

Stroke Program

OUTREACH

UAMS | Institute for Digital Health & Innovation
Stroke Program

Issue 3 | June 2021

Welcome to the Summer 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.



“Nurses dispense comfort, compassion and caring without a prescription.”- Anonymous

CONGRATULATIONS!

13th

Yes,
We Did It!



In 2008 the IDHI Stroke Program (formerly ARSAVES) was created with a mission to bring high-level stroke care to underserved, rural Arkansas. Shortly after the program began, Arkansas' stroke mortality rose to No. 1 in the nation. The stroke program took action by expanding its digital health network to 56 partnering hospitals across the state. The program is unique in that it has two parts, clinical education and community outreach. The combination of these efforts has proved to be successful in decreasing stroke mortality. As of 2019, Arkansas' stroke mortality dropped to **13th**, a national milestone for this Stroke Program.

Read more [here](#).



April Highlights

In April, the Stroke Program and partnering hospitals focused on educating the staff at skilled nursing and rehabilitation facilities on stroke risks for seniors age 65 and older. The BE FAST posters are great tools to educate the staff and family members on stroke signs and symptoms. Stroke is the third leading cause of death in those aged 65 and older. Each hospital received a **#BEFASTForSeniors** kit, which included several swag items for nurse facilitators to distribute to local skilled nursing and rehabilitation facilities. Please utilize the [swag site](#) to order additional kits as needed.

Click [here](#) to view our Seniors and Stroke PSA.



*Drew Memorial Hospital & Belle View Estates
Rehab and Care Center*



*Drew Memorial Hospital & The Woods of Monticello
and Rehabilitation Center*



*Baptist Hospital- Arkadelphia & Twin Rivers
Health and Rehabilitation*



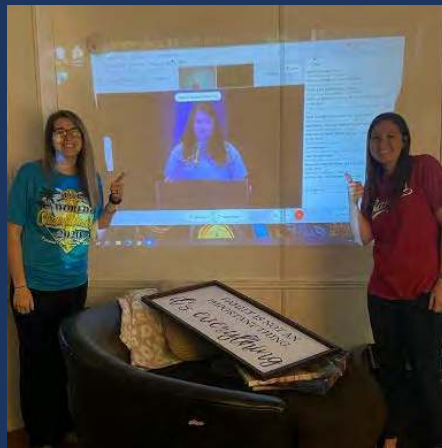
*Baptist Hospital- Arkadelphia & Courtyard Gardens
Health and Rehabilitation Center*

May Highlights

2021 Nurse Facilitator Retreat

As 2021 rang in, it proved to be another challenging year as face-to-face gatherings were limited due to the ongoing COVID-19 pandemic. Through several months of planning and coordination, the Stroke Program team successfully developed a plan that would allow the participation of all of the partnering hospitals. Whether participating from their own homes or facilities, they could tune in and watch webinars and participate in live question-and-answer sessions.

The Stroke Program held the virtual nurse facilitator retreat over two days. May 4th, featured topics such as decreasing door to call center times, hosting a virtual event, and hosting a stroke booth. May 11th presentations included how to give public presentations, consult scores sheets, hosting and educating the public at sporting events and using mocks that include lay personnel. Not only did this retreat come together flawlessly, it also allowed stroke program sites to participate and network. With the ability to ask questions and view live demonstrations, the it helped to educate 56 hospitals and 189 attendees through this virtual retreat.



*Sarah Hughes and
Cynamon Johnsons
Baptist Health- Hot Springs County*



*Susan Bishop
Northwest Arkansas Medical
Center ER/Fayetteville*

*Sarah Cochran
Fulton County Medical Center*

*Renee Moncrief
Jefferson Regional Medical Center*

May Highlights



The IDHI Stroke Program dedicated the 2021 Nurse Facilitator Retreat to our stroke hero the late Mr. Larry Guthrie, who was treated at Unity Health – White County Medical Center in Searcy in April 2017.

American Heart Association Sweetheart Leadership Program

The American Heart Association partnered with the Stroke Program to educate more than 60 high school students in the Sweetheart Leadership Program on the signs and symptoms of a stroke. This was held on Wednesday, May 14, 2021. The students were engaged and excited to volunteer and educate their communities. We hope they educate their loved ones on stroke signs and symptoms and possibly save a life one day.

June Highlights

June is National Men’s Health Month which provides another chance to educate the men in our communities. This also sounds like the perfect time for a competition! According to the Center for Disease Control and Prevention (2020), stroke is the fifth leading cause of death in men. How many men within your hospital and community can you ask to complete the short BE FAST quiz?

Have them scan the QR code below, choose your hospital and take the quiz. This gives you a chance to explain the symptoms they missed and reiterate the importance of learning stroke signs and symptoms.

You can also post the photo to the right on your hospital’s social media platforms using **#BEFASTForMen**.

Remember to attach photos to your monthly report and provide [photo releases](#).



SPORTING EVENT KITS ARE HERE!

Visit our [swag site](#) to order kits for your next sporting outreach event.



July Highlights

Social Media Outreach

In July, we will focus on social media outreach. Each week we will provide options for you to post on your hospitals social media page using **#BeSocialBEFAST** At the end of the month, you should have several active and passive events, depending on your social media reach.

Please refer to the [social media guidelines](#).



2021 Stroke Program Conference

Behind every mask

There is a Brain at Risk for Stroke!

2021 UAMS Institute for Digital Health & Innovation

STROKE PROGRAM CONFERENCE

SAVE THE DATE
September 21 - 22, 2021

Target Audience:
Nurses, Physicians, Physician Assistants, Pharmacists, Emergency Medical Services Professionals, Certified Health Education Specialists, Critical Care, Emergency Medicine, Neuro Interventional Radiology, Neurology, Neuroscience, Radiology and other Health care Professionals.

Overview:
The Annual Conference is designed to provide the latest evidence-based practice recommendations for treatment of acute ischemic stroke; how to utilize digital health in the treatment of stroke; and to educate the public on recognizing signs and symptoms of stroke.

Objectives:

1. Discuss updates in evidence-based strategies related to stroke care.
2. Analyze how systemwide process improvements positively affect stroke care in Arkansas.
3. Implement collaborative efforts between stroke hospitals and their community partners.

Community Outreach Spotlight

Tony Tackett

Tony Tackett from Mena Regional Health Systems reading Grandpa's Crooked Smile to local third graders.





Community Outreach Calendar

April

Nursing Home Outreach
#BEFASTForSeniors

May

National Stroke Awareness Month/
Virtual Nurse Facilitator Retreat
#BEFASTStrokeAwarenessMonth

June

National Men's Health Month
#BEFASTForMen

July

Social Media Outreach **#BeSocialBEFAST**

August

Back to School Events/
K-12 Outreach Month
#BEFASTForKids

September

National Hispanic Heritage Month
#HispanicStrokeAwareness

National Grandparents Day, Sept. 12

October

Senior Citizen Education
#BEFASTForSeniors

#BEFASTWorldStrokeDay

Oct. 29

November

American Indian Heritage Month

Senior Citizen Education
#BEFASTForGrandparents

December

Holiday **#JingleForStroke**

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 and provide [photo releases](#).

Community Outreach Event:

Please refer to the [Outreach Ideas list](#) for a variety of outreach opportunities, including virtual events. If you need assistance with community outreach, please contact the Stroke Program Health Educators.

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