

Presenter Disclosure Information

FINANCIAL DISCLOSURE

Grants/Research support: None

UNLABELED/UNAPPROVED USES DISCLOSURE: None



Delta States Stroke CONSORTIUM

Alabama Arkansas Louisiana Mississippi Tennessee

Delta States Stroke Consortium

BE FAST
know the warning
signs of stroke

Face Sudden numbness or weakness in the face or on one side of the body

Arm Sudden numbness or weakness in one arm or on one side of the body

Speech Difficulty speaking or seeing

Time = Brain! Call 911- Treatment within the first three hours of a stroke can be critical.

About Delta States Stroke Consortium

The **Delta States Stroke Consortium (DSSC)** is an organization funded by a grant made by the Centers for Disease Control and Prevention (CDC) to the School of Public Health at the University of Alabama at Birmingham (UAB).

WHO WE ARE

The **DSSC** is comprised of eighty members from five states:

Alabama
Arkansas
Louisiana
Mississippi
Tennessee

DSSC PURPOSE

DSSC States have come together to identify, document, and implement opportunities for additional interventions that may reduce the burden of stroke in the central to west-central portion of the Southeastern United States.

The **DSSC** is modeled closely after the Tri-State Stroke Network that includes Georgia, North Carolina, and South Carolina. With the formation of the **DSSC** all eight states of the stroke belt are included in and represented by a consortium.



Working Groups

- **Risk Factor Prevention and Risk Factor Control**
- **Identification of Stroke Signs and Symptoms**
- **Emergency Medical Services and Acute Care**
- **Rehabilitation Management**
- **Secondary Prevention**

DSSC Partners

AmeriCorps
American Stroke Association
Birmingham Regional Emergency Medical Services System
Energen
Episcopal Place
Great Lakes Regional Stroke Network
Hoover Fire and Rescue
Jackson Heart Study
National Stroke Association
NIH/NINDS
PEMCO Aeroplex
Stroke Belt Consortium
Stroke Belt Elimination Initiative
Southeastern Emergency Medical Services
Tri-State Stroke Network
University Optometric Group

IDENTIFICATION OF STROKE SIGNS AND SYMPTOMS

Domain	Concept	Priority	Feasibility	Opportunities	Challenges
Education of Lay Public	To develop S/S message and response in a very simple and appropriate format, and translate to billboards, posters, and handouts	Very High	High	Share resources and develop "regional" message. Partner with other organizations (ASA, NSA, TSSC, NIH).	Payments for developing message (\$5K?), and to pay for distribution. Make sure message has not already been developed by NIH or others.
Education of health care providers <u>and</u> lay public	Develop standard materials including slides, and provide training in the use of materials to broaden the number of people who can send message.	High	High	Multiply the number of people who can send the message. Recruit stroke victims or spouses to send message. Work in faith-based environments. Can have two sets of materials – lay and professional	Recruiting those who will be the speakers.
Education of lay public	Recruit panel of opinion leaders to assist in sending message and raising awareness	High	High	Recruit an "opinion-leader leader" (Senator Frisk?). Try to recruit African American leaders (who are at remarkable risk from stroke)	Many other people are after the same people we are after. Need to have someone "champion" the effort and provide support
Education of health care professionals	Once S/S identified, tendency is to call PCP who provides inappropriate guidance. Need to have PCP send call 911 message	High	Low	Remarkable gains are possible by changed referral patterns	Turf and control of patients.
Changing health care environment	As part of initial S/S recognition, the system needs to automatically activate stroke specialist at the hospital who will receive the patient.	Medium	Low	Improved outcomes are associated with prompt and specialized care. JACO is coming and will assist in implementation.	Turf, control of patient.
Changing health care environment	Reduce barriers to calling 911 by assuring that costs will be covered	High	Low	Many people do not call 911 after symptoms are recognized because of fear of payment. Can third parties ("Blues") send message that this is covered.	Each state has their own "Blues" and other third parties. Blues are hard to talk approach.



***Know Stroke.
Know the Signs.
Act in Time.***

The National Institute of
Neurological Disorders and Stroke

**KNOW
STROKE**
KNOW THE SIGNS. ACT IN TIME.



Know Stroke in the Community

- Completed pilot program in five cities
 - Houston
 - Richmond
 - Chicago
 - Birmingham
 - New Orleans



Results

- Recruited and trained 63 Champions
- Conducted more than 350 Know Stroke events
- Reached more than 100,000 people
- Ongoing relationship and partnership
 - Texas Department of Health
 - Illinois Rural Health Association
 - Delta State Stroke Consortium



Pre-Test



- What is a stroke?
 - A) a mild heart attack
 - B) brain disease caused by a block or break in the flow of blood to the brain
 - C) the loss of muscle control in the legs causing the person to collapse
 - D) the inability to breathe in enough air from being very nervous.

- True or False – Stroke is a rare medical condition and only doctors can tell if someone is suffering from it.

- Which is not a sign of stroke?
 - A) confusion or trouble speaking
 - B) trouble moving the arm, leg, or face
 - C) a severe headache
 - D) coughing out of control

- What should you do if you think someone is having a stroke?
 - A) get them a glass of water and help them breathe
 - B) call 911
 - C) call your doctor's office the next morning after the person has had rest
 - D) talk to them and pat their cheeks until they come around

- Early treatment of stroke decreases / makes no difference in / increases the risk of long term disability.

Date: _____

Post-Test



- A stroke occurs when _____ to the brain is interrupted.
- True or False - A stroke is a disease of the brain and does not affect any other parts of the body.
- Why is it important to know the signs of stroke?
 - A) the stroke victim needs to lie down needs to lie down
 - B) to protect yourself immediately by taking cover
 - C) to get help as soon as possible
 - D) to see how many signs you can identify before calling the doctor
- Which of the following are not a sign of a stroke?
 - A) sudden confusion or trouble speaking
 - B) numbness or weakness on one side, particularly the face, arm, or leg
 - C) sudden severe headache
 - D) stiffness in the neck and shoulders
 - E) trouble seeing
- True or False - Calling 911 and treating the patient quickly can help prevent or lessen disability after stroke.

Date: _____





Be FAST

Know the Warning Signs of Stroke

Face — Sudden numbness or weakness in the face or one side of the body.

Arm — Sudden numbness or weakness in arm or on one side of the body.

Speech — Difficulty speaking or seeing.

Time — Time is of the essence. **Call 9-1-1** if these symptoms occur suddenly or are accompanied by: the loss of vision, the loss of balance with dizziness or the worst headache of your life, with no known cause, both sudden and severe.

Time = Brain. Treatment with tPA needs to begin within three hours of onset.

www.deltastroke.org



BE FAST

KNOW THE WARNING SIGNS OF STROKE

- F** **ace** — Sudden numbness or weakness in the face or one side of the body
- A** **rm** — Sudden numbness or weakness in arm or on one side of the body
- S** **peech** — Difficulty speaking or seeing
- T** **ime = Brain.** Call 9-1-1 if these symptoms occur suddenly or are accompanied by: the loss of vision, the loss of balance with dizziness or the worst headache of your life, with no known cause, both sudden and severe.

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Delta States Stroke CONSORTIUM

Alabama Arkansas Louisiana Mississippi Tennessee



A working partnership to improve stroke information

In the Summer Issue

Greetings

Max Michael, MD

Joint Meeting

August 16

Tri-State Stroke
Network and
Delta States Stroke
Consortium

DSSC Working Group Updates

DSSC Working Group
and co-leaders

DSSC Photos

DSSC members
Collaborating

Survivor Story

Tim Baer shares
experience

DSSC Website

Coming soon, the
DSSC Website

Resource Committee

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Greetings from Max Michael, MD

The Delta States Stroke Consortium is truly a partnership of individuals representing five southern states with a keen interest in making a contribution to understanding and treating strokes and their related effects.

The success of this working partnership can be directly attributed to the time and efforts of each of you. I commend you all on your efforts and I extend my heartfelt appreciation. Your hard work makes the Delta States Stroke Consortium a contributing factor in discovering better ways to reduce strokes and increase the health and wellbeing of members in the communities in which we live.

Sincerely,

Max Michael, MD
Dean, UAB School of Public Health

Joint Meeting Tri-State Stroke Network and Delta States Stroke Consortium—August 16

The Delta States Stroke Consortium is pleased to come together with the Tri-State Stroke Network for a joint meeting Monday, August 16 at the Crown Plaza Ravinia Hotel in Atlanta, GA.

A full agenda can be found on the back of this newsletter.

The registration deadline is August 5. We look forward to your attendance.