



# Stroke Program

OUTREACH

UAMS | Institute for Digital  
Health & Innovation  
Stroke Program

Issue 9 | January 2023

## Welcome to the Winter Edition of the 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.



*"Kindness is like snow. It beautifies everything it covers." - Kahlil Gibran*



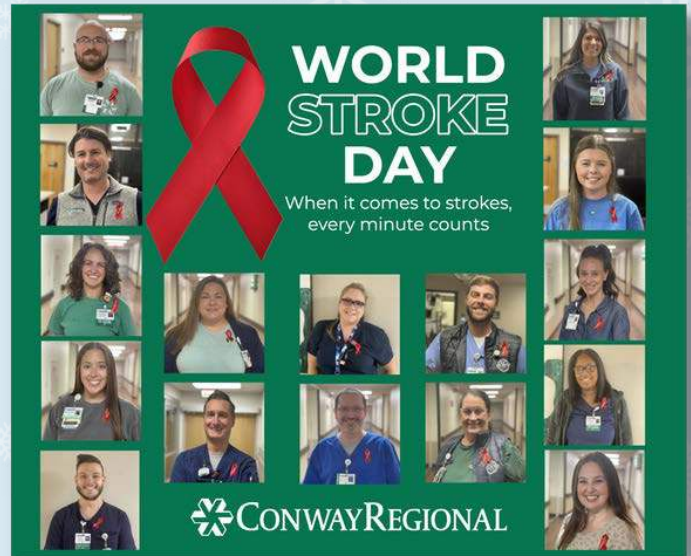
# October Highlights

## World Stroke Day

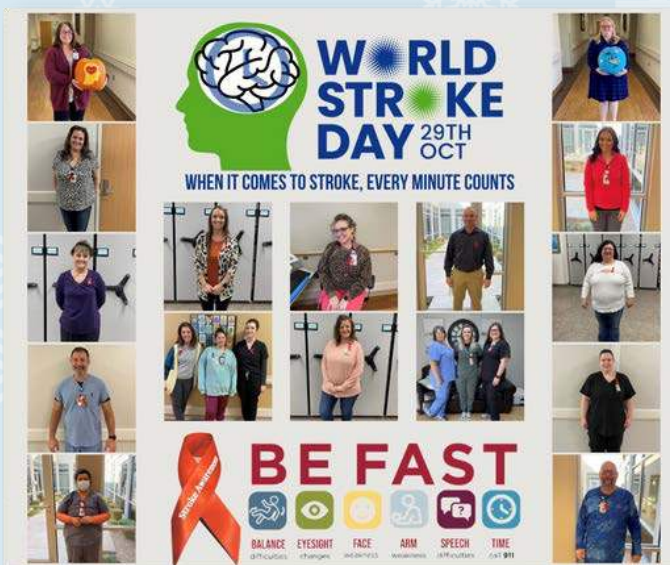
World Stroke Day was observed Saturday, October 29, and several Stroke Program sites displayed their red stroke awareness ribbons in social media collages or posted the World Stroke Day public service announcement (PSA). World Stroke Day is always an excellent opportunity to educate Arkansans on the signs and symptoms of stroke. A huge thank you to the sites who used social media to spread stroke awareness in October!



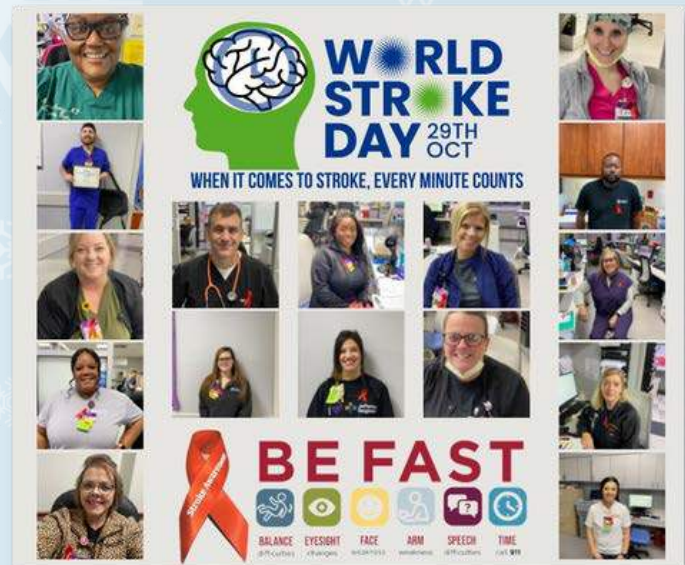
*Saline Memorial Hospital*



*Conway Regional Medical Center*



*Chambers Memorial Hospital*



*Jefferson Regional Medical Center*



# October Highlights

## Stroke Awareness Pumpkins

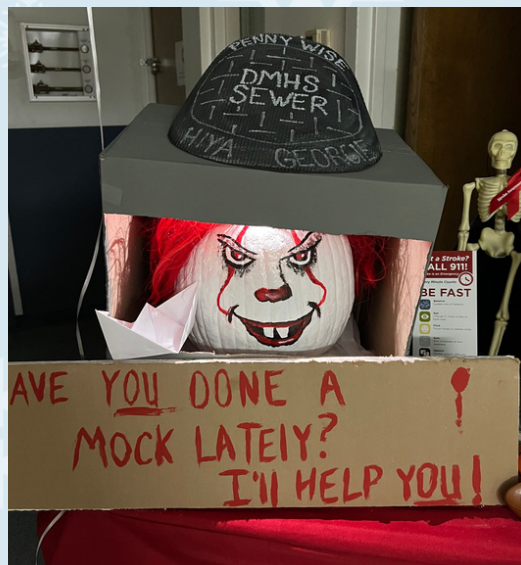
We hosted our annual Halloween Stroke Awareness Pumpkin Competition again this year, and once again, we were so impressed with all the incredibly creative and spooky pumpkins. You all are incredibly talented! Thank you so much to all who participated. While we love the fun and competitiveness of this activity, we also love that these pumpkins help educate those throughout your hospitals on stroke. Congratulations to this year's winner: Arkansas Heart Hospital!



Arkansas Heart Hospital brought out the engineers to create the CT Barbie. Click the picture to watch the video! Congratulations!



It was a bunch of "hocus pocus" for Arkansas Methodist Medical Center



Pennywise sure looked tempting offering help with mocks at Drew Memorial Medical Center



Unity Health-Newport went all out creating a stroke patient pumpkin receiving tpA!



# October Pictures



*North Arkansas Regional Medical Center participated in a Pink Out to talk about stroke at a local football game*

*Baptist Health Medical Center Conway set up a booth at the City of Hope Fall Festival in Conway*



*Baptist Health Medical Center Heber Springs helped educate at the Fairfield Bay Health Fair*



*Conway Regional Health System set up at the Rural Fire Show and taught BE FAST to hundreds of firefighters from across the state*





# November Highlights

## Stroke Team Thank You PSA

The Stroke Program Team created a Thank You PSA for all stroke program hospitals. We are grateful for all the time, training, outreach and work you have done in your communities to advance stroke awareness in our state. You may view the Thank You PSA [here!](#)

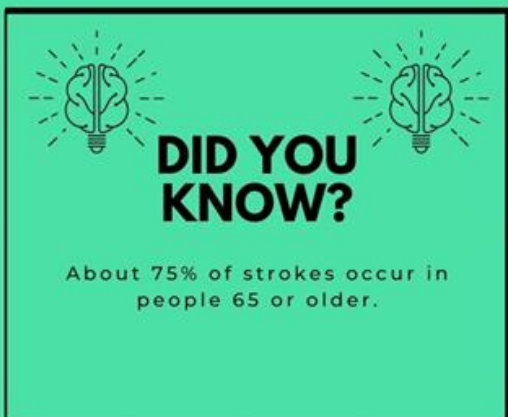
THANK  
YOU



Eureka Springs Hospital

Nov 16 · 🌐

The risk of having a stroke increases the older we get, so it's especially important to know the signs and symptoms of a stroke to protect yourself and those you love. Please help us spread the word to [#befastforseniors](#) ❤️



## #BEFASTForSeniors

We focused this month's social media campaign toward seniors using [#BEFASTForSeniors](#) and asked sites to post the [Stroke and Seniors PSA](#) with the following statistics:

- Did you know? As of 2018, 7.8 million adults have had a stroke.
- Did you know? About 75% of strokes occur in people 65 or older.

Thank you to the sites that participated and helped reach hundreds of Arkansans!

# November Highlights

## Appliance Store and Home Health Care Challenge

The two challenges for November were to distribute BE FAST stroke magnets to home health agencies and local appliance stores and educate employees on BE FAST. In turn, employees could hand out magnets to each patient or customer. Thank you to the sites that participated! Congratulations to Baptist Health Medical Center Conway for providing 700 magnets to 5 appliance stores and White River Medical Center Batesville for providing 150 magnets to their local home health agencies!



*James Buckley at Rent-A-Center in Monticello holding magnets provided by Drew Memorial Health System*

**IS IT A STROKE? Call 911!**

**BE FAST**

**B**ALANCE: difficulties  
**E**YESIGHT: changes  
**F**ACE: weakness  
**A**RM: weakness  
**S**PEECH: difficulties  
**T**IME: call 911

**BALANCE:** Is there a loss of balance?  
**EYES:** Is there a vision change in one or both eyes?  
**FACE:** Does their face look uneven?  
**ARM:** Does one arm drift down?  
**SPEECH:** Does their speech sound strange?  
**TIME:** Time is brain! Call 911

ARKANSAS DEPARTMENT OF HUMAN SERVICES | UAMS Institute for Digital Health & Innovation  
Stroke Program



# November Pictures



*St. Bernard's Medical Center posted up at an ASU basketball game to raise awareness on stroke with brochures, stress balls, and stress basketballs!*



*Dardanelle Regional Medical Center set up a booth with lots of goodies for kids at Turkey Day!*



*McGehee Hospital hosted an EMS training class led by Stroke Program Outreach Nurse and EMS Educator Tim Vandiver*



# December Events

## Annual Stroke Awareness Tree Competition



It's the holiday season, which meant it was time for our annual Stroke Awareness Tree Competition! We shook things up this year -- each hospital was tasked with decorating a "tree" and/or wreath with stroke education materials. Don't forget to attach pictures of your submission when you enter your monthly data! We had several tree and wreath submissions that really showcased the creativity of our sites, so we decided to announce both a tree and wreath winner! The 2020 and 2021 winner was Ouachita County Medical Center, did they keep their bragging rights? Check the next page to see!

## BE FAST Holiday PSA

Did you know? According to the American Heart Association (AHA), daily death rates are higher during the holiday season for both heart-related and non-heart related causes.

<https://www.ahajournals.org/doi/10.1161/01.cir.0000151424.02045.f7>

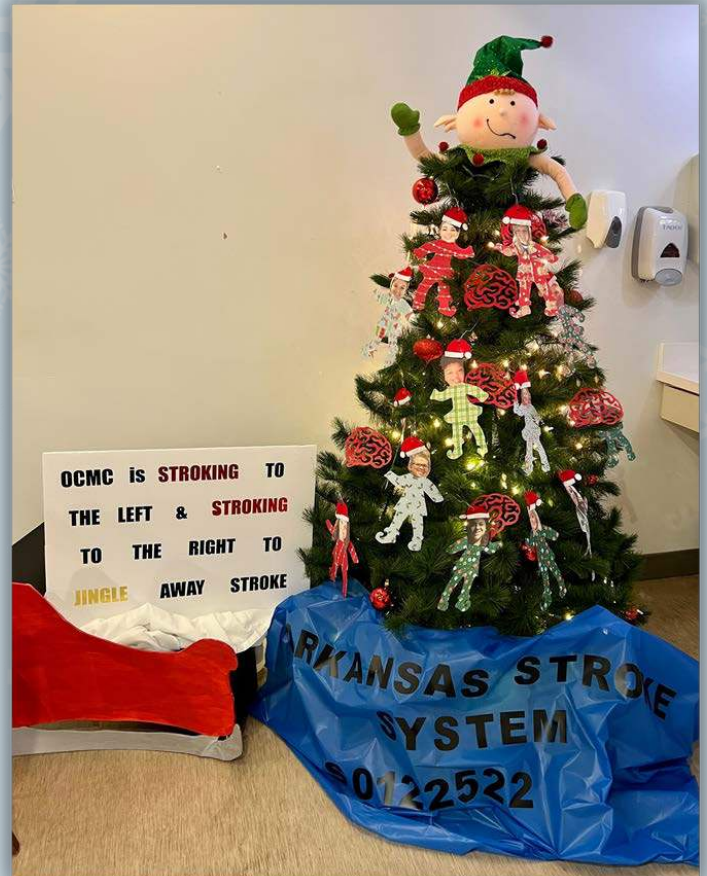
As the holidays got into full swing, we will release a holiday inspired BE FAST message to share on your social media platforms with the following message:

During the holiday season, it is still important to know the signs and symptoms of stroke and BE FAST! Don't forget your local emergency department is open and ready to treat emergency conditions like stroke or heart attack! #JingleforStroke





# Competition Winners



Congratulations once again to Ouachita County Medical Center for their Jangling Away Stroke Christmas Tree! The stroke band and digitally-altered crooked smiles on the elves were an excellent touch that made this tree stand out!



We also want to give a shout-out to Mena Regional Health System for their Stars of the Show Christmas Tree, featuring ornaments with pictures of our amazing neurologists. Pictured below are ornaments of Dr. Patrice and Dr. Tremwel and the "star," Dr. Onteddu!





# Competition Winners



With it being the first year of including wreaths in our annual tree decorating contest, we were not sure what to expect. But, as always, we were blown away by the amazing creativity and showmanship of the wreaths submitted! It was a struggle choosing a winner, but ultimately the prize goes to Dallas County Medical Center! Thank you again to all participants! Pictured we have Baptist Health Medical Center Fort Smith (top left), Ashley County Medical Center (top right), Eureka Springs Hospital (bottom left) and the winner, Dallas County Medical Center (bottom right).





# Upcoming Events



## National Pharmacists Day is January 12!

**#BEFASTForPharmacists**

During the month of January, the community outreach focus will be for pharmacists and pharmacies. Swag kits including vaccine card holders, magnets and medical registers will be shipped or you can make your own from the [swag site](#) to distribute to local pharmacies!



## Nurse Facilitator Retreat

It is hard to believe that it is already nearly time again for the annual Stroke Program Nurse Facilitator Retreat! The retreat always brings a lot of laughs, energy and great ideas and we are excited for what this year will bring! If you have any ideas for topics, speakers or other ideas for retreat, please click [here](#) or use the QR code to let us know!

**Mark your calendars now: April 19-20, 2023**  
**Location: Red Wolf Convention Center, Jonesboro**





# New Swag



**ORDER NOW**

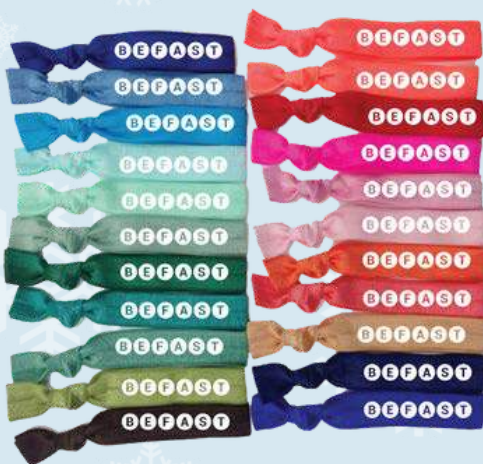
## Crooked Smile Long Sleeve Tees

Now available on [swag.site!](#)  
Please order up to 10 per hospital if you have not yet!  
Color Options:

- Indigo Blue (pictured)
- Cardinal Red
- Dark Heather Gray
- Irish Green
- Sport Gray
- Purple
- Orange

**COMING SOON**

### Hair Ties



### Jar Grips



### BE FAST Stickers





# Intern Spotlight



Hello! My name is Agatha Asumugha. I am Nigerian American and my parents were born and grew up in Nigeria. My future plans are to become a Physician Assistant and finally do what I love. My favorite hobbies include shopping, hanging out with friends and listening to music. I love fantasy and romance shows and movies!

Agatha will be working closely with the Health Educators this upcoming semester and we are excited for her to join us and help raise stroke awareness!

## Stroke Survivor Story



May 27 started like any other day for Stephanie Kirkendoll. She went to work, came home, grabbed a Dr. Pepper to sit down and watch some TV when suddenly her world turned upside down.

At just 30 years old, she never could have imagined that she was having a severe stroke. She still struggles slightly finding words and carrying on quick conversations, but she is confident she will keep getting better-for herself and her daughter. She is now passionate about sharing her story and educating others on stroke, despite how nervous it can make her!

Grab some tissues and watch her story [here](#).



# Important Websites

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

**Swag**  
[arsaves.com](https://arsaves.com)  
Password: ARSAVES

**Nurse Facilitator Website**  
[arsaves.uams.edu/ar-saves-healthcare-professionals](https://arsaves.uams.edu/ar-saves-healthcare-professionals)  
Password: STROKEPROGRAM

**Peer Review**  
[arsaves.uams.edu/peer-review-forms](https://arsaves.uams.edu/peer-review-forms)

**Genentech**  
[genentechmaterials.com/strokeawareness/items.sgi](https://genentechmaterials.com/strokeawareness/items.sgi)

**Learn on Demand**  
[www.learnondemand.org](https://www.learnondemand.org)  
(User must create an account with LOD)





# Reminders

## Social Media:

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

## Photo Releases:

Remember to attach photos to your monthly report and provide photo releases.



## Mini and Mega Brains:

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



## Community Outreach Events:

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](mailto:OWilson2@uams.edu)  
501-615-4697

### Brittany Savage

[BASavage@uams.edu](mailto:BASavage@uams.edu)  
501-400-6437

### Jahlea Lasker

[JLasker@uams.edu](mailto:JLasker@uams.edu)  
501-258-6402



## Community Outreach Calendar

### January

Pharmacist Awareness Month  
#BEFASTForPharmacists  
National Blood Donor Month

### 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