Primary Prevention/Community Education Workgroup
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~ No Disclosures ~

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October 2012, NECC Advisory Group combined the “Primordial and Primary Prevention” and “Community Education” workgroups into:

Primary Prevention/Community Education Workgroup
Project Background

Historically:
• PSC requirements for community education fairly vague
• No consistent measure of effective education for JAHCO and state designations
• Little standardization or measurement of effectiveness

Our Focus:
• Assess range of education programs including awareness and utilization of available resources
• Help hospitals educate more effectively with measurable results
• Draft a “standard” for states and designating entities as a potential hospital performance measure
Project Description

• Evaluate current processes & requirements of DOHs in NECC region via telephone interviews
• Refine our survey based on DOH telephone interviews
• Assess findings, share aggregate results
• Develop criteria for community stroke education

Assumptions:

• Effective, market tested stroke education campaigns already exist
• Similarities in how DOH campaigns are funded, designed, measured
• Linking acute settings and public health resources will net consistent messaging; greater public absorption
• Consistent community education targeting risk populations will increase stroke prevention awareness, S/S recognition and 911 activation
Opportunity in NECC Region

• Shape a demonstration project to help redefine community education standards, as required by state departments

• The blended workgroup structure of NECC (hospitals, DOHs, public health and providers) offers a unique mix of skills, perspectives and resources to improve the overall effectiveness of primary stroke prevention
Next Steps

- Complete DOH survey interviews
- Compile narrative results into e-survey version for aggregate data
- Share results with survey participants
- Determine survey for hospitals
- Implement hospital survey, assess results for possible standards
Workgroup Members:

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