



Evolving Strategies in Stroke Outreach

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Past and Present

Nilam Patel (Administrative Director)



DukeHealth



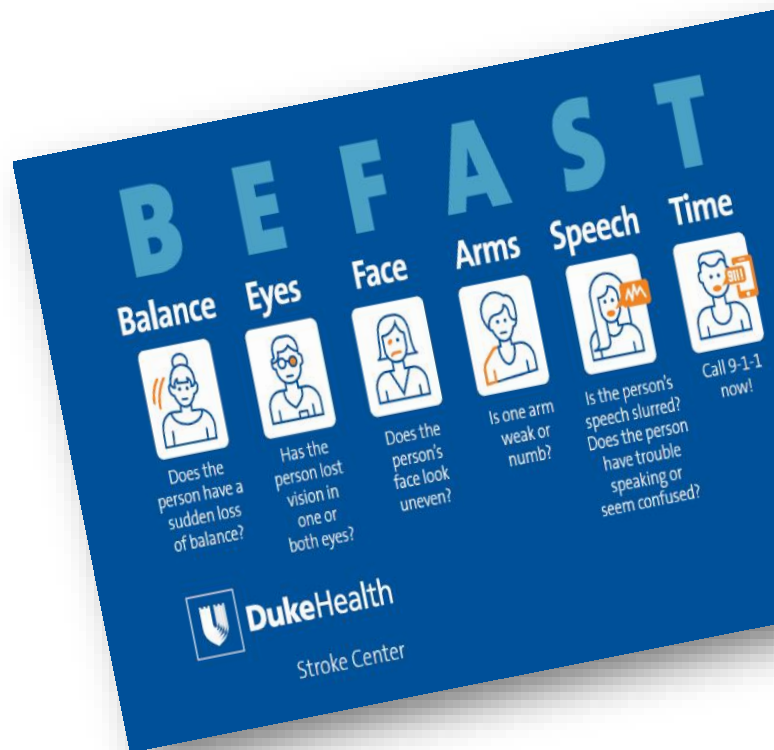
- Farmer's Market
 - Active Living Facilities
 - Grocery Stores
 - Community Health Centers
 - Schools
 - Sporting Events
 - Employee Education
 - Expositions
 - Radio
- Postcards (Pay it Forward)
 - Outpatient Pharmacies
 - Facebook
 - Duke Consultation & Referral Center

Pay it Forward Campaign



Pay it Forward initiative with postcards

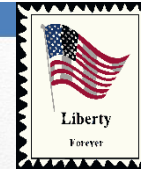
- Rounding on the Units (inpatient and outpatient)
- Outpatient Pharmacies
- All outreach events



Dear Friend,

You have been tagged to learn the signs and symptoms of a stroke. This important information can save a life. Please educate yourself and pay your knowledge forward.

Tagged by _____



Stroke Awareness Digital Campaign



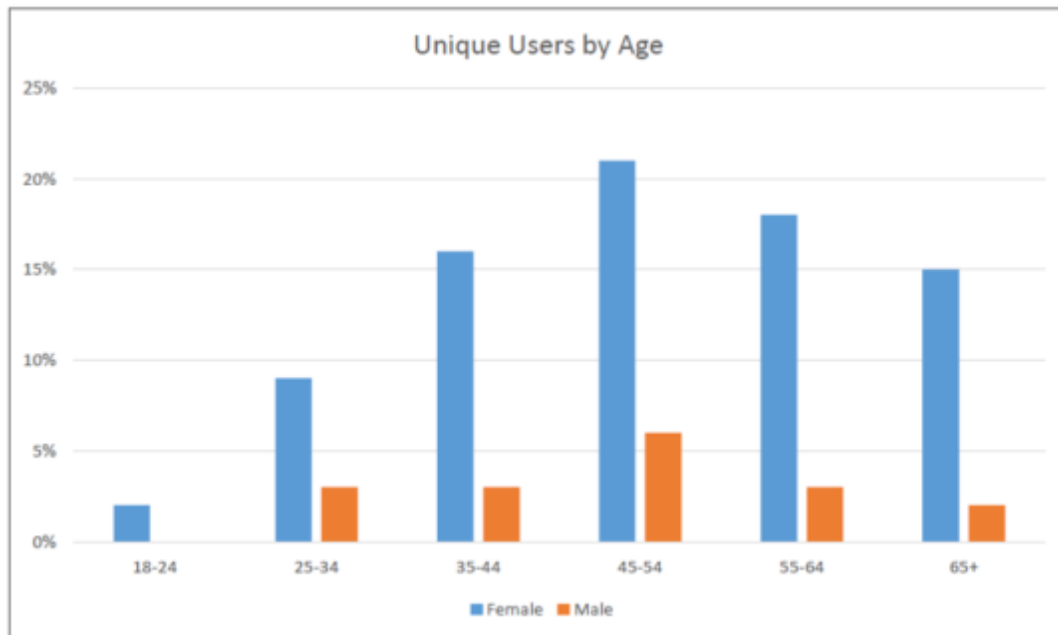
Facebook

Marketing recommended Facebook as the most efficient way to reach the target audience

From Pew Research Center:

- 79% of online adults (68% of all Americans) use Facebook
- 74% of these users are on Facebook daily

Unique Users Who Visited the Landing Page - Demographics



- The majority of unique users were women between 45 and 54.





Did you know that stroke is a brain attack that happens suddenly? Be ready to B.E F.A.S.T (spell out), BE FAST! B is for Balance, E is for Eyes, F is for Face, A is for Arm, S is for Speech, and T is for Time to call 911. These signs are sudden and may impact a person's balance, vision, smile, arm or leg strength, or speech. If you notice any of these signs, treat it as an emergency and call 911 immediately. **36 seconds**

- **Transition**

Did you know that 80% of all strokes are preventable and yet continues to be leading cause of long term disability in the United States? Our primary care physicians are committed to your health and wellness. They can help you lead a healthy lifestyle to avoid common stroke risk factors such as high blood pressure, diabetes, and high cholesterol. **25 seconds**

- **Transition**

Unsure if you're having a stroke? Call 911 anyway. Don't wait. Stroke can happen to anyone at any time, regardless of age, race, or gender. A stroke occurs in the brain when an artery is either blocked or bursts. Fast treatment of a stroke will decrease the damage done by this blockage or bleed. Remember BE FAST, do not wait. **26 seconds**



Current and Future

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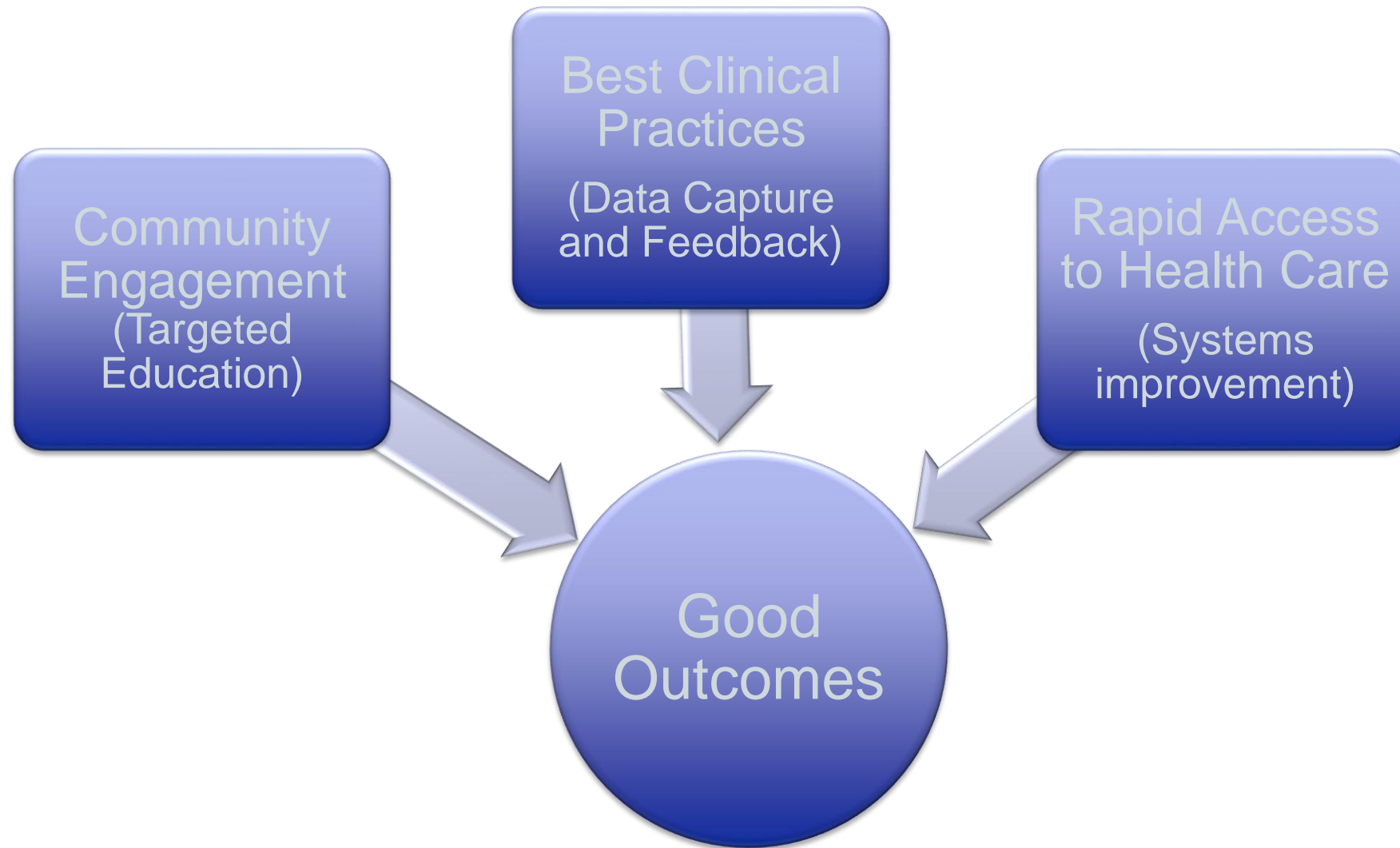


A model for developing and implementing an integrated Regional System of Stroke Care

1. WHO YOU TREAT: Patient Access by targeted community outreach and education
2. HOW YOU TREAT: Standardize Care as much as possible based on evidence driven practices (develop a "standard play-book" a.k.a. a manual of best operations)
3. WHERE YOU TREAT: Partner with other "champions" in your region to integrate care within and across systems of care; collect data on performance and feedback in order to target opportunities for improvement



IMPROVE Stroke Care – Program Goals

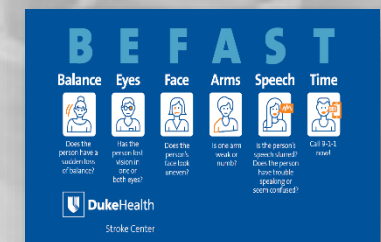




CUT-OUT-STROKE

A regional
barbershop based
BEFAST education
program

Implementation
planned for summer
of 2019



Duke Stroke Center: Community Outreach

