

Initiative to Improve Awareness of Signs & Symptoms of Heart Attack and Stroke Project Summaries

Healthy Horizons: Waterville, Maine

Project: “Know the Signs” will be a collaborative project of Healthy Horizons, Senior Spectrum, Mount St. Joseph Nursing Home, Fairfield Healthy Communities, MSAD #49 (Fairfield area school system), SU # 52 (Winslow school system) and Waterville public schools. The goal is to engage both community and local school systems to increase the awareness of the signs and symptoms of heart attack and stroke.

Target Population: (1858 people) In three of the community settings participants will be primarily men & women in 65+ age range, some may be home bound. In the school settings and two community settings participants will be primarily women 35 – 65 age range.

Goal is a final survey with 80% of respondents showing an increase in awareness of signs and symptoms.

Pre & Post Assessment: Participants will be asked to fill out a baseline assessment (receive a red dress pin & chance to win \$50 gift certificate). Schools will host a wrap up party in May and participants will be asked to fill out a post assessment questionnaire. Community sites will wrap up in Nov 2005 and participants will be asked to fill out the post assessment questionnaire.

Healthy Portland: Portland, Maine

Project: They will use a health risk appraisal (HRA) system administered to employees as a tool to help those at greatest risk. Those at risk for heart attack and stroke will be encouraged to participate in a series of educational sessions on risk factors associated with signs and symptoms. Intervention will include education sessions, posters, print materials and a public event.

Target Population: employees of city of Portland (approx 1300) and Portland Schools (approx. 1600).

Pre & Post Assessment: Employees will be asked to fill out a survey of their perceptions of signs and symptoms at beginning and end of intervention. (Raffle to promote participation). Process evaluation will include number of employees who complete an HRA and number who participate in educational sessions.

Knox County Coalition Against Tobacco – Penobscot Bay YMCA: Rockport, Maine

Project: Incorporate cardiovascular information into YMCA programs to reach a wide audience of people age 50+. Develop and disseminate public service announcements, and strengthen the YMCA’s relationship with area physicians’ offices. Conduct a free two-part lecture series with local cardiologists, neurologists and health care professionals. The first lecture “Heart Attack and Stroke Prevention” and second lecture “Physical Fitness and Nutrition”.

Target Population: Y participants ages 55+

Pre and Post Assessment: YMCA instructors will administer pre and post testing to all program participants in classes targeted at people age 50+. Also the lecture series will include pre and post assessment for all attendees.

Partnership for a Healthy Community: Presque Isle, Maine

Project: Build upon accomplishments with current collaborations around chronic disease risk factors. Work with four local businesses including clinic, fitness center and two businesses. Informational materials and educational presentations will be offered on alternating months. All participants will be given a pretest survey of signs and symptoms. In November/December 2005 a post-test will be conducted. One of the sites will conduct Health Risk Appraisals with Horizons occupational clinic.

Target Population: Aroostook county with population over 28,000 with potential to reach 500 participants.

Pre and Post Assessment: Pre (Feb or March) and post (Nov & Dec) assessments will be given to participants

Somerset Heart Health: Skowhegan, Maine

Project: Utilize Personal Wellness Profile (PWP) population Health Management System The software produces numerous reports including aggregated community risk factor data. Two questions for awareness of signs and symptoms of heart attack and stroke will be added to the program. Beginning Feb 2005 community businesses and organizations registering to be members of the chamber wellness councils will be provided the PWP to issue to their employees/members as participants of their wellness program.

Collaborating partners will address heart attack and stroke education/understanding in multiple settings including physician offices and wellness council businesses and organizations. A presentation on cardiovascular disease and signs and symptoms will be developed and offered to businesses/organizations and in the eight week Adult Ed. Wellness course. Also training and materials will be provided to Maine's Federation of Women's Clubs for educating women in Somerset County.

Target Population: employees of members of Skowhegan Area Chamber of Commerce, Madison/Anson are Chamber of Commerce, Somerset Heart Health and Redington-Fairview General Hospital Adult Medicine committee

Pre and Post Assessment: The educational presentation will have a pre and post evaluation of participant's knowledge of signs and symptoms. Results will be tracked using SHH's CDC Training Tracker Tool. Also any participants in the PWP identified as "needs improvement at the caution level for coronary risk " or who scored "needs improving on their signs and symptoms" questions will be given a follow up PWP assessment between Oct/Nov 2005.