

Stroke Program

OUTREACH

UAMS | Institute for Digital Health & Innovation
Stroke Program

Issue 2 | March 2021

Welcome to the Spring 2021 UAMS IDHI Stroke Program Newsletter

This newsletter will provide updates and information on past and upcoming community outreach, along with helpful tips for successful outreach events.



BEHIND EVERY MASK THERE IS A BRAIN WORTH

Saving!

"Care for one, that's love. Care for hundreds, that's nursing."- Unknown

January Highlights

Physician Tool Kits

One of our creative nurse facilitators presented our team with the fantastic idea to create a tool kit that would educate physicians and their patients on the signs and symptoms of stroke in Arkansas' rural communities. The concern was local physicians would not be familiar with the IDHI Stroke Program (formerly AR SAVES). The physician tool kits provide an opportunity for physicians to discover the unique capabilities of our statewide stroke program while educating each patient during an office visit. Each kit includes two BE FAST posters for general community education, 25 BE FAST pens and magnets, and five note pads for the staff. These items will help educate members of each community by teaching the common signs and symptoms of a stroke, and why it is crucial to seek medical assistance quickly by calling 911.



To order the physician's tool kits, please [click here](#) or contact your health educator.

Arkansas Communities Mask Up for Stroke Awareness

Have you seen these masks around your town? If not, you will very soon! Hospitals all across Arkansas have come together to distribute these BE FAST masks throughout their communities, and in just two weeks almost 20,000 masks have been handed out! These masks are being used not only



to prevent the spread of COVID-19

but also as an educational tool for stroke awareness. Each mask has the message "Is it a stroke? Call 911!", and the acronym for stroke symptoms, "BE FAST". Each letter in BE FAST contains a picture to help identify each symptom. The consistent messaging of BE FAST, in combination with masking up for COVID-19, has helped to raise stroke awareness in communities all over Arkansas in the midst of a pandemic

Stroke Awareness PSAs

The Stroke Program is creating PSAs that we plan to release monthly for you to share via social media. PSA can be found [here](#). These social media posts will count as active and/or passive events monthly. Please refer to the [social media guidelines](#) on how to count attendees.

Minorities and Stroke PSA: This PSA is focused on minority health to educate minority populations on their risk factors, including what they can do to decrease their risk.

Women and Stroke PSA: This PSA is focused on women's health and provides statistics and other information.

February Highlights

February's focus was Minority Stroke Awareness Month. Minorities are at a greater risk of stroke and other cardiovascular diseases. According to the American Heart Association (2020), 45 percent of Black adults are likely to die from stroke.

Stroke Program Hospitals showed their support by creating heart collages with employees wearing red to educate their communities on stroke signs and symptoms, using the hashtag **#BEFASTForMinorities**. Thank you to everyone that took the time to create heart collages. Posting your collage on your hospital's social media accounts, your personal accounts and throughout your facility will increase awareness and educate those within your community on how to protect their hearts and brains.



CHI St. Vincent-Hot Springs



Stroke Program Team



CHI St. Vincent-Hot Springs



McGehee Desha Hospital



McGehee Desha Hospital



Drew Memorial Hospital

March & April Events

According to the American Heart Association (2018), stroke is the **No. 4 cause of death in women** and it kills more women than men. This March, we are focusing on Women's Stroke Awareness using the hashtag **#BEFASTForWomen**. In light of International Women's Day on March 8th, we ask that you take selfies with the most important women in your life. Post these photos on your hospital's social media accounts with informative information. We cannot wait to see your photos! Please attach them to your March Submission forms or send them to your Health Educator. The photo release form can be found [here](#).



- Strokes kill twice as many American women every year as breast cancer
- More women die from strokes than men do
- Women suffer greater disability after strokes
- Women ages 45 to 54 are experiencing an increase in strokes, mainly due to increased risk factors and lack of prevention knowledge
- African American women are twice as likely to have a stroke as compared to non-Hispanic white women

Stroke and African Americans. (2021, February 11). From minorityhealth.hhs.gov

Women Have a Higher Risk of Stroke. (2018, December 15). www.stroke.org. stroke.org

April is K-12 Outreach Month

This April, the focus is on educating the youth on the signs and symptoms of a stroke using #BEFASTForKids. To do so, please utilize the [swag site](#) where you will find our BE FAST bookmarks, BE FAST pencils, as well as activity books for different age groups. You can use the following [link](#) to the Grandpa's Crooked Smile interactive e-book and read-aloud version. This is a great time to practice virtual community outreach through Zoom and other avenues.



May is Stroke Awareness Month!

Be ready to have some fun this May while educating on stroke. Get your community and departments throughout your hospital involved in these challenges and spread the word on stroke awareness. More information regarding the challenges will be sent out via email.

2021 Nurse Facilitator Retreat

The 2021 Virtual Nurse Facilitator retreat will be held virtually, using Webex, on May 4 and 11 from 11 a.m. to 2 p.m. You will be able to join via phone, tablet, PC, or video cart. Below you will find steps to navigate Webex, the agenda for each day and the link to register for the retreat.

Register for the retreat [here!](#)

Retreat Agenda [here!](#)

Register by **April 1st**
to receive your
Swag Bag featuring
the retreat
t-shirt and
mask!"



Tuesday, May 4 Topics of Discussion

- **Process Improvement:** Door to Call Center Time
- **Skill Station:** How to Host a Virtual Event
- **Process Improvement:** EMS
- **Skill Station:** Stroke booth/table

Tuesday, May 11 Topics of Discussion

- **Process Improvement:** Consult Score Sheet
- **Skill Station:** Public Stroke Presentation
- **Process Improvement:** Mock to include lay personnel
- **Skill Station:** Friday Night Lights/Sporting Event

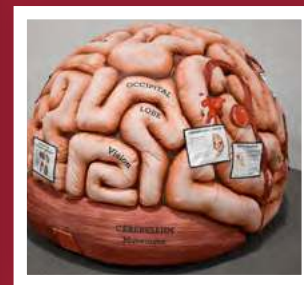
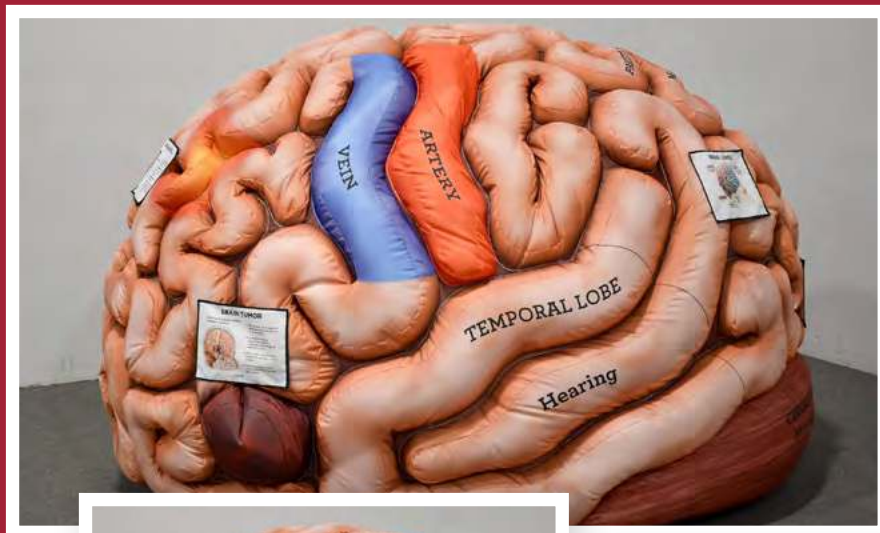


NEW

Addition Alert

Mini Brains

The minis are here! They are 5 feet tall, 6 feet wide and 8 feet long and weigh 45 pounds. The minis will allow to you provide the same stroke education in a smaller area. Once we are able to continue in-person outreach events, everyone will be notified.



Spotlight

University of Central Arkansas Student Intern

Taylor Sylvester

My name is Taylor Sylvester. I am a senior at the University of Central Arkansas majoring in Health Science, with an emphasis in Administration, and an overall GPA of 3.2. I am from the St. Louis, Missouri, area, and travel back there occasionally. I want to help educate our communities on health-related issues by giving them the tools they need to be able to identify the signs and symptoms of any health-related issue and stop (or slow) the issues.





COVID-19 All-Sites Call

If you are able to attend the COVID-19 All Sites meetings, be sure to list it as an active event on your monthly submission forms. Be sure to put your name and your hospital name in the chat box or email your Health Educator.

COVID-19 Podcast

The UAMS Institute for Digital Health and Innovation (IDHI) recently launched a podcast that includes educational information about COVID-19 as well as real-world experiences from our local community. Join us by listening to "COVID Conversations." In the episodes, Dr. Franklin "John" Gray and Dr. Kevin Sexton sit down with guests to discuss how they have been impacted by the pandemic.

Upcoming topics include COVID vaccination; having a baby in the pandemic; using Facebook and YouTube during the pandemic; the difficulty of finding bicycles during the pandemic; a nurse's experience on the front lines at UAMS versus New York City; burnout and more. Stay tuned for more episodes. To listen to the podcast, click [here](#).



Stroke Community Outreach

The Stroke Program website now has a tab designated for [community outreach](#). There you will find our newsletter, community outreach events, a link to the swag store, general community PowerPoints, Videos/ PSAs and more.

Virtual Events List

We have added virtual events to our community outreach events list. Find it on our Community Outreach [tab](#).

Important Websites

Stroke Community Outreach Tab

arsaves.uams.edu

Swag website:

arsaves.com

Password: ARSAVES

NF website:

arsaves.uams.edu

Password: STROKEPROGRAM

Peer Review:

arsaves.uams.edu

Genentech website:

genentechmaterials.com/strokeawareness

Genentech Stroke Urgency Toolkit:

genentechmaterials.com/strokeurgencytoolkit

Learn on Demand:

learnondemand.org

(User must create an account with LOD)



Community Outreach Calendar

January

Physician Awareness Month

#BEFASTForPhysicians

February

Minority Stroke Education Month

#BEFASTForMinorities

March

National Women's Health Month

#BEFASTForWomen

April

K-12 Outreach Month

#BEFASTForKids

May

National Stroke Awareness Month/
Virtual Nurse Facilitator Retreat

#BEFASTStrokeAwarenessMonth

June

National Men's Health Month

#BEFASTForMen

Reminders

Social Media:

Social media posts can be listed as active and/or passive events. Please refer to the [social media guidelines](#) for clarification.

Mini Brain:

If you are interested in being placed on the request list for 2021 events, please contact **Ariel Washington at AWashington3@uams.edu**.

Photos:

Remember to attach photos to your monthly report!

Community Outreach Event:

If you need assistance with community outreach, please do not hesitate to contact the Stroke Program Health Educators.

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