

**NORTHERN CALIFORNIA
PAIN INITIATIVE**

Strategic Plan 2004-06

December 10, 2004

PRIORITY GOAL #1: Educate and empower people with pain, their families, caregivers, that pain management is an integral aspect of health care and the quality of life.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Develop and maintain an NCPI Web site to include capacity for internal NCPI communications and networking, along with information and education targeted to patients and caregivers (bulletin board style).</p> <p>A. Obtain funding for set up and maintenance.</p> <p>B. Determine maintenance tasks, schedule and delegate operations.</p> <p>C. Determine content of Web site.</p> <p>D. Identify team to work with Web master (Chuck).</p> <p>E. Determine cost of developing and maintaining Web site.</p>	<p>Team leader – Victoria Ferreresi</p> <p>Chuck Hakkarinen All Team Leaders</p>	<p>June 2005</p>	<p>\$225.00</p>	<p>Chuck purchased URL names for norcalpain.org, norcalpain.net and norcalpain.com for 10 years. Sites will reside at earthlink.net</p>
<p>2) Work with ACS patient navigation and support center to maintain updated resources for the Community Resources Database. (NCIC number: 1-800-ACS-2345). Pain organizations, pain management referral organizations, community health organizations, hospital pain programs (Stanford, Kaiser, UCSF, etc.).</p> <p>A. Appoint a chairperson.</p> <p>B. Set up a method and a schedule to collect and submit information to Community Resource Database (CRD).</p> <p>C. Determine criteria for inclusion in CRD.</p>	<p>Website team leader – Victoria Ferreresi.</p>			

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<p>3) Recruit at least one consumer advocate and person with pain for active participation on the Advisory Council of NCPI.</p> <p>A. Obtain referrals from Penney Cowan (ACPA) and the American Pain Foundation for enthusiastic consumer advocate(s).</p>	<p>Rita Yakubik</p>	<p>Follow up with Penney Cowan April 2005</p>		

PRIORITY GOAL #2: Improve the pain management practices of health care providers.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Educate medical staff about SB 151 and facilitate discussion of information.</p> <p style="margin-left: 20px;">A. Successfully complete audio teleconference promotional.</p>	<p>Team leader – Beverly Nicholson, Bill Marcus</p>	<p>December 2004.</p>	<p>Charge for access and hook-up fee.</p>	<p>Audio Conference to be held on December 14, 12:15-1:15 pm. Presenter: Judi Nurse, RPh, PharmD, CA Board of Pharmacy Collaborators: ACS/NCPI, CA Bd of Pharm, CMA, SCCPI Charge: \$20.00 via Kintera website</p>
<p>2) Assess the NCPI role in where we are needed in education of health professionals.</p> <p style="margin-left: 20px;">A. Include facilitation of best practices in pain management information on Web site.</p> <p style="margin-left: 20px;">B. Encourage networking.</p> <p style="margin-left: 20px;">C. Query participants from audio conferences and other health organizations.</p> <p style="margin-left: 20px;">D. Offer a pharmacology course to targeted groups of physicians, orthopods, and others) about offering Schedule II opioids, and tie into AB 487 for CME requirements for physicians.</p>	<p>Consultant or professional of the field.</p>	<p>December 2006</p>	<p>\$2,500 (Grant?)</p>	
<p>3) Educate providers to the importance of providing culturally appropriate care, i.e., assessment during patient/provider interaction.</p>				

PRIORITY GOAL #3: Advocate for public policy to promote quality pain management and access to pain management services.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Advocate for public policy to promote quality pain management and access to pain management.</p> <p>A. Monitor organizations’ legislative or other pain-related activities related to barriers.</p> <p>B. Assess NCPI’s position and recommend action or inaction to the Advisory Council on an ongoing basis.</p> <p>C. Support legislation, regulations and policy statements that promote and protect the delivery of good pain management. Advocate for public policy to promote quality pain management and access to pain management.</p>	<p>Team leader – Vicky Ferraresi,</p>	<p>Ongoing.</p>		
<p>2) Collect and communicate outcomes data to help systems, providers and third-party payers to provide appropriate pain management.</p> <p>A. Identify existing and or develop new simple studies or surveys that can be performed at various health systems to share.</p> <p>B. Maintain a data repository of outcomes from active pain intervention programs, studies, etc. for use by health systems, legislators, public policy makers, etc.</p>	<p>Team leader – Kathy Keller, Rita Yakubik</p>	<p>Two studies/surveys available by August 2005.</p>		
<p>3) Develop and maintain relationships with regulatory agencies and legislators to ensure that accurate pain management</p>	<p>Team Leader – Tricia Wynn ? Rita Yakubik</p>	<p>Ongoing</p>		

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Strategies and Objectives	Who	When	Cost	Updates
<p>information is available to them.</p> <ul style="list-style-type: none"> A. Engage NCPI members who are legislators, legislative liaisons, analysts, lobbyists, etc. B. Work with committee identified under Goal 3, item #1. C. Cultivate relationships with representatives of regulatory agencies, legislature and regulators. 				

PRIORITY GOAL #4: Develop strategic collaborations to promote the mission of the Northern California Pain Initiative.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Ensure that the widest array of interests are served. Maintain an open membership policy and philosophy.</p> <p>A. As membership is expanded, invite participation from other health care arenas and specialties.</p> <p>B. Mass mailing and notifications, i.e., emails.</p> <p>C. Team leader develops list of organizations and individuals.</p>	<p>Team leader – Rita Yakubik</p>	<p>September 2005 - pain management. Ongoing after Web site is up.</p>		
<p>2) Collaborate with and support the projects of other organizations that are in line with NCPI’s mission and goals.</p> <p>A. Appoint a chairperson and committee to monitor these projects.</p> <p>B. Recommend collaborative actions to steering committee.</p> <p>C. Keep track of arising opportunities.</p>	<p>All Team Leaders</p> <p>May Sung (as conduit for information)</p>	<p>Ongoing.</p>		
<p>3) Partner with SCCPI on a statewide activities to improve the pain practices within hospital systems.</p>	<p>Donna Anderson</p>	<p>Ongoing.</p>		<p>Appoint a chairperson. Chair to develop committee to work with SCCPI. Assessment to determine education strategies; how, who, when and how much.</p>

PRIORITY GOAL #5: Obtain funding to ensure the Northern California Pain Initiative's viability.

Strategies and Objectives	Who	When	Cost	Updates
<p>1) Support the efforts of ACS to identify funders and write proposals for NCPI projects. A. Consider some type of self-sustaining funding activity.</p> <p>2) Design an artistic, community-based project to raise funds for pain projects and research. A. Partner with a community foundation or civic organization to develop fund-raising efforts to sponsor NCPI activities and/or competitive grants to fund pain treatment projects.</p>	<p>Funding team leader: Carolyn Gamble (Director of Foundations & Gov't Grants) May Sung, Donna Anderson Kathy Keller.</p>	<p>Ongoing</p>		

PRIORITY GOAL #7: Promote quality pain management that is culturally appropriate to populations being served.

Strategies and Objectives	Who	When	Cost	Updates
1) Identify existing diverse language materials and outreach efforts that are reaching diverse populations. A. Share identified materials and outreach efforts via NCPI website and other appropriate distribution venues.	Donna Anderson – Team Leader	Ongoing		