

ICAHN'S 2018-2019 STROKE PERFORMANCE IMPROVEMENT GOALS



Community Education Goals

Learn how to Save Lives in your hometown and County and capture the proof of your work!

Key Messages for our Communities

- During our stroke initiative, right from the beginning, we have emphasized community education.
- As **leaders in the stroke program**, and in part due to your background as nurses, EMS providers, and ED physicians we must **work together** make community education a priority,.

Our key messages must be:

- Time is Brain
- **Call 911** – Don't wait
- There are advantages for the patient arriving by EMS
- Know the **FAST** signs
- As a relative or bystander, call 911 immediately: the person having a stroke is feeling fear, confusion, and worry so the relative or bystander must take the lead and call 911 **EVEN IF THE PATIENT objects**

Is Community Education Required for Designation?

- Community Education programs are not specifically required in the designation document.
- However, community education impacts your ability to improve performance so failure to engage the community is vitally important.
- The requirements are: **Elements of Performance for DSPM.**
- “A 1. D The program leader(s) identifies goals and sets priorities for improvement in a performance improvement plan.. A 2. The program leader(s) involves the interdisciplinary team and other practitioners across disciplines and/or settings in performance improvement planning. “

Health Belief Model

- A behavioral health theory is a combination of **knowledge**, **opinion**, and **actions taken** by an individual or group in reference to their health.
- To use the **Pact to Act FAST** health belief model, you must understand your audience by age, culture, customs and concerns.

To Reach your Audience

- Audiences remember and respond when they understand:
- **A Perceived Threat to self or their family**
- **Perceived threat** is when a person realizes that they may be **personally vulnerable** to this particular disease or a bystander (family, friend, stranger, neighbor).

Perceived Benefits VS. perceived Barriers

- Help your audience see that with stroke their BEST chance for full recovery or treatment is based on a timely response to symptoms.
- Ask your audience why they would NOT call 911 and help them understand the barriers to good health and a lifestyle they enjoy when they **DO NOT** let these barriers slow them down.
- Barriers may include cost, fear, embarrassment, suspicions about medications; among many others.

You Will Change Their Behavior IF

- You can overcome the perceptions that have been in place for many years. True stories or examples are helpful.
- When you help them understand the brain is dying but the body *may live-with disabilities* that can be avoided if they act in time.
- The cost of ignoring stroke symptoms can lead to a lifetime of costs caused by disabilities.
- Remind them to know the FAST signs



Taking your Stroke Care to the Next Level: **GOAL**

Our goal: increase the percentage of acute ischemic stroke patients (non-transfer patients) who first present to the emergency department via EMS

??What percentage of patients with symptoms of acute ischemic stroke **now arrive by EMS?**

?? What goal will your team **seek to achieve?**

How to Achieve your goal:

- Remember: We cannot improve what we do not measure!
- 1. **Step one:** Determine how you will track your education activities and how you will track arrivals by EMS
- 2. **Set your percentage of improvement goal for patients arriving by EMS**
- 3. **Step two:** Determine community events you will participate in with stroke education. Set a number for **how many** outreach efforts you will *do-then exceed it!*
- 4. **Step three:** Identify your target audiences such as large employers, schools, senior centers, churches, hospital employees, sporting events etc

Chart your progress toward the goal: Here is a sample chart shared by Carle

Event Name, services	Number of community members served	Location	Date
Cunningham Children's Home Elementary Education	10	Champaign, IL	4/11/2017
University of Illinois, Special Populations' Student Health Concerns Committee 24th Annual Health Fair	~3400 at fair, 300-500 at table	U of I Student Union, Champaign, IL	4/20/2017
Stroke Prevention, Recognition and Response, LMS	5645 assigned	Carle online LMS	5/2/2017

- You may want to add who worked the event
- You may also add yes or no if a Pact to Act materials were used
- If it the event included a blood pressure screening, you might want to capture
- How many people had high bp and if any had crisis level bp.

Reach out in other ways

- Facebook page(s)
- Other types of social media
- Newsletters to customer base
- Billboards
- Poster contest in elementary schools
- Simulation activities to experience what life is like with a stroke disability: example: make a peanut butter sandwich with one hand

Remember to track all outreach activities

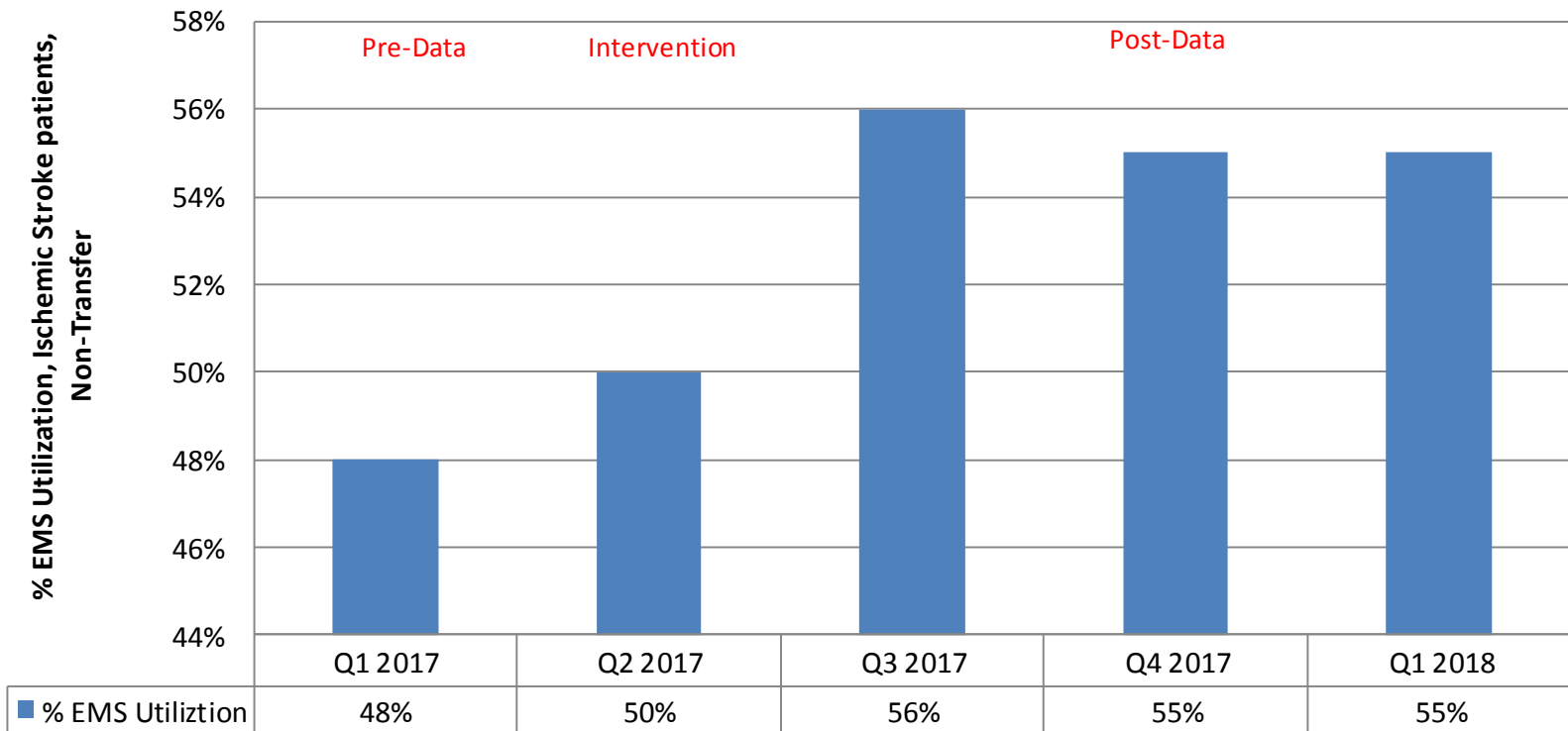
- As you partner with EMS and others, **ask them to follow your charting plan**
- Use presentations already prepared for you in the ICAHN library
- Show a video presentation, speakers, songs- you can find them on You Tube
- Look in the stroke library for links to various types of ready made presentations

Now measure your success

- In the first two years of our ICAHN hospitals focusing on community education- we saw a 20% increase in patients arriving by EMS
- When Carle Foundation Hospital implemented their focus on community education they saw year by year increases - see their chart
- When a Northwest UMC did an outreach in to some of the poorest neighborhoods, they learned why some people don't call 911 and addressed it through educational events

Carle Proves Community Education Works

SE10EOA: % EMS Utilization, Ischemic Stroke Patients, Non-Transfer



Materials Available

- The Pact to ACT FAST stroke education materials are available for you to order and use in your community outreach.
- The cost of both the materials and shipping is free. It is helpful if you log the use of the materials as part of your tracking –we use this information to apply for grants.

Use your resources!

The ICAHN Stroke Library holds many resources:

- Ready made PowerPoint Presentations for your outreach to the community
- A copy of the Pact to Act FAST order form
- Links to the State Designation Rules
- White Papers as published on ASRH
- New additions added as available

Key Partners Offer Valuable Resources

American Heart/American Stroke Association:

Find educational webinars, Target Stroke, great information for a newsletter, cultural specific resources, Stroke Month Kits, and the latest research

National Stroke Association: Lots of links to helpful tools, professional education, help for caregivers, publications and more

- **Genentech:** Everything you need to know about alteplase, professional education, awareness materials, EMS Education

Are you Ready to take your program to the next level?



Education, Resources, How to Measure Improvement, examples, Advice and a dedicated team! **Now do it** and then **brag** about it- let us know about your success.