

Stroke Program

OUTREACH

UAMS | Institute for Digital
Health & Innovation
Stroke Program

Issue 4 | September 2021

Welcome to the Fall 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.



There is a Brain at Risk for Stroke!

"Nurses are the heart of health care." - Donna Wilk Cardillo

July Highlights

In July, the Stroke Program team and partnering hospitals utilized social media platforms to continue educating Arkansans on stroke symptoms and encouraging anyone with stroke symptoms to seek medical treatment.

Thank you to everyone that participated in July's social media outreach efforts and used the content provided to post on your hospital's social media platforms using the hashtag **#BeSocialBEFAST**. Those Crooked Smile T-Shirts looked amazing!

Congratulations to St. Bernards Regional Medical Center (June) and Lawrence Memorial Hospital (July) for having the most hospital employees participate in taking the BE FAST quiz.



July Highlights

Crooked Smile Shirt Gallery



Drew Memorial Hospital



St. Bernards Medical Center



Ozark Community Hospital -Gravette



Ozark Community Hospital- Gravette



Mena Regional Health System



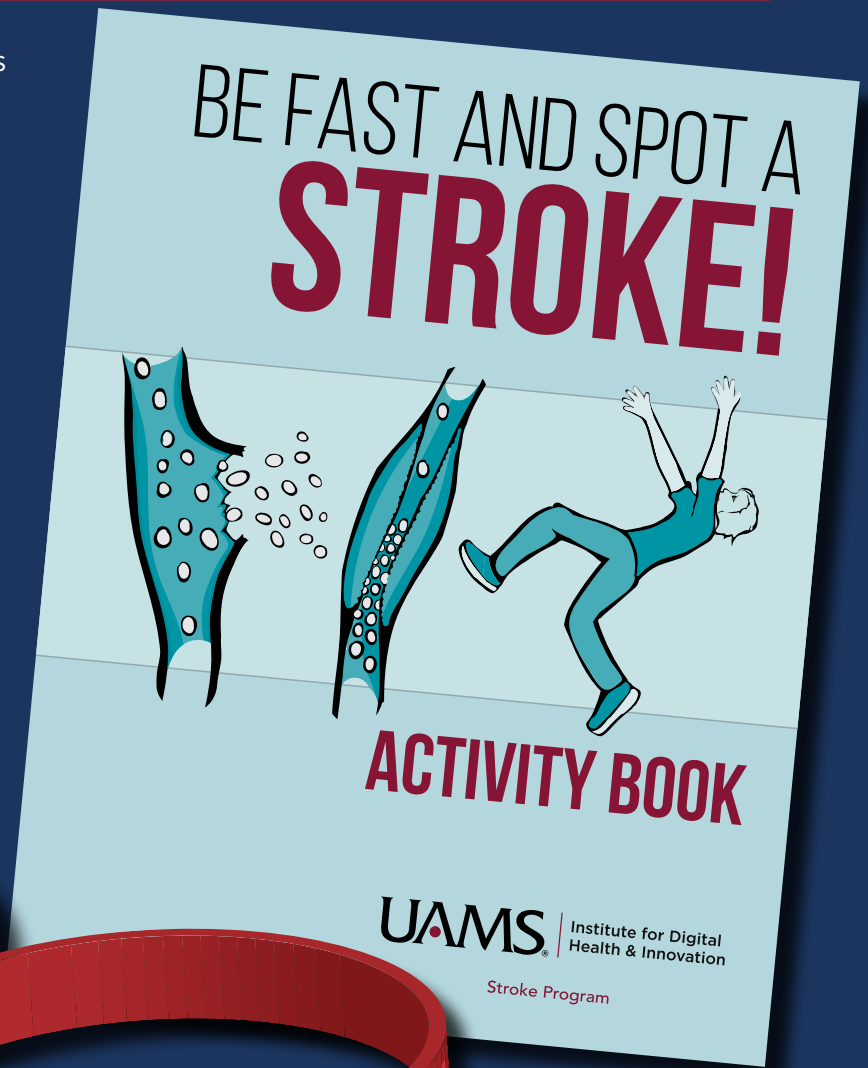
Dallas County Medical Center

August Highlights

Teaching children the signs and symptoms of a stroke is very important, and in the month of August, we did just that!

The Stroke Program and partnering hospitals provided BE FAST bookmarks to local library systems and school libraries statewide. Partnering hospitals also utilized stroke activity books, the “Grandpa’s Crooked Smile” book, and other stroke swag to educate K-12 students.

Each year, August is all about back to school and preparing students for their next school year, so why not start the year with stroke education? For some students, they may be learning about stroke for the first time while, this may be a refresher for others.



September Upcoming Events



September is National Hispanic Heritage Month, and we are focusing on educating the Hispanic community on their risk factors and the signs and symptoms of a stroke.

Please make use of the stroke swag website to order Spanish swag for your outreach events.

#BEFASTForMinorities

Click [here](#) to see the Stroke in the Hispanic Community PSA.

October Upcoming Events

In October, the stroke program will focus on Senior Citizen Education using #BEFASTForSeniors. The Seniors kits are available for order on the swag website to help you continue educating staff and caregivers, at your local assisted living and rehab facilities, on the signs and symptoms of a stroke. The Seniors kits include stress balls, medical registers, magnets, BE FAST masks, and BE FAST shirts.



World Stroke Day is Oct. 29!

In honor of World Stroke Day, we will release a special PSA of nurses statewide educating on stroke. We will also wear stroke awareness ribbons again this year! Ribbons will be shipped the first week of October. We can't wait to see your photos and collages!





2021 Stroke Program Conference

Due to COVID-19, the 2021 IDHI Stroke Program Conference was canceled. Each hospital was asked to register 10 employees to receive the conference swag bags. We would love to see pictures of you wearing these items!!

Take a team photo and send to Ariel Washington, awashington3@uams.edu.



There Is A Brain at Risk for Stroke!



And the winner is...

2021 CONFERENCE AWARDS



Site Excellence Award

Awarded to sites that met and exceeded the contract deliverables, performed multiple mocks each month, had 100% All-Sites attendance, did excellent community outreach, met deadlines for data submission, and went above and beyond the expectations of a site. This is the highest honor awarded to a hospital.

Ashley County Medical Center



Honorable Mention Award

Presented to sites that have met the basic requirements and have made improvements with many of their internal processes, training and outreach during the past year.

North Arkansas Regional Medical Center



DTN Award

This award is presented to the hospital with the fastest Door to Needle Time.

Saint Mary's Regional Medical Center



EMS Certificate of Excellence Award

Nominated by an IDHI Stroke Program site that they serve. Presented to EMS agencies that have attended stroke training offered by the IDHI Stroke Program, appointed liaisons to work with the nurse facilitator at the stroke site, and participate in community outreach and process improvement.

North Arkansas Regional Medical Center EMS



Physician Champion Award

This award is presented to a physician(s) with contributions through the use of modern technology and best practices of stroke care in Arkansas.

Dr. Bryan Shearer



Certificate of Appreciation Award:

Awarded to a group or individual who went beyond their normal job to enhance and make the stroke program more effective.

**Jennifer Davis
Whitney Beard**



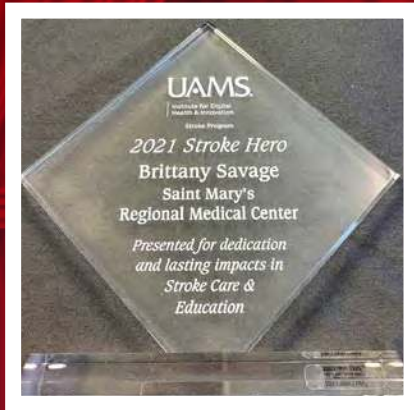
Directors Choice Award:

Chosen by the IDHI Stroke Program Director for contributions to the IDHI Stroke Program.

Marzella Backus

Stroke Hero

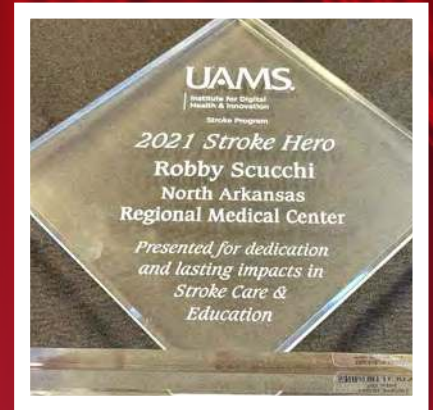
This award recognizes a non-clinical individual who goes above the call of duty to make lasting contributions to stroke care in Arkansas.



Brittany Savage



Jessica Smith



Robby Scucchi

Stroke Champion

This award recognizes a clinician who goes above the call of duty to make lasting impacts and contributions to stroke care in Arkansas.



Bridget Jantti



Karmen Wyatt



Charity Schaufler

Community Awards

Community Outreach Award

This award is presented to the Stroke Spoke Site with the most innovative, creative and consistent community outreach events. Total number of event attendees educated will be considered. This event recognizes the development and execution of events that significantly enhanced the stroke awareness for the community.



Hospital	Events	Attendees
Drew Memorial Hospital	55	20,463
Ashley County Medical Center	56	14,894
Unity Health Harris Hospital	35	14,104
Saline Memorial Hospital	24	13,916
North Arkansas Regional Medical Center	34	12,984
Northwest Medical Center Springdale	54	12,570



Outstanding Facilitator Outreach Award

This award is presented to the Nurse Facilitator with the most innovative, creative and consistent community outreach events. This award honors the nurse that has planned and implemented significant community outreach events.

Kim Slaughter
Events - 77 | Attendees - 21,975

Community Outreach Spotlight

Ozark Community Hospital - Gravette

Although they did not go live until July 2021, Ozark Community Hospital in Gravette, Arkansas, they have made a significant impact with their community outreach since March 2021. They made sure to include other departments and clinics in their community outreach and to document by taking photos!



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

September

National Hispanic Heritage Month
#BEFASTForMinorities

National Grandparents Day Sept. 12th

October

Senior Citizen Education
#BEFASTForSeniors

World Stroke Day Oct. 29th
#BEFASTWorldStrokeDay

November

Senior Citizen Education
#BEFASTForGrandparents

December

Holiday
#JingleForStroke

January

Physician & Pharmacist Awareness Month

#BEFASTForPhysicians

January 12th National Pharmacist Day

#BEFASTForPharmacist

February

Minority Stroke Education Month
#BEFASTForMinorities

March

National Women's Health Month
#BEFASTForWomen

Reminders

BE FAST Activity Books:

The activity books are available to be downloaded and printed

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.

Olivia Wilson

OWilson2@uams.edu
501-615-4697

Erin Wells

EEWells@uams.edu
501-410-4278

Ariel Washington

AWashington3@uams.edu
501-258-6402