

Stroke Program

OUTREACH

UAMS | Institute for Digital Health & Innovation
Stroke Program

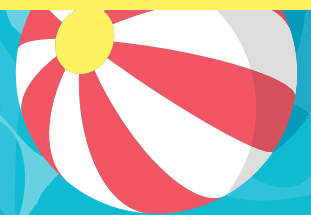
Issue 7 | June 2022

Welcome to the Summer 2022 UAMS IDHI Stroke Program Newsletter

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



SUMMER 2022
MAKING A SPLASH
FOR STROKE



*"When the sun is shining I can do anything; no mountain is too high,
no trouble too difficult to overcome." - Wilma Rudolph*

2022 Nurse Facilitator Retreat

We did It!

After two long years, what a joy it was to safely gather in person for our annual Nurse Facilitator Retreat!

The retreat gathers facilitators from each of our hospital sites to meet and learn as we discuss best practices, challenges and ideas. This year, stroke program facilitators from 55 sites enjoyed presentations, break-out sessions, and some laugh-inducing entertainment throughout.

Our program has grown tremendously since 2008 and residents of our beautiful state have benefitted from the insight and dedication of each of our facilitators. Your efforts have moved Arkansas from No. 1 in stroke related mortality to No. 13. Our mission to continue until we reach No. 50 would be impossible to achieve without you.



Facilitators were able to inflate and assemble the mini brains during one of the breakout sessions!



Mindy Morgan of Medical Center of South Arkansas strikes a pose



Some challenges were harder than they looked



Table groups work together to come up with some creative team names

2022 Strike Out Stroke

Following dismissal of the 2022 Nurse Facilitator Retreat, volunteers from 31 sites helped hand out T-shirts, throw out stress brains and provide stroke educational materials to over 3,700 people at Strike Out Stroke! Strike Out Stroke Night was hosted by the UAMS IDHI Stroke Program team in partnership with the Arkansas Travelers team at Dickey-Stephens Park. As guests entered the park, stroke PSAs were playing on the screens, and the first 1,000 guests received Crooked Smile T-shirts! Before the game, several stroke survivors were introduced to the audience, and stroke survivor Ray Robinson threw the first pitch.



Stroke survivor Ray Robinson throwing an amazing first pitch



Stroke survivors (left to right) Tara Wright, Lieutenant General George Crocker, Dr. Michael Pafford, and Ray Robinson



Volunteers of all ages helped throw stress brains into the crowd during the 7th inning stretch



Tim Tanner of Saint Mary's using the brain game to teach about stroke signs, symptoms, and treatment

April Highlights

#BEFASTForSeniors

Throughout April, the Stroke Program and partnering hospitals focused on educating staff at skilled nursing and rehabilitation facilities throughout the state on stroke risk for seniors age 65 and older. Stroke continues to be the third leading cause of death in this age group.

Stroke Program swag was distributed to facilities throughout Arkansas, and more than **25,000** people were educated this month on the signs and symptoms of stroke through active and passive events. We will continue expanding our reach throughout 2022 and beyond until every caregiver, staff, and family member understands the risk factors and can recognize the signs and symptoms of stroke.



Kristen Smith of Drew Memorial Center presented information at the senior center



Outreach nurses Cynthia West and Jennifer McCurry teamed up with Joy Kennedy and other team members of Eureka Springs Hospital to host a Mega Brain event at the Eureka Springs school for Earth Day



Katye Jones of Saint Mary's helped pass out swag at Bash at the Ballpark at Arkansas Tech University

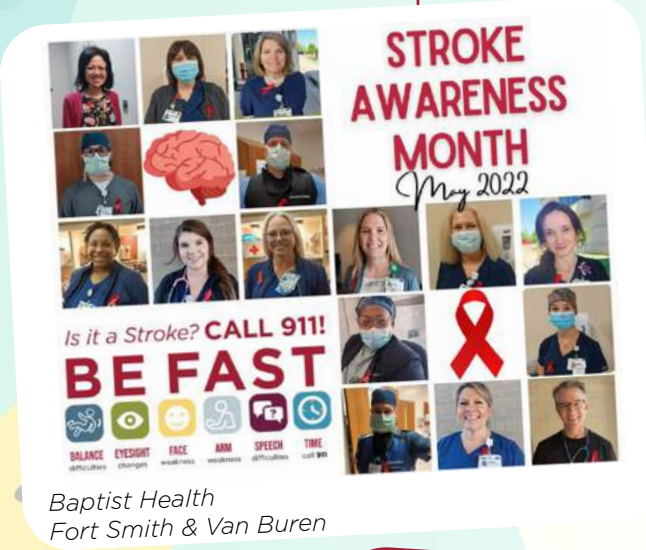
May Highlights

Stroke Awareness Month

Every year for Stroke Awareness Month, we prepare weekly challenges that offer various opportunities and methods of community outreach. We engage individuals within and outside the hospital, educate departments that would not usually be reached, and continue using social media as an educational tool. There were several social media posts, PSAs and photo opportunities!



Bradley County Medical Center



Baptist Health Fort Smith & Van Buren



Drew Memorial Hospital



Baptist Health Fort Smith hosted a Cinco de Mayo Community event and Francisco, a registrar from the facility, helped translate and teach the Hispanic community about stroke

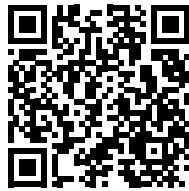


Saline Memorial Hospital

June Events

#BEFASTForMen

June is recognized as Men's Health Month. According to the Centers for Disease Control and Prevention (2020), stroke kills nearly the same number of men each year as prostate cancer and Alzheimer's disease combined. This June, we are focusing on Men's Stroke Awareness using the hashtag #BEFASTForMen. The Men's Stroke Awareness quiz was sent to sites earlier in the month—encourage all staff at your facility to participate! Click [here](#) or **scan the QR Code**.



We ask that you take selfies with the men in your life and create a collage to share on your hospital's social media accounts. We cannot wait to see your photos! Please attach them to your June submission forms or send them to the Health Educators. The photo release form can be found [here](#). cdc.gov/stroke/men.htm

July Events

#BeSocialBEFAST

In July, we will focus on social media outreach. Each week we will provide options for you to post on your hospital's 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.

2022 Stroke Program Conference

SEPT. 21-22

HOT SPRINGS CONVENTION CENTER

The annual Stroke Program Conference will be IN PERSON Sept. 21-22 at the Hot Springs Convention Center!

We are so excited to be face-to-face and look forward to networking and learning together. The conference is open to anyone from your hospital to attend. We will have more information closer to time. If you would like to nominate a speaker or submit a potential topic to discuss at conference, please do so using the QR code or by clicking [here](#).





Important Websites

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

January

Pharmacist Awareness Month
#BEFASTForPharmacists

February

Minority Stroke Education Month
#BEFASTForMinorities

March

National Women's Health Month
#BEFASTForWomen

April

Nursing Home Outreach
**#BEFASTForSeniors /Nurse Facilitator
Retreat**

May

National Stroke Awareness Month
#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 and Mega Brain:

The Mega and Mini Brains are 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

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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