

# **Stroke Advisory Council Meeting**

**August 8, 2019**

**Embassy Suites**

**Wilmington**

**Hosted by New Hanover**

**Regional Medical Center**



*Justus-Warren Heart Disease  
& Stroke Prevention Task Force*

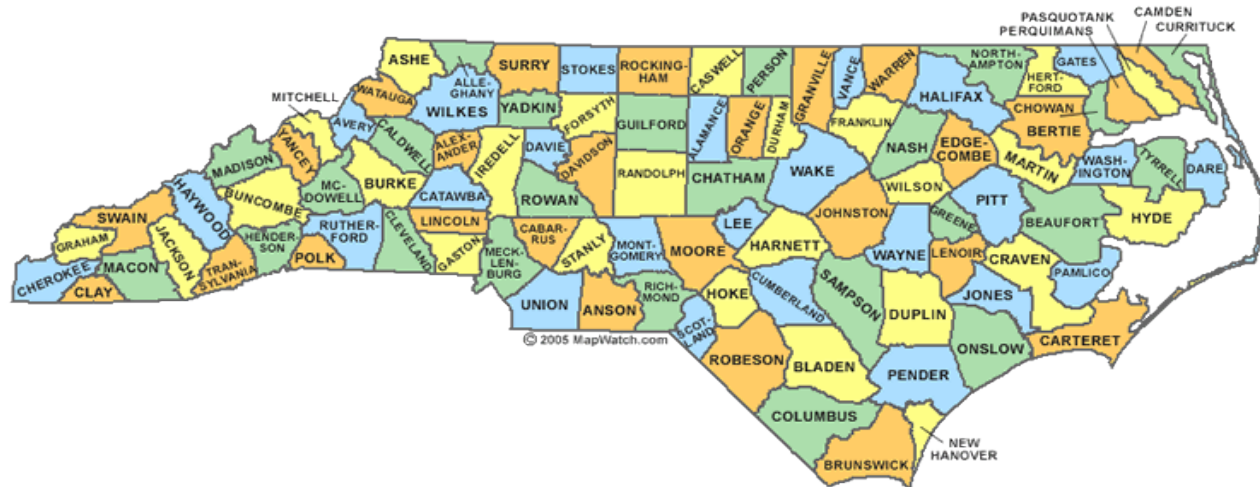
# Agenda

- I. Welcome & Introductions
- II. Approve May 1, 2019 Minutes
- III. Stroke Care Plan Development
- IV. Stroke Prevention Campaign Wrap Up
- V. Stroke Services at New Hanover Regional Medical Center
- VI. Results from COMPASS Study
- VII. Interactive Stroke Recovery Guide

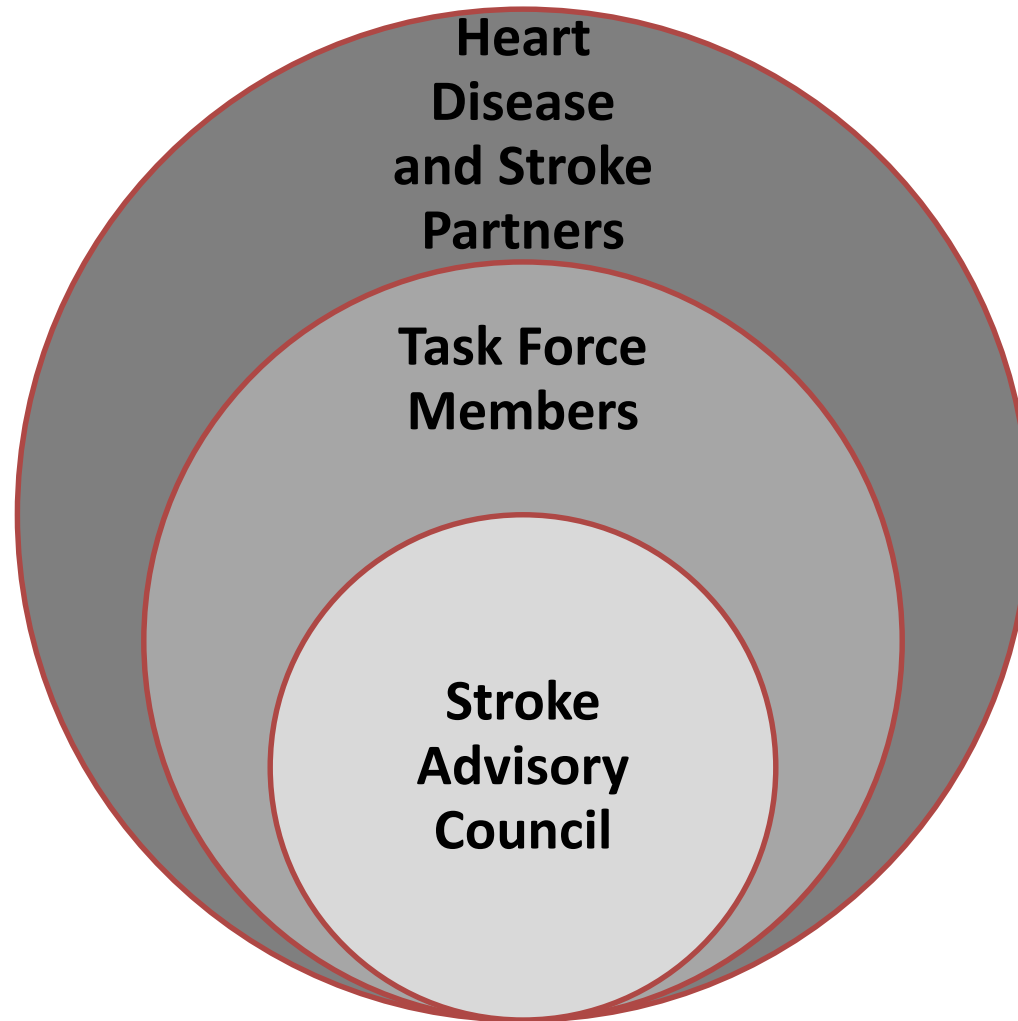
# Stroke Advisory Council

**Established in 2006, the **Stroke Advisory Council** advises the Task Force on the statewide system of stroke care.**

- G.S. 143B-216.60



# Justus-Warren Heart Disease and Stroke Prevention Task Force Structure



**Join us!**

# Stroke Care Plan To Be Released November 2019



# Stroke Care Plan

## Directory of Stroke Resources

### Four Sections

1. Stroke Prevention
2. Stroke Care
3. Post-Stroke Care
4. Advocacy

# Stroke Prevention

1. Provide education  
Stats, Risk Factors, Ways to Prevent
2. Provide education for specific target audiences
3. Provide wellness education and services
4. Provide education about secondary stroke prevention
5. Address disparities
6. Enhance access to primary care
7. Encourage inter-organizational collaboration and sharing of resources

# Stroke Care

1. Stroke Care by EMS  
Transport, Metrics, Education
2. Stroke Care by Telestroke
3. Stroke Care by Hospital Systems  
Stroke Certification, Stroke Teams,  
Protocols, Imaging
4. Stroke Care Using Data  
HIE, Data abstraction



# Post-Stroke Care

1. Support transition planning  
Education, protocols
2. Encourage care coordination  
Integrate across providers, with EHR
3. Promote post-stroke care services, resources
4. Identify post-stroke metrics
5. Provide education about stroke prevention
6. Recommend post-stroke patient advocates

# Advocacy

1. Support advocacy efforts
2. Support policies to prevent stroke
3. Support efforts to enhance Stroke Care
4. Support efforts to enhance Post-Stroke Care

# Stroke Advisory Council Meeting

**November 14**

***Stroke Care Plan Launch***

**Lunch at noon**

**Meeting from 1-3**

***McKimmon Center, NC State University***

***1101 Gorman Street, Raleigh***

# Stroke Prevention Campaign

**Purpose:** To encourage the African-American community to embrace small changes to prevent stroke

**For whom?** African American adults ages 35 – 64

**Where?** eastern NC

small steps  
**BRIGHT  
FUTURE**



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# Focus Groups

*It doesn't have to be intimidating  
to get started.*


*Small steps add up to something bigger.*

*Be motivated while you're young,  
and you'll be thankful for it when you're older.*



small step:  
**MOVE MORE,  
WALK NOW**

**Start**  **With**  
**Your Heart**<sup>®</sup>

**Start**  **With**  
**YOUR Heart**<sup>®</sup>  
*Justus-Warren Heart Disease  
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small step:  
**KNOW YOUR  
NUMBERS**

Start   
Your Heart<sup>®</sup>

Start   
YOUR Heart<sup>®</sup>

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**TAKE THE STAIRS**  
To Prevent Stroke

Start With Your Heart®

[Learn More »](#)

A graphic with a blue background. At the top, there are two icons: an elevator with a red 'X' over it, and a set of stairs with a green checkmark over it. Below the icons, the text "TAKE THE STAIRS" is written in large, bold, white letters. Underneath that, "To Prevent Stroke" is written in smaller, yellow letters. The "Start With Your Heart" logo is in the center, and a blue button with the text "Learn More »" is at the bottom.



- **When?** April 15 - June 30, 2019
- **How many?** 3,653,831 million Impressions
- **How well?** .28% **Click-Through** and **Engagement Rates** above .18% benchmark
- 70.3% **Video Completion Rate**



small steps  
**BRIGHT  
FUTURE**

[startwithyourheart.com](http://startwithyourheart.com)

### Ready for Use

- Social Media Posts
- Radio Ads
- TV Ads
- Videos
- Banners
- Billboards
- Floor Decals
- Newspaper Ad
- Posters

## Next Work Group Calls

- **Integrating and Accessing Care 9/25** 3-4 pm  
David Huang & Carmen Graffagnino
- **Post-Stroke Health 9/25** 11am-12 pm  
Pam Duncan & Sylvia Coleman
- **Prevention & Community Awareness 9/20**  
11am-12pm Sarah Jacobson &  
Gwen Wise-Blackman