
- Goals going forward...
 - increase value of membership
 - increase power and efficiency fighting asthma
- Why should **you** be active in AAE?



Goals



- Increase the value of membership
- Broaden resources for members
 - Advocacy
 - Education (\pm credit)
- Maintain broad membership
- Increase national visibility, effectiveness
- Partner with other asthma groups
- Encourage candidates for BOD



Improve Member Benefits

- Increased involvement with AAE (members active on committees, contribute items to newsletter and social media, *etc.*)
- More education – conferences, on-line – for different credentials
- CEUs for audiences that members teach
- More and expanded resources
 - Asthma, ACO (Asthma/COPD overlap), school resources, billing information, *etc.*
- Expanded publicity of events



Expand Membership

Particularly reaching out to:

- Lapsed members
- AE-Cs
- MDs
- Pharmacists
- Athletic trainers
- School nurses
- Others – who have we missed?



Expand School Involvement

- Assist local groups / efforts
- Involvement with school nurses
- Add Athletic Trainers to asthma teams
- Promote provision of CEUs
- Use of SAMPRO (School-based Asthma Management Program from aaaai.org)
- Use of telemedicine



Expanding Asthma Expertise

Our programs are available across the country

- AE-C prep course
- BAECM (Becoming an Asthma Educator and Care Manager)
- CHW (Community Health Worker)
- ? Specialized training
 - Athletic trainers
 - Retail pharmacists
- What do YOU need in your area?
- Contact us to learn how to bring a course to your area this year!



Enhanced Advocacy

via web site, Face Book, newsletter, Twitter

- Asthma is a national issue which is governed locally – both are important!
- Member involvement w/ candidates – speak up!
- Provide more resources for members to use and learn from (references, information, how to...)
- Provide opportunities / information (what's going on -- when and where)
 - CDC 6/18 initiative – CO, GA, LA, MA, MI, MN, NY, RI, SC – asthma is a target for model improvement
- Recognition / support of local / state alliances



Join Us, Be Involved

Let us know...

Your interests

Your needs

Your experience

Your expertise

* * * * *

Share your passion with our other asthma fanatics! Follow us on social media!

Site for 2020 meeting

