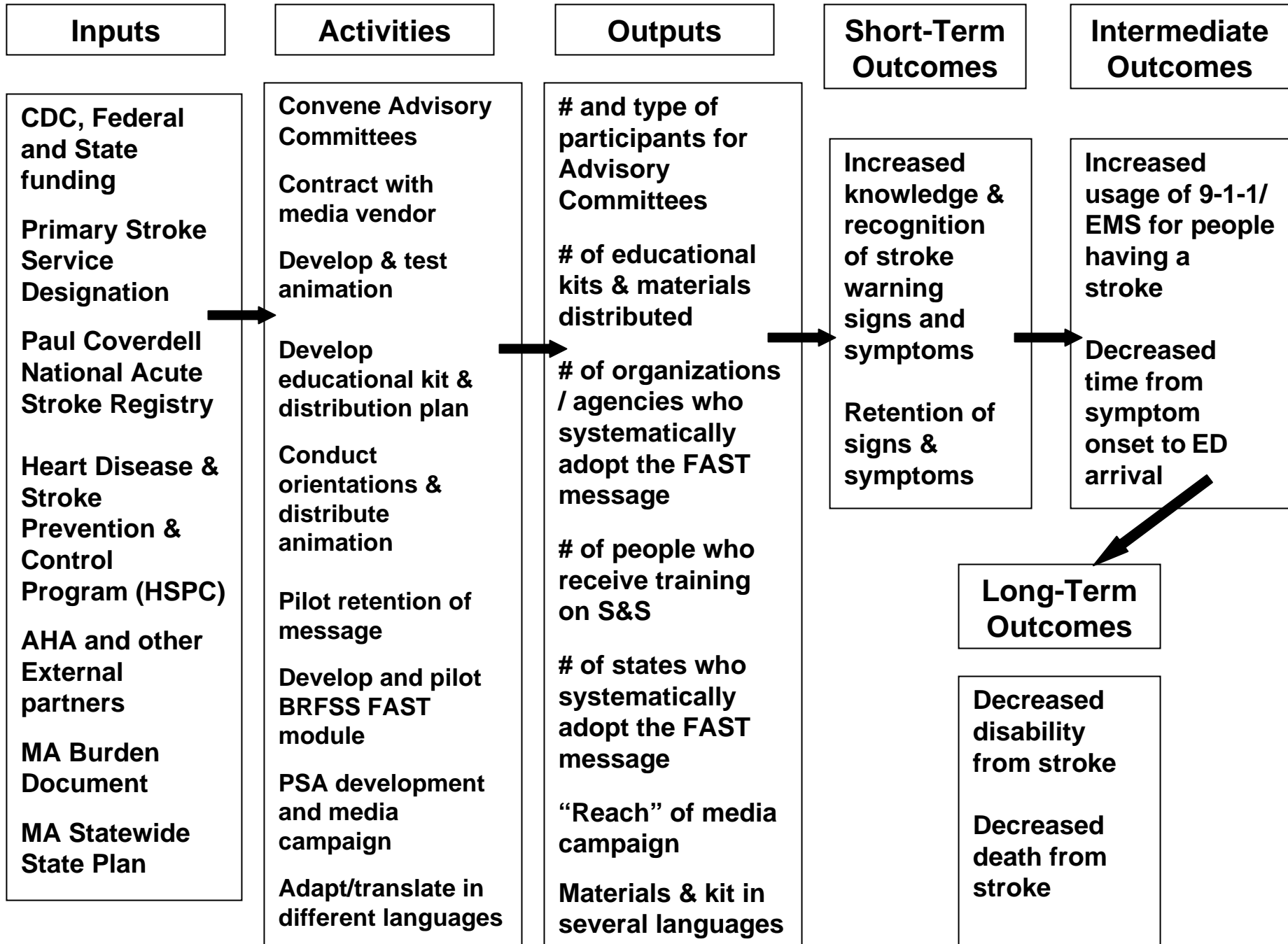


The Massachusetts Experience: Developing A Stroke Communication Message and Evaluation Plan For Implementation



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Long-term Outcomes

- Decreased disability from stroke
- Decreased death from stroke

Inputs

- **CDC, Federal and State funding**
- **Hospital Primary Stroke Service Designation**
- **Paul Coverdell National Acute Stroke Registry**

Inputs

- **Heart Disease & Stroke Prevention & Control Program (HSPC)**
- **AHA and other external partners**
- **Massachusetts Burden Document**
- **Massachusetts Statewide State Plan**

Activities

- **Convene Advisory Committees**
- **Contract with media vendor**
- **Conduct research**
- **Develop & test animation**
- **Develop educational kit & strategies**
- **Develop distribution plan**

Activities

- **Conduct orientations to the kit**
- **Distribute animation**
- **Pilot retention of message**
- **Develop and pilot BRFSS FAST module**
- **Develop PSAs and radio print materials**
- **Conduct media campaign**
- **Adapt/translate in different languages**

Outputs & Process Measures

- **Number and type of participants in Advisory Committees**
- **Number of educational kits & materials distributed and “downloaded” via website**
- **Number of organizations / agencies and states who adopt and include the FAST message**

Outputs & Process Measures

- **Number of people who receive training on S&S of stroke via the educational kit**
- **“Reach” of media campaign**
- **Languages that materials & kits are available**

Short-term Outcomes

- Increased knowledge and recognition of stroke warning signs and symptoms
- Retention of stroke signs and symptoms

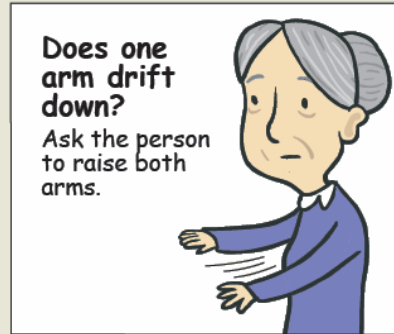
Intermediate Outcomes

- Increased usage of 9-1-1/EMS for people having a stroke
- Decreased time from symptom onset to ED arrival

Face



Arm



Speech



Time



Learn these signs of stroke.

Be a hero. Save a life.

Call 9-1-1