



Improving Stroke Care in Illinois

Making it a Reality in Rural Areas

Contact:

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Stroke is a Thief

Stroke is a Thief – It robs people of

Identity **Home** Relationships

Speech **Joy** Dreams

Career Independence

Motherhood **Sight**

AND, **So many of life's pleasures**

#1 Cause of Long Term Disability



ICAHN's Goals for the Initiative

- Create the **vision** and the need for improving stroke care
- Implement the **six key elements** of the ICAHN plan for stroke
- Provide **services and resources and funding**
- Engage hospitals in accepting and meeting the **commitments** required to join the ICAHN Stroke initiative

Goals of the IL Stroke Law

- **Elevate the Quality of Stroke Treatment regardless of where a stroke patient lives by implementing a two tiered system of Emergent Stroke Ready Hospitals and Primary Stroke Centers.**
- Through legislation, **allow but not mandate for ambulances to bypass** hospitals that are not designated as stroke ready.
- Create EMS regional stroke committees



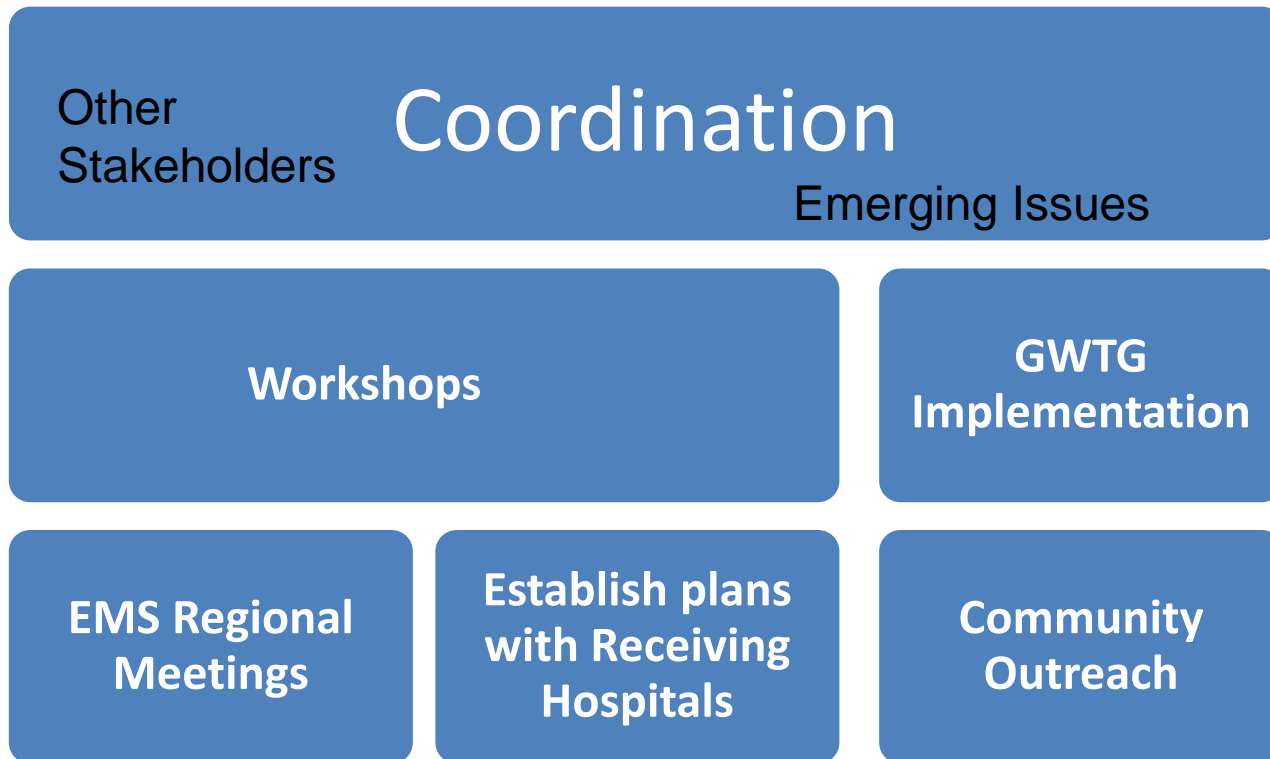
Proven Need

Evidence Based Guidelines in place
Small and Rural Hospitals needed leadership and resources
Only 1 CAH was using GWTG when we began

**The Wall Street Journal, November 9, 2003, Physicians' Weekly,
June 21, 2004, ADHERE Study*



Concurrent Events and Coordination



Expectations

- CEO buy-in through participation and support
- Identify a stroke champion
- Develop a stroke team
- Attend or complete Core Educational Classes
- Develop an in-house stroke alert
- Develop a pre-arranged plan for consultation and rapid transfer and transport to a receiving hospital of your choice
- Create a community stroke education plan

Collaboration

Coordination



Multiple Partners

- EMS – State, Regional , Local agencies
- American Heart Association
- Illinois College of Emergency Physicians
- IDPH Heart & Stroke Program
- Primary Care Physicians
- Illinois Hospital Assoc
- Rehabilitation Partners
- Community Organizations
- Other health organizations

Pact to Act FAST

- Designed to do more than teach the signs-
 - Designed to drive people to talk about stroke
 - Decide ahead of time to call 911
 - Change behavior at time of the stroke incident

The Need is Great: We are Emergent Stroke Ready
But our patients are waiting about 6 hours to come
to us

PACT to Act FAST Targeted Audiences

- **Schools**
- **Churches**
- **Workplaces**
- **Families**
- **Community Events and Organizations**
- **Guidebook with ready made, step by step activities specific to each audience**

Materials are Free

- Through a grant from Genentech Foundation we are able to offer
- Free Materials
- Free Shipping
- Orders are Picked and Packed and Shipped within 3-5 days
- Goal: Reach as many people as possible

Participants

- Health Departments
- Rural Health Clinics
- EMS Agencies
- Hospitals
- Drs Offices
- Community Groups like scouts, Rotary

2012 Results

- 15,000 people signed the Pledge to Act FAST
- 50,000 pieces of FAST materials shipped
- Outreach in 49 IL Counties
- 2013 Plans
 - Added over 200 RHC
 - Added funding for Media
 - Created new educational pieces:

What Every Family Should Know About Stroke

Know the Signs:

- Facial droop on one side
- Arm –one arm weak or numb
- Speech is slurred

Time is Critical to recovery note the time last known well



Plan with your family:



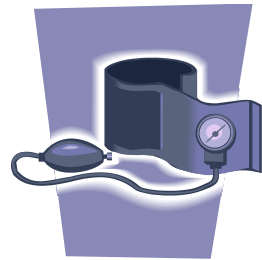
Agree today to call 911 when stroke signs occur even if the patient objects at the time: Make a Pact to Act FAST



Act FAST: Every second you wait, causes increases damage to your brain and more possible disabilities. **Call 911** Immediately. Treatment is available within the first 3 hours after a stroke begins.

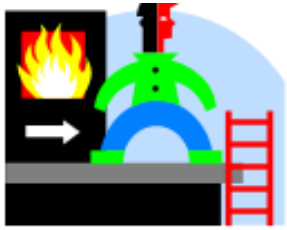
Reduce your Risk Factors for Stroke:

- Don't smoke
- Keep blood pressure 120/80
- Maintain cholesterol below 200
- Keep a healthy weight



PACT TO ACT FAST

Stroke is an Emergency



You have an emergency plan in case of fire



You have a plan in case of a tornado

What is your plan when someone has a **STROKE?**

Call 911 – Don't Wait

FAST Signs of Stroke – Know the Signs

FACE: Facial droop or uneven smile

ARM: Arm numbness, Arm weakness

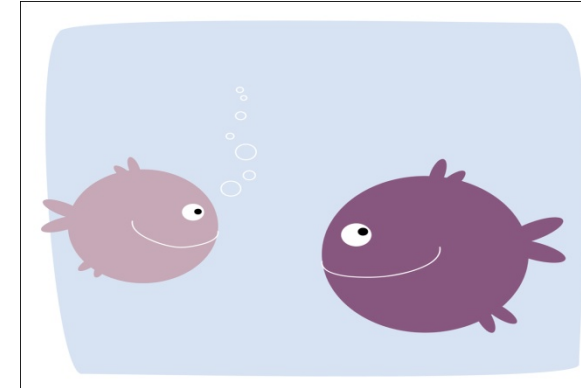
SPEECH: Slurred speech, Difficulty speaking or understanding

TIME: Call 911 and get to the hospital immediately for the fastest treatment possible

Life saving treatment is available if given within 3 hours of the first symptom of stroke.

Let's Communicate

- **Peggy Jones**
- **Consultant Representing ICAHN**
- **Organizing Stroke Systems of Care**
- **pjones@icahn.org**
- **309-663-0092 or cell: 309-830-0100**
- **www.icahn.org Go to Stroke Resource Library for recorded webinar and slide sets, and sample order form**



List of Materials for Pact to Act FAST

- FAST magnets
- FAST wallet cards
- FAST table tents
- FAST
- I pledge to call 911 sign up cards
- Posters
- CD PowerPoint for Community Education

Order Process

- Customer faxes order sheet to me
- I pick and pack the order
- Ship it
- Email the customer to let them know it shipped
- Add the order to the tracking spreadsheet
- Follow up to make sure I get an activity report

NOW LET'S HEAR FROM YOU

- Questions?
- Concerns?
- Suggestions?
- Needs?
- Other Partners to include?
- Gaps you see?
- Next Step: Reply to Peggy's Email for sign up or contact Peggy with your questions



THANK YOU

- And , Remember
- May is Stroke Month
 - Educate your community
 - Create Awareness within your hospital
 - Check out the Stroke Month Kit in the ICAHN Resource Library
 - Contact Peggy Jones as you evaluate your place in this initiative or with any questions on this program or help with stroke month ideas