

Virginia Stroke Systems Coordinator's Consortium

**Stroke Education
Quarter-3 2010**

VSSCC Objective: To inform the community about stroke signs and symptoms and prevention

Hospital	Activity Name & Description	Objectives	Number of Participants	Were outcomes evaluated for this activity?
<p>Carilion Roanoke Memorial Hospital</p>	<p>Activity 1: TV (news) (July - Sept): Stroke coverage on all major local networks.</p> <p>Activity 2: Billboards: (July - Sept). 10 Billboards up, 3 months each.</p> <p>Activity 3: Newspaper (paid): 39 ads. Newspaper (news): Stroke coverage in primary metro paper and multiple community papers.</p> <p>Activity 4: Radio: WTFF/NPR sponsorships: 136 announcements, Also,</p> <p>Activity 5: July 16, 2010, Roanoke City Fire and EMS</p> <p>Activity 6: July 19, 2010, Roanoke City Fire and EMS</p> <p>Activity 7: July 19, 2010, Shawsville Volunteer</p>	<p>A1-A8: To increase the community's knowledge of the signs and symptoms of stroke, calling 911, and warning signs.</p>	<p>A1: 400,000 households in coverage.</p> <p>A2: Average traffic count per board ~20,000 vehicle daily.</p> <p>A3: Average circulation 150,000+. Average readership (x 2.1) = 315,000</p> <p>A4: average listenership ~75,000.</p> <p>A5: 32</p> <p>A6: 35</p> <p>A7: 16</p>	

	Rescue Squad Activity 8: July 20, 2010, Roanoke City Fire and EMS		A8: 38	
Chesapeake Regional Medical Center	Radio Public Service Announcement	Educate public on recognizing signs and symptoms of stroke and calling 911	110,160	
Fauquier Health	Community Education (9/18, 9/25)	Education on stroke prevention	75	
Martha Jefferson Hospital	Activity1: African American cultural arts festival (7/31/20) Activity 2: Southwood Mobile Home Park (8/19/10)	A1: Community outreach/BP and glucose screenings A2: Community outreach/screenings	A1: 116 A2: 31	A1- A2: analyzed results of BP and glucose screenings into ideal and at risk categories.
Mary Washington Hospital	Activity 1: _Lee Elementary School Spotsylvania Co PE teachers: Stroke Education (8/19/10) Activity 2: EMS Stroke Training (8/15/10) Activity 3: _Health Screenings at local	A1: _Increase healthy lifestyle to teach kids through county PE teachers A2: _Increase EMS awareness of stroke, rapid assessment and triage to nearest Primary Stroke Center A3: Increase employee awareness stroke risk	A1: 17 A2: 30 A3: 38	A2: _Evaluate with feedback from EMS providers. Many requested information/materials to teach class to their local stations. A3: Review the number of participants and the # that have

	newspaper/radio station Free Lance Star/WFLS (9/28/10)	factors/signs/symptoms of stroke to focus efforts on prevention		blood pressure > 140 systolic that may need follow-up care with their primary MD
Rockingham Memorial Hospital	Activity 1: Rockingham County Fair BP Screens (8/17,8/19) Activity 2: Community seniors education (8/2, 8/10) Activity 3: Sunnyside Community Educaton (9/14) Activity 4: JMU Nursing Students (9/10) Activity 5: Fall Fitness Festival (9/18) Activity 6: Stroke Education Book markers (August 2010) Activity 7: International Festival	A1: Stroke awareness and education A2: Increase knowledge of stroke care and management A3: Stroke awareness for retirement community A4: Stroke awareness A5: Stroke awareness A6: Education on signs and symptoms A7: Stroke education	A1: 400 A2: 40 A3: 300 A4: 64 A5: 100 A6: Distributed to 100,000 community residents A7: 180	A1-A2: Increased admissions of stroke patients within 3 time window A2: Recognition of signs and symptoms of stroke A3: Not formally A4: Written evaluation

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Number of People Reached for Quarter-3 2010	1,021,672
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