

Stroke Smart City Initiatives

Virginia Stroke Systems Task Force Chesapeake VA

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July 21, 2023

Objectives



Making the decision for VCUHS to partner with the City of Richmond to become a Stroke Smart City



Share timeline for Stroke Smart Richmond Proclamation

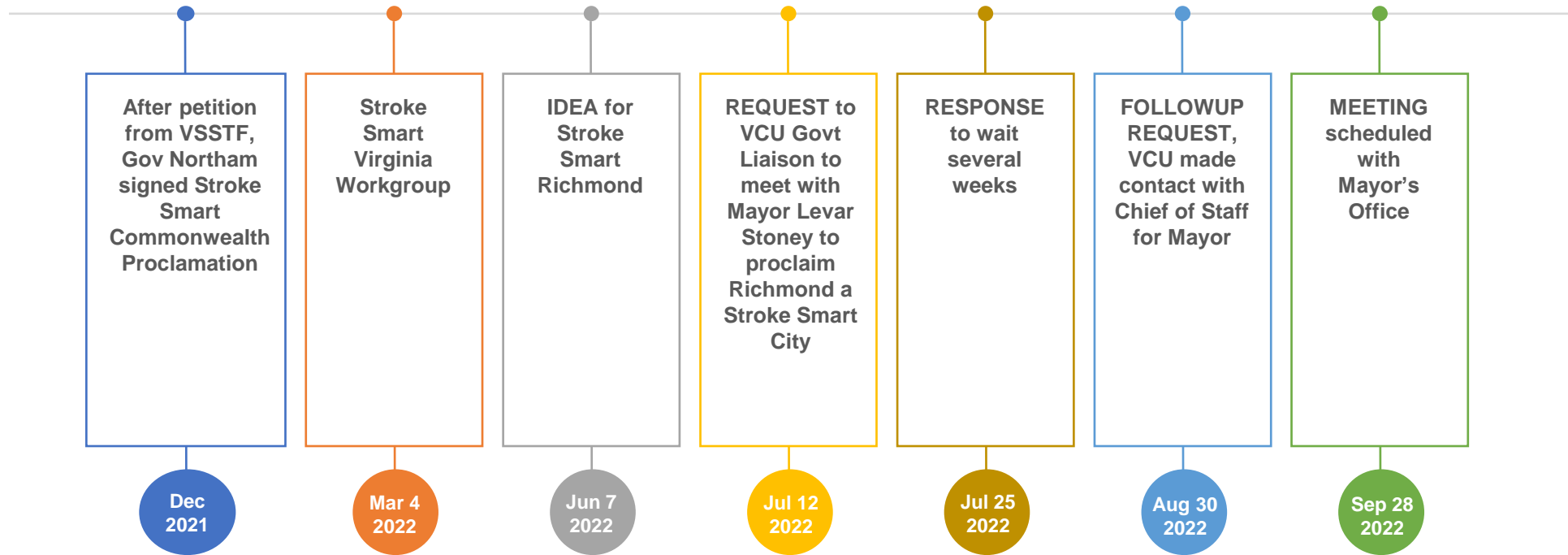


Making of Stroke Smart Richmond Public Service Announcement

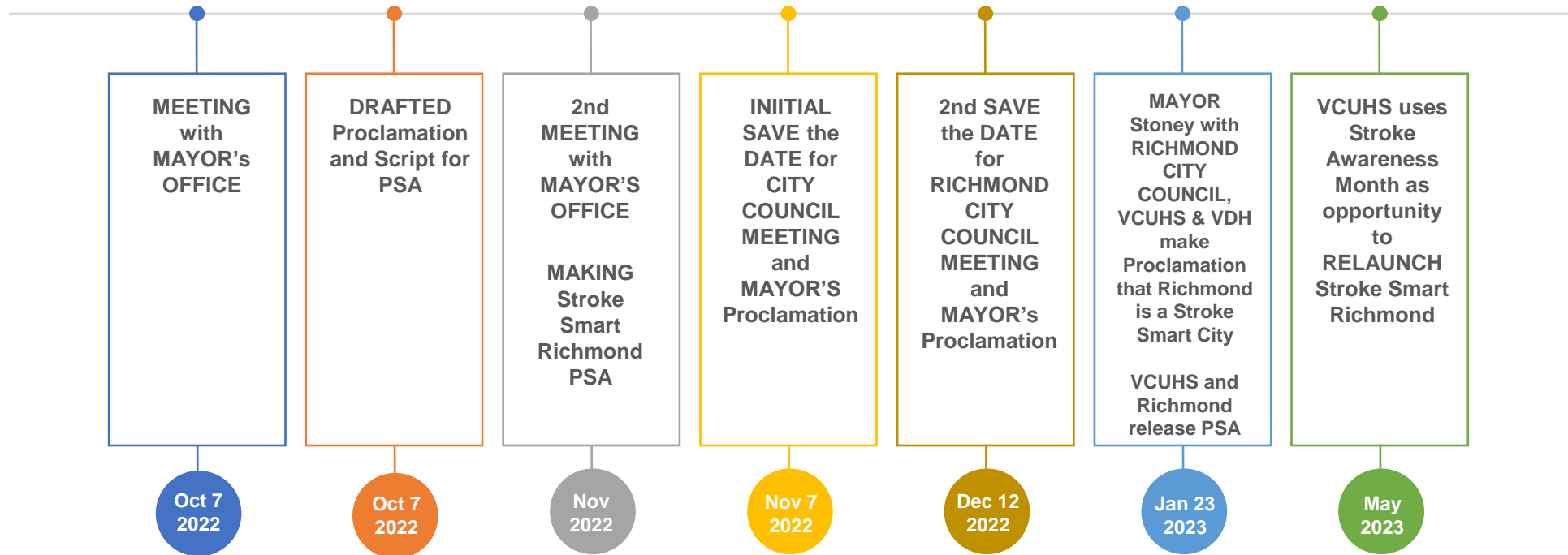


Discuss next steps now that Richmond has made the Proclamation

STROKE SMART RICHMOND **TIMELINE**



STROKE SMART RICHMOND **TIMELINE**



Alan Stillman

Stroke Smart Founder



Stroke Smart Alexandria



Stroke Smart Virginia



Partnering with VSSTF



Stroke Smart Virginia Workgroup



Stroke Smart Richmond

In honor of his grandmother, Rose



Making the decision for VCU Health to partner with the City of Richmond to become a Stroke Smart City

Why is it important for Richmond to specifically be involved in the Stroke Smart City Initiative?

- Richmond is a closely watched city as the state capital, so having this initiative embedded in the community's priorities sends a message to all Virginians about the importance of this health issue.
- Richmond has some of the highest rates of hospitalizations and death caused by stroke in recent years compared to the rest of the Commonwealth and the nation.
- Hospitalization rate for stroke in Richmond is 29 per 1,000 hospitalizations in 2021 compared to a lower rate of 26 per 1,000 hospitalizations in 2020.

What makes VCU Health a unique partner for this campaign?

- VCU Health is a recognized regional and national leader in stroke care as the first certified Comprehensive Stroke Center in Virginia
- VCU Stroke Center is integrated into the academic medical center and has established residency and fellowship programs in a variety of specialties, including adult, pediatrics, stroke neuroimaging, neuro critical care and an outpatient stroke prevention clinic.
- Advanced services for providing both routine and complex stroke patient care.
- Incorporate clinical trials to help discover new and innovative treatments to reduce the risk of stroke.

Making of Stroke Smart Richmond Public Service Announcement (PSA)



<https://youtu.be/TIAhp5iDR4E>

- Identifying Cast (15 to 9)
 - Medical, government, academic, community
- Order of appearance
- Draft and approve script
- Edit from 10 minutes to 2 minutes
- Coordinate schedule and locations
- Oct. – Jan., holidays

VCU Health, city leaders partner to make Richmond a “Stroke Smart City”

The Stroke Smart campaign aims to raise awareness about stroke symptoms in an effort to reduce delays in treatment.

January 25, 2023



RICHMOND CITY COUNCIL AND MAYOR LEVAR M. STONEY
UNITED STATES OF AMERICA - COMMONWEALTH OF VIRGINIA - CITY OF RICHMOND

RICHMOND OFFICIAL JOINT PROCLAMATION

By virtue of the authority vested in the United States of America, Commonwealth of Virginia, Virginia Code of Laws, and the Richmond City Charter, The Honorable Levar M. Stoney, Mayor of Richmond, and Richmond City Council, the governing legislative institution of Richmond, Virginia, in the United States of America, do hereby and officially recognize:

Richmond Stroke Smart City

Whereas, The Honorable Levar M. Stoney, Mayor of Richmond, and Richmond City Council, the governing legislative institution of Richmond, Virginia, in the United States of America, do hereby unite in common purpose to affirm health and safety of all Richmond residents to be critical to the well-being and ongoing success of our thriving community; and

Whereas, A Stroke, also known as a brain attack, is a critical medical issue that occurs when a blood vessel in the brain bursts or when something blocks or cuts off the blood supply to a part of the brain, which results in parts of the brain die or becoming damaged; and

Whereas, Strokes can result in long-term disability, brain damage, and death and it is estimated that one in six people will suffer from a stroke sometime during their lifetime; and

Whereas, Strokes, while most common in older adults, affect people of all ages and are the number one cause of permanent long-term disability in the U.S. and a leading cause of death; and

Whereas, Early Stroke detection and intervention are critical, as life-saving treatments must be administered within 3-4 hours once symptoms begin; and

Whereas, Only a small percentage of Stroke patients get to a hospital within the required treatment window because most people don't know how to spot a Stroke or the importance of calling 911 immediately; and

Whereas, In 2021, the Virginia Stroke Systems Taskforce, supported by the Virginia Department of Health, adopted *Stroke Smart Virginia* as a statewide initiative to help raise awareness of the signs of a Stroke and the required life-saving actions needed to be performed to ensure a person having a Stroke receives the quickest and best possible care; and

Whereas, In support of this initiative, all Richmond community safety-focused entities such as clinics, hospitals, physicians' medical practices, health, pharmacies, fire, EMS, public safety, social services, and senior organizations, as well as businesses, civic organizations, senior communities, faith-based organizations, and residents, are invited and encouraged to participate in the *Stroke Smart Virginia* campaign to help increase Stroke recognition and literacy through their associated communities; and in the hopes of raising awareness of the signs of a stroke and the life-saving measures that must be performed to ensure stroke victims receive the quickest and best possible care; and

Whereas, In special recognition, appreciation, and praise of the tremendous leadership role that Virginia Commonwealth University Health has provided on behalf of Stroke Smart awareness in the Richmond community, Richmond City Council and Mayor Levar M. Stoney thank its doctors, staff, administrators, community partners, and supporters for their efforts on behalf of this initiative; and

Now, Therefore, Richmond City Council and Mayor Levar M. Stoney do hereby proclaim our city to be known as a **Richmond Stroke Smart City**, in perpetuity, and thank all those working on behalf of the health of all Richmond residents in helping make our city an even healthier and happier place to live, love, work, learn, play, visit, and enjoy family.

In witness whereof, this pronouncement was respectfully prepared and hereunto established for official Richmond City Council effectuation on behalf of the residents of Richmond on the twenty-fifth day of January, two thousand twenty-three, in the two hundred eighty-sixth year of the City of Richmond, founded in 1737, the two hundred forty-seventh year of the Commonwealth of Virginia, established in 1776, and the United States of America.

The Honorable Michael J. Jones
Council President, Richmond City Council
Councilmember, Richmond South-Central 9th Voter District
 Richmond City Council

The Honorable Levar M. Stoney
Mayor
City of Richmond
 MAYOR LEVAR M. STONEY
City of Richmond, Virginia

The Honorable Kristen M. Nye
Council Vice President, Richmond City Council
Councilmember, Richmond Southwest 4th Voter District
 Richmond City Council

Richmond City Hall | 900 East Broad Street | Richmond, Virginia 23219 | U.S.A.

Definition of Stroke Smart

- **Be Stroke Smart**

- Spot a Stroke, Stop a Stroke, Save a Life

- **Stay Stroke Smart**

- Visual Aids

- **Become a Stroke Smart Champion**

- More than just the patient and often it is the bystander that spots a stroke and calls 911 (work together)
- Educate and train others to be stroke smart

SCOPE

- LIVE in Richmond
- LEARN in Richmond
- WORK in Richmond
- PRAY in Richmond
- PLAY in Richmond

Organizing Next Steps: Establishing Structure

- **Richmond City government**
 - **Mayor's office** (Healthier Richmond):
 - **Health Department**
 - Richmond Henrico Health District
 - **School System** (10-15% children, reach 1/3 people this way)
 - Director of Health & Physical Education have authority to mandate education
 - School nurses/Director of Nursing of Richmond School District
 - **Social Services**
 - **FQHC:** Daily Planet, Capital Area Health Network
- **Senior Services** Director/Senior Connections program/Retirement homes
- **Faith-based:** Stroke Smart Church, Parrish Nurses
- **Local Businesses:** Public-facing (posters), Nonpublic-Facing (train staff)
- **Medical Practices**
- **Pharmacies:** Stroke Smart Pharmacy
- **EMS (RAA)**
- **Stroke Smart Virginia**

- Establish steering committee and workgroups with leads for each
 - Stroke Smart Richmond Steering Committee co-leads: **Ramana Feeser/Stacie Stevens**
 - Workgroups with leads
- Stakeholders that participated in Stroke Smart Richmond proclamation and PSA video

- **VCU Health and VCU**
 - VCUHS Chief of Health Impact and VCUHS Director of Community Health: connections to community groups
 - VCU (MCV Campus--Schools of Nursing/Medicine/Pharmacy) educational and community health programs; Vaccine Corp train the trainers
 - VCU (Monroe Park Campus)—28,300 students enrolled in 2022
 - **Libraries** (Tompkins-McCaw medical library is connected to all libraries (libraries are major resource for the city)
 - Faith Based Fridays
 - VCU Health Strategy and Marketing

Organizing Next Steps after Proclamation: Establishing Process

Define target area/audience

- Zip codes for underserved, Life Expectancy Map, State public data per VDH

Leverage entities that have required annual education like health system employees, government employees, etc.

Incorporate education in city events (health fairs) and faith-based events

Partner with existing services

- Meals on wheels

Reinforce and spread the message via magnets, posters, PSA, advertisements



Organizing Next Steps after Proclamation: Establishing Outcomes/Deliverables

Short Term

- Marketing and communications data
- Number of materials sent/handed out
- Tracking activity of online videos
- Number of presentations (date, location, speaker, number of participants)
- Locations of events (equity)
- List of partners/partner identification

Long Term

- Stroke Smart Richmond badge
- Last known well to ED arrival
- Number of people arriving by EMS
- Number of people arriving within thrombolytic window
- Treatment percentages
- Coverdale data/hospital stroke inventory

Thank you ~