

American Stroke Association Update



Who We Are

- An integrated Division of the American Heart Association that is solely focused on stroke
 - Mandate was not to duplicate infrastructure
 - Core national center team - Dallas
 - Stroke-specific staff woven into departments of AHA national center and affiliates
- Last fiscal year (July 01-June 02), spent more than \$131 million on stroke research and programs – second only to the Federal government



ASA Goals

- Increase adherence to primary prevention, secondary prevention and acute event guidelines
- Increase awareness of stroke warning signs/need to dial 911
- Drive Primary Stroke Center implementation
- Develop partnerships that extend our reach and capabilities
- Advocate for state and Federal policies that support our goals
- Increase awareness of ASA and its offerings
- Build and retain a loyal volunteer and customer base
- Generate resources to maximize our efforts
- Identify and fund meritorious research



Operation Stroke

- Metro Stroke Task Force launched in the late 1990's – 5 pilot sites
- Operation Stroke (OS) launched late 1999
- Increased visibility around stroke chain of survival and critical acute event issues
- Provided ASA with a local presence and established a stroke infrastructure
- Increased focus on doing a few things well vs. many things with little impact
- Established relationships with healthcare systems and other constituents (e.g. SHD)



Operation Stroke Today

- Now in 180 metro areas
- More than 150 affiliate staff partially or completely dedicated to stroke initiatives through OS
 - not including Communications, Advocacy and Managers
- Population in OS sites = 146 million



Focus of Operation Stroke

- ***Community education/stroke screenings***
 - Nearly 200,000 screened through direct staff coordination; est. 3 to 4 times more from partnering
- ***EMS (pre-hospital) provider training***
 - Approx. 68,000 EMS providers in 180 sites; OS has been involved in training approx. 35,000 of them
- ***Primary Stroke Center implementation***
 - More than 850 hospitals directly involved through OS (ASTP)



Operation Stroke Tomorrow



- Evaluation of OS underway over last year, working with affiliates to refine the focus
- Staff/volunteer group developing “future vision” for the program to account for new opportunities in the environment:
 - Ad Council campaign
 - JCAHO stroke center certification
 - Get With the Guidelines/Stroke
 - Other programs and advocacy opps

Relevance of OS in State Health Department Relationships

- Many of you are already working in partnership with Operation Stroke in your communities
- Common goals underpin relationship
 - Community education
 - Systems change



JCAHO Stroke Center Certification



- JCAHO launched a voluntary (not part of their accreditation program) disease specific care certification program last year
 - CHF, diabetes, asthma
- ASA is working with JCAHO to develop and apply standards to certify primary stroke centers
 - Provide ability for consumers and others to recognize which hospitals are equipped to treat stroke

JCAHO Stroke Center Certification

- Program will be based on
 - Flexible interpretation of Brain Attack Coalition Recommendations for Primary Stroke Centers (infrastructure)
 - Agreed-upon set of performance measures (outcomes)
- One year certification; one year renewal; site visit every two years



JCAHO Stroke Center Certification



- Market competition expected to drive early adopters; interest in program is building prior to program launch
- BAC has disbanded its task force on certification and defers to ASA on this topic
 - Many BAC members part of Advisory Working Group
- Program expected to launch late summer 2003



Relevance for State Health Departments; What Can You Do?



- Start talking to hospital leaders about the upcoming ability to have certified PSCs
- Watch for list of performance measures and flexible interpretation of BAC Recommendations so that alignment of programs can be achieved
 - Some SHDs are or may wish to participate in “recognizing” or “designating” PSCs
 - Encourage “wait and see” while nationwide measures are being negotiated
 - Feed information to ASA for integration

Ad Council

- **Ads Launched Nationally**
 - Airing as stations roll spots into commercial rotation; shipped to more than 1400 stations
- **Created 5, :30 commercials**
 - *“I Am A Stroke”*
 - Directed by James Woods
 - Celebrities appeal to multiple generations



“I Am a Stroke”



Don Rickles
Penny Marshall



Michael Clarke Duncan
Patrick Dempsey



Sharon Stone



Next Steps in Ad Council Campaign

- Watch for television spots (13 week rotations) – starting now – May
- Web banners - May
- Radio spots - June
- Creative approved for derivative materials
 - Bookmarks, posters, etc.
 - Attempting to obtain sponsorships to allow for free dissemination of materials
- Begin creative for print campaign - July



How Can You Use the Campaign?



- Obtain a copy of the video or DVD from your AHA/ASA staff liaison to run at community health events
 - Staff liaisons – your affiliate communications staff has a master
- Highlight the campaign on your web site
 - Download the web banners, when available
- Use the posters, bookmarks, etc. in your educational activities

DO YOU KNOW THE STROKE WARNING SIGNS?

By knowing the warning signs and risk factors, you can help yourself or a loved one reduce the risk of having a stroke and suffering permanent disability or death. There is treatment that can reduce permanent disability from most common type of stroke if it's given within 3 hours of the first symptoms.



Sudden severe headache with no known cause



Sudden confusion, trouble speaking or understanding



Sudden trouble seeing in one or both eyes



Sudden trouble walking, dizziness, loss of balance or coordination



Sudden numbness or weakness of the face, arm or leg, especially on one side of the body



Call 9-1-1 immediately



LEARN TO RECOGNIZE A STROKE. BECAUSE TIME LOST IS BRAIN LOST.

For more information dial 1-888-4-STROKE. Or visit StrokeAssociation.org

American Stroke Association
A Division of American Heart Association 



3-COLOR POSTER

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3-COLOR BOOKMARK



3-COLOR POCKET FOLDER

Learn More About

- **NCQA Recognition Program targeting primary care physicians – secondary prevention focused**
- **Accredited educational CD ROM for emergency medical professionals – part of BLS product line**
- **CME-accredited online NIH Stroke Scale Training Course with AAN and NINDS**
- **Satellite Broadcasts for healthcare professionals**
- **Consumer-focused programs: African American Church Program, Senior Program, Rehab/secondary prevention Program**



Stay in Touch

- Monthly electronic newsletter
- Subscribe at strokeinfo@heart.org

