

# Stroke Awareness Multi-Media Campaign in Central New York

Central New York Stroke Task Force Members

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## I. Background

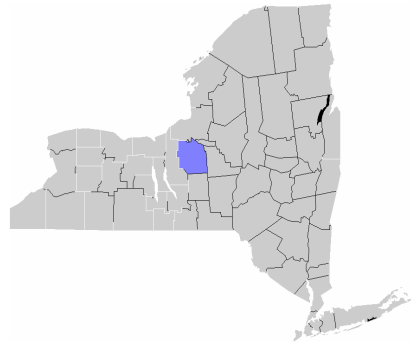
Coverdell Stroke registries (4 States)  
 •45% of stroke patients had documented symptom onset time  
 •48% of those with documented time arrived within 2 hours  
 • **Only 22% of all stroke patients arrived within 2 hours**  
 •53% arrived by ambulance  
 •Need to increase % arriving within 90 minutes and % arriving by ambulance

## II. Campaign Development

- Messages
  - Used F-A-S-T mnemonic
  - Key messages in TV ads:
    - “call 9-1-1 within 1 hour of beginning of any symptom”
  - New Treatment is available
  - TV and Radio ads developed by NYSDOH based on Focus Group results
- Campaign Components
  - TV- 30 sec. spots
  - Radio - 60 sec. spot
  - Earned Media (TV and Radio Interviews)
  - Print Material (table tents, pharmacy cards, & magnets)
- Cost
  - \$30,000 from the NYS DOH
  - \$2,000 from Designated Stroke Center
- Presentations
  - 6 throughout the region
  - 2 staff lectures
  - 2 Health fairs
  - University Hospital booth at the state fair

## III. Results

- Get With the Guidelines data from 1 Designated Stroke Center
  - Mode of arrival to ED
  - Time of Symptom onset to arrival in ED



### Duration and Intensity

	Date	Duration	Total times aired	Times / WK	Earned Media
TV	May- June 07	6 Wks	352	59	1
Radio	May 07	4 Wks	120	30	1

### Pre Hospital Delay

	Pre	During	Post
Arrive <= 90 minutes of Symptom onset	39%	64%	*33%
Arrive <= 3 hours of Symptom onset	20%	16%	30%

\*Another Designated Stroke Center opened in the area

### Arrival Mode

	Pre	During	Post
	%	%	%
Arrival by EMS from scene	52	61	55
Private Transport	18	7	16

## IV. Conclusion

- Intensive mass media campaigns can increase the % of people arriving by ambulance to the ED
- Intensive mass media campaign can increase the percent of people arriving to the ED within 90 minutes of symptom onset
- Need for consistent messages
- Existing data (e.g. GWTG, and EMS) can be used to evaluate the impact of community education at the local level.
- In order to maximize impact the communication campaign needs to be sustained