

# NEW JERSEY STROKE COORDINATORS CONSORTIUM

## Increasing Stroke Knowledge through Community Based Education:

### New Jersey's Innovative Initiatives



2006

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#### Background:

Although the intervention and management of stroke has been rapidly progressing, community education remains an essential component to primary and secondary stroke prevention and treatment. The New Jersey Stroke Coordinators Consortium (NJSCC) represents over forty NJ hospitals that collaborate and share ideas to best facilitate community stroke education. NJSCC is committed to educating and bringing stroke awareness to their surrounding communities. This education includes, but is not limited to:

- signs and symptoms of stroke
- stroke prevention
- personal risk assessment
- lifestyle modification
- seeking immediate medical attention for their symptoms

#### Aims of the Project:

- Community education concerning signs and symptoms of stroke including personal risk assessment and modification
- Prevention screening
- Emphasis on early treatment to facilitate better outcomes

#### How goals were accomplished:

NJSCC and the Community Education Work Group collectively brainstorming, identifying and implementing ideas felt to be best practice methods for reaching out to the community.

#### Educational Offerings:

▪**General population:** Education via Health Fairs, Stroke Alert Days, Local Business Corporations, Fitness Centers, the Health Department, YMCA's, Libraries, Banks, State Troopers, Farmer's Market, the Justice Department, Pharmaceutical Company, Community Centers and Hospital Front Lobbies. Media outlets include: Local Newspapers, Television, and Radio.

▪**Elderly population:** Senior Centers, Retirement Villages and Churches.

▪**Minority and women populations:** "More than Just a Do" Stroke Awareness at Beauty Salons, Latin Family Health Day, Women's Health Symposia, Heart Fitness and Stroke Prevention for Women, African American Breast Cancer Health Summit and Go Red for Heart and Stroke Awareness.

▪**Non-clinical hospital staff:** Collaborated with hospital wellness departments, lectured during general hospital orientation, ACT FAST training and Cook Healthy hospital cafeteria program, where signs and symptoms of stroke were discussed.

▪**EMS:** Worker education.

▪**Elementary and high school curriculum:** Education on dialing 911 for loved ones experiencing symptoms of stroke.

Educational Offering	% of hospitals	# offered in NJ	# of participants
Stroke Screening	86%	35	3301
Senior Programs	4%	27	542
Minority Populations	33%	6	769
Non-Clinical Staff	26%	4	147
EMS	33%	16	169
School systems	2%	4	600+

#### Measurements:

The outcomes were measured by determining the number of community members reached, as a collective group, from January to June of 2008.

#### Conclusion

Barriers experienced by the Coordinators included time constraints to identify, call and find new venues, challenges getting staff to volunteer their time, low community turnout, financial and administrative support, and women health care gap. The NJSCC will continue to explore ways to break these barriers and increase stroke awareness in our surrounding communities.

#### Hospitals participating in data collection:

- Atlantic Health System-Overlook Hospital
- Atlantic Health System-Morristown Memorial Hospital
- Bayshore Community Hospital
- Chilton Memorial Hospital
- Cooper University Hospital
- Hackensack University Medical Center
- JFK Medical Center
- Kennedy Health System-Cherry Hill
- Newark Beth Israel Medical Center
- Robert Wood Johnson University Hospital Hamilton
- Robert Wood Johnson University Hospital-New Brunswick
- Somerset Hospital
- South Jersey Healthcare
- St. Francis Hospital
- Trinitas Hospital
- Valley Hospital



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