

Stroke Program

OUTREACH

UAMS | Institute for Digital
Health & Innovation
Stroke Program

Issue 8 | September 2022

Welcome to the Fall 2022 UAMS IDHI Stroke Program Newsletter

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



“There is something so special in the early leaves drifting from the trees — as if we are all to be allowed a chance to peel, to refresh, to start again.” – Ruth Ahmed

July Highlights

#BeSocialBEFAST

Throughout the month of 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.

BE FAST PSA

Hospitals were challenged to post the BE FAST PSA video on their social media outlets. The goal of this social media push was to encourage anyone with stroke symptoms to seek medical treatment immediately.

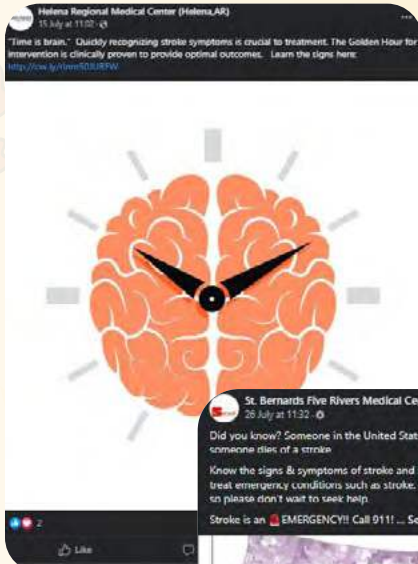
BE FAST Poster!

Partnering hospitals were asked to post the BE FAST poster on their hospital's social media platforms to encourage community members and hospital employees to learn the signs and symptoms of a stroke.

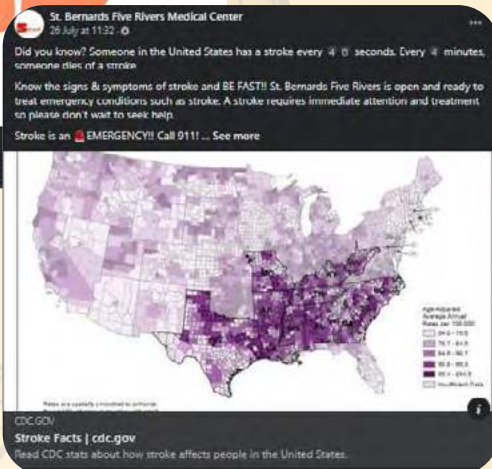
Spread the word: You're a Stroke Ready Hospital!

Each hospital nurse facilitator received an email with a Stroke Ready Hospital graphic to share on social media platforms to help spread the word that they are a Stroke Ready Hospital!

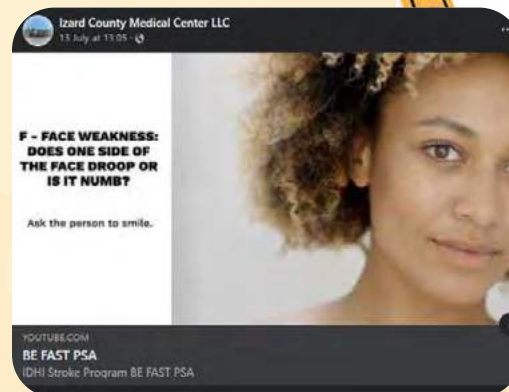
Thank you to everyone that participated in July's social media outreach efforts and used the content provided to post on your hospital's social media platforms using the hashtag **#BeSocialBEFAST**.



Helena Regional Medical Center reminded everyone viewing that Time is Brain!



Five Rivers Medical Center shared stroke facts!



IZARD COUNTY MEDICAL CENTER LLC used the BE FAST PSA to spread the word about stroke!



Chicot Memorial is proud to be a stroke ready hospital!

July Outreach Events



Jennifer Palmer, nurse facilitator at Magnolia Hospital, presenting on stroke to the Rotary Club.



Fulton County Hospital was ready to pass out swag and teach about stroke at their local Senior and Veteran's Health Fair



Staff at Northwest Health hospitals attended an Arkansas Naturals baseball game and passed out swag



Bradley County Medical Center set up a stroke table at their local Community Health Needs Meeting

August Highlights

#BEFASTForKids

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 libraries statewide. Partnering hospitals also utilized stroke activity books, Grandpa's Crooked Smile and other stroke swag to educate K-12 students. Each week, opportunities for active and passive activities were shared with partner hospitals to encourage student outreach.



Stroke Program Activity Books

Leading up to the beginning of the school year, the stroke activity books were used as educational tools for teaching children the signs and symptoms of a stroke. The activity books explain stroke signs and symptoms and are available in two versions: K-Second grade and Third-Sixth grade. Follow the link below to download, print, or present the activity books: arsaves.uams.edu/activity-book

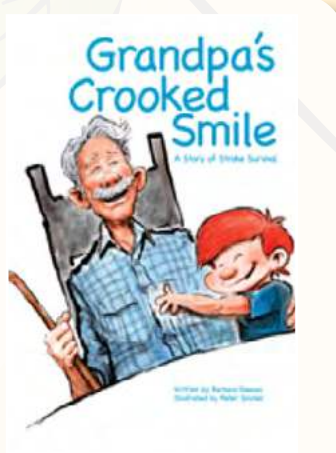


BEFAST Kid's PSA

August is all about back to school, so why not start the year with stroke education? Some students may be learning about stroke for the first time, and for others, it may be a good refresher. We encouraged all sites to post the **BEFAST Kid's PSA** to social media.

Grandpa's Crooked Smile

The Grandpa's Crooked Smile book is an excellent opportunity to educate children on the signs and symptoms of a stroke. Physical copies of Grandpa's Crooked Smile were shipped to each hospital and sites were encouraged to schedule times to read the book at local libraries or post the readalong version on their social media sites. Click [here](#) for the readalong version and [eBook](#).



2022 Stroke Program Conference

Since 2008, the Stroke Program Annual Conference has been the event of the year. Due to COVID, the 2020 conference was transitioned to a virtual platform and cancelled completely during 2021. However, 2022 brought everyone back together for a great event!!

The 13th Annual Stroke Program Conference was held at the Hot Springs Convention Center in Hot Springs. Around 300 health care professionals from across Arkansas joined forces for two days of motivation, rejuvenation, and stroke education.

The Stroke Program strives to host a conference that gives health care providers the most current and up-to-date information for use in their hospitals.

September Highlights

#BEFASTForMinorities

In September, we focused on educating the Hispanic Community on their risk factors and the signs and symptoms of a stroke.

Did you know? Among Hispanic adults, 2.8% of men and 2.0% of women have had a stroke.

Did you know? Spanish-speaking Hispanics are less likely to know all stroke symptoms compared to English-speaking Hispanics, non-Hispanic blacks, and non-Hispanic whites. Lack of English proficiency is strongly associated with lack of stroke knowledge among Hispanics.

See the *Stroke in the Hispanic Community* PSA [here](#)



2022 UAMS Institute for Digital Health & Innovation
STROKE PROGRAM CONFERENCE

Innovation and Excellence in Stroke Care

October Upcoming Events



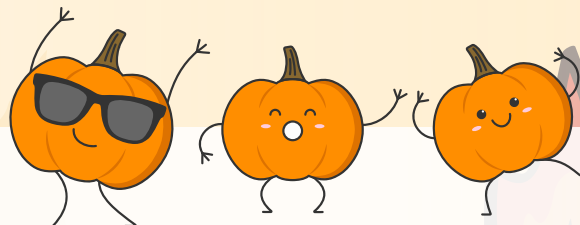
October 29th is World Stroke Day!

Each partnering hospital will receive Stroke Awareness ribbons to help raise awareness of signs and symptoms of stroke.

Post the World Stroke Day graphics and pictures showcasing your ribbons and stroke education on all social media platforms using #BEFASTWorldStrokeDay.



WORLD STROKE DAY 29TH OCT



Spooky Stroke Pumpkins

We cannot not let October pass by without our annual Spooky Stroke Pumpkins Competition. Take photos of your pumpkins with droopy smiles, stroke magnets, IV fluids or whatever your imagination creates. Will John Ed Chambers Memorial Hospital win again or will they be dethroned?



2021 Spooky Stroke Pumpkin Winner:
Chambers Memorial Hospital



Victoria Porter

My name is Victoria Porter, and I am a senior Public Health student at the University of Arkansas. I currently live and work on campus as a residential mentor for the University's EMPOWER program, where I work with students with intellectual disabilities to help them develop independent living skills. After I graduate this December, I plan to continue developing my passion for helping others through a career in Health Law. I am excited to be joining the IDHI Stroke program this fall to learn more about effective health delivery and communication.



Tayler Lovelace

I'm a senior majoring in Health Services Administration with a minor in Logistics and Supply Chain Management at UCA. I am currently serving as a Staff Sergeant in the Air Force National Guard. I like the outdoors, rainy days at home, food and traveling. My favorite color is yellow because it's bright and happy, but I also love green because it's the color that represents nature best. I love to spend time with my family and friends, but I also love spending time alone. I am a Libra sun sign, so balance is important to me.

I'm looking forward to learning new things as I move forward in life because I love advancing and applying these things as I grow! I also like TV shows like *Greys Anatomy* and *Criminal Minds*, so I'll end with a quote from *Criminal Minds* that I like: *It doesn't take a lot of strength to hang, it takes a lot of strength to let go.* -J.C. Watts

New Cart Deployment

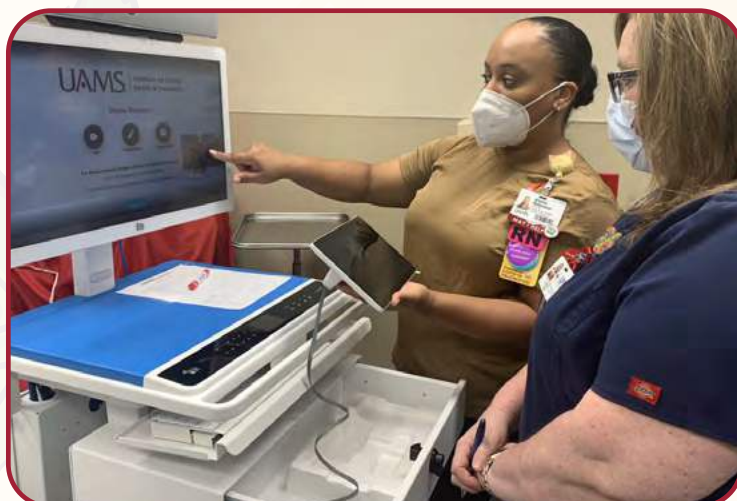
July was a busy month as new telemedicine carts were deployed at 45 partner sites. These new carts will be used to provide telemedicine consult capability for stroke, trauma, burn, OB and behavioral health for e-Link partner sites across Arkansas and western Tennessee.



Conway Regional receiving new cart training



Fulton County Hospital received new carts



National Park learning about the new carts



Cart deployment with staff at Arkansas Methodist Medical Center



New carts being unloaded at Saline Memorial

Ready to Travel: Mega and Mini Brains

The Mega and Mini Brains are now available. Submit your request [here](#). Please allow up to two weeks for event approval. The Mega or Mini Brain module and completion form must be completed as well. If you have any questions, please contact **Olivia Wilson at OWilson2@uams.edu**



The Mega Brain made its way to Mountain View where the IDHI Stroke Team and Stone County Medical Center team gave away swag bags and taught everyone (even Marshall!) about stroke!



Ashley County Medical Center used the Mini Brain and Activity Books to teach kids and teens about stroke



Saint Mary's set up a Mini Brain at the River Valley Business Expo



[Stroke Community Outreach](#)
arsaves.uams.edu/community-outreach-2/

[Swag](#)
arsaves.com
Password: ARSAVES

[NF website](#)
arsaves.uams.edu/ar-saves-healthcare-professionals
Password: STROKEPROGRAM

[Peer Review](#)
arsaves.uams.edu/peer-review-forms

[Genentech](#)
genentechmaterials.com/strokeawareness/items.sgi

[Learn on Demand](#)
www.learnondemand.org
(user must create an account with LOD)



Community Outreach Calendar

July

Social Media Outreach
#BeSocialBEFAST

August

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

September

National Hispanic Heritage Month
#BEFASTForMinorities
Stroke Program Conference

October

Senior Citizen Education
#BEFASTForSeniors

World Stroke Day Oct. 29th

November

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 and Mega Brain:

Submit your request here. Please allow up to two weeks for event approval. There are a set of guidelines for requesting the Mega/Mini Brain. Please click the link below for the Mega/Mini Brain request and module. Both must be completed to move forward in the request process.

- [Mega Brain/Mini Brain request link](#)
- [Mega Brain module link](#)
- [Mini Brain module link](#)

If you have any questions, please contact Olivia Wilson
OWilson2@uams.edu

Photo Releases:

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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