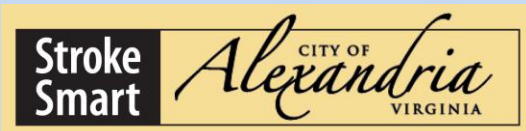
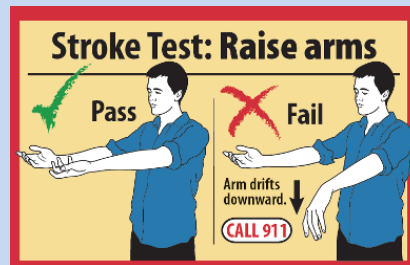
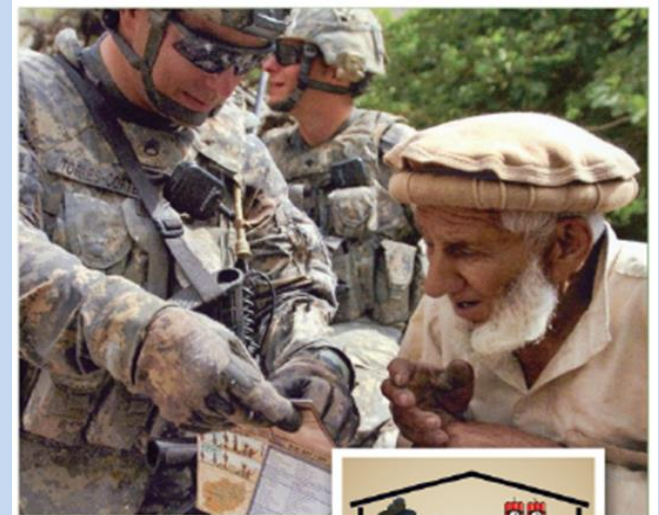
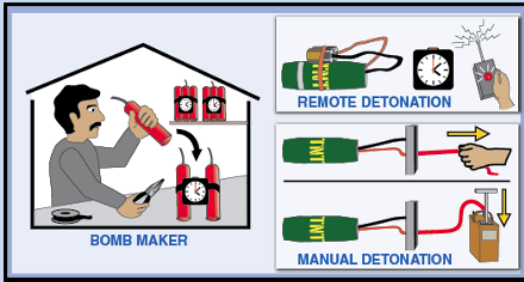


Stroke Smart Alexandria (SSA): A Community-based Public Health Campaign to Reduce Pre-hospital Delay for Stroke Treatment in the City of Alexandria, VA



Who Am I ?

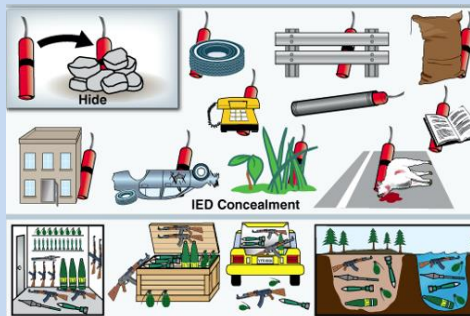
Alan Stillman CEO, Kwikpoint



Intelligence collection: Ask Iraqi children for assistance in identifying weapons.



Detect IED Network Activities: Interact with locals without the need for interpreters



Soldiers requesting information from an Afghan village elder.

Kwikpoint helps soldiers to communicate with civilians about roadside bombs—a type of IED (improvised explosive device)—and gather other important intelligence information. One key strategy to preventing tragedy has been working with locals to identify and find weapon-making materials *before* they are converted into explosives.

Stroke Smart

CITY OF Alexandria VIRGINIA

What I've Learned

Pictures are a powerful aid for recognition and memory.

UXO

- Mortar shells
- Artillery shell
- Propane tank
- Oil filters
- Soda can

Containers

- Suicide vest
- Suicide belt
- Pots and pans
- Pipe bomb
- Ammo case
- Milk powder can
- Paint thinner can
- Plastic buckets

Initiators

- Electric**
 - Blasting cap made with rolled paper casing and det cord
 - Syringe
 - Blasting cap with det cord
- Non-Electric**
 - Detonator made from plastic explosive
 - Anti-personnel (AP) mine

Commercial Explosives

- Dynamite
- SEMTEX
- Det cord
- TNT
- PE-4
- C-4
- Blasting gel
- Box with explosives

Main Charge

Precursor chemicals

- Fuel
- Acid
- Fertilizer, potassium chlorate

Home-Made Explosive (HME)

HME can be found in bags. Stains on the bags suggest fuel-based.

Power Source

- Electrical Energy**
 - Electrical batteries
 - Vehicle battery
 - Several batteries taped and wired together
- Mechanical Energy**
 - Bicycle spring
 - Automotive spring
 - Leaf spring
 - Coil spring

Switches

Command

- Push buttons
- Key fob
- Remote control
- Garage door opener
- Remote control
- RFT-2
- Rocker switch
- Motorcycle alarm
- Cell phone

Time

- Clock
- Kitchen timer
- Washing machine timer

Victim Operated

- Plastic bottle
- Passive infrared
- Discarded batteries and carbon graphite rods
- Photo sensor

PARTS OF A TYPICAL IED

Main IED Components
This is a generalized illustration of a typical homemade bomb.

- Container
- Main Charge
- Switch
- Initiator
- Power Source

Why Am I Doing This?

Grandma Rose



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SSA Goal

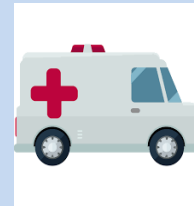
To Reduce Pre-hospital Delay



ED to Needle time



EMS Transport time



LKW to 911 call



Reasons for Pre-hospital Delay

- Low Awareness

Stroke vs. heart attack (CPR) and choking (Heimlich)

- Health Education

Multiple signs and symptoms – *FAST, BEFAST*, 10 Signs, etc. --

difficult for long-term retention and recall under duress

- Behavior Response

Call PCP, drive to ER, wait for it will pass, take a nap

Two-prong Approach to SSA

1. Design – visual and physical
2. Community outreach

Visual Design of Stroke Information

Two visual tests for easy comprehension and memorization

Stroke Test: Smile

Pass: A smiling face with a green checkmark.

Fail: A face with one side drooping, marked with a red X and the text "One side droops. CALL 911".

Stroke Test: Raise arms

Pass: A person with both arms raised straight out, marked with a green checkmark.

Fail: A person with one arm drifting downward, marked with a red X and the text "Arm drifts downward. CALL 911".

Scary statistics to motivate need

Strokes Kill and Disable

- 1 in 6 of us will have a stroke
- 80% of families affected
- 2 million brain cells killed a minute
- 1 in 6 strokes are fatal
- #1 cause of long-term disability



Know the Signs

- Weak or numb on one side of body
- Slurred speech
- Loss of balance
- Loss of vision
- Severe headache



Even **ONE Sign**, **CALL 911 NOW**

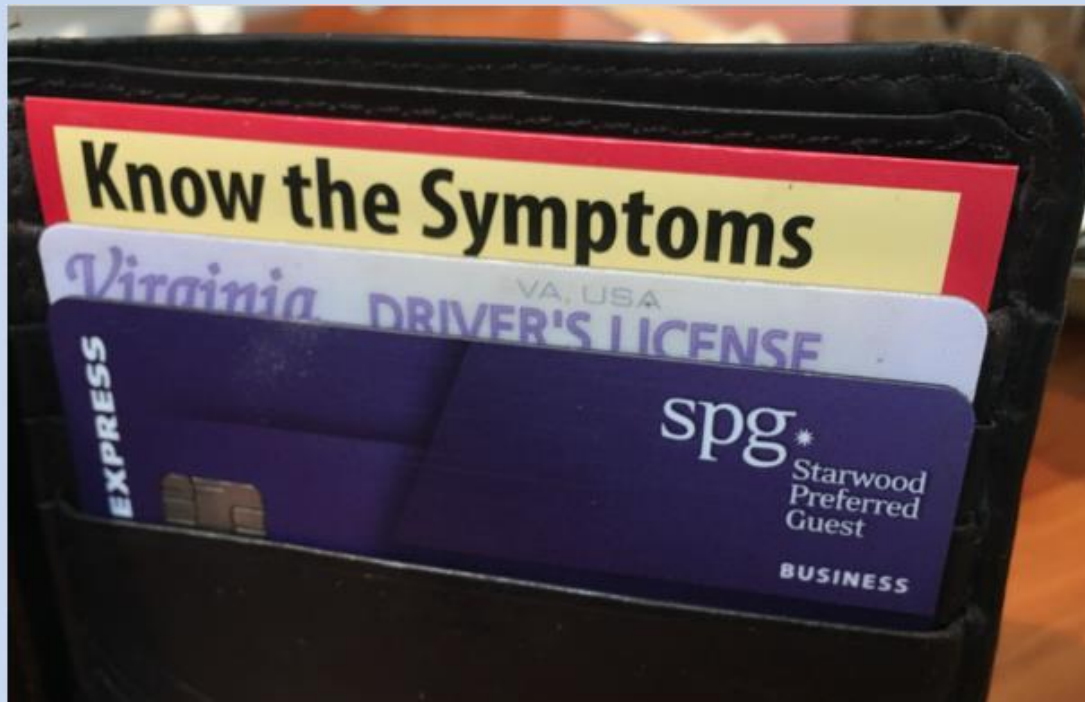
Any sign or test of stroke, call 911

Stroke Smart

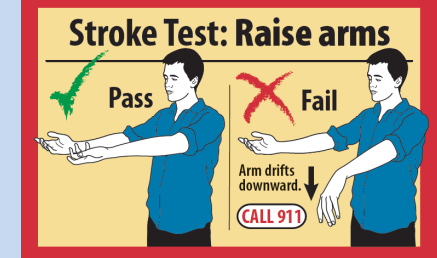
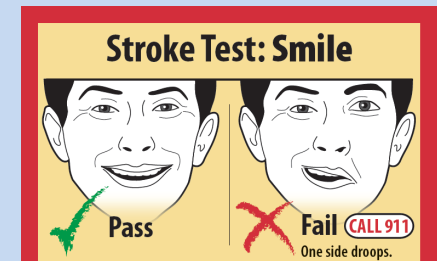
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Physical Design: Wallet Card

For retention, repetition and access





- Tear-proof, waterproof, long-lasting substrate
- Card larger than a credit card with a red border



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Stroke Smart  Kwikpoint 

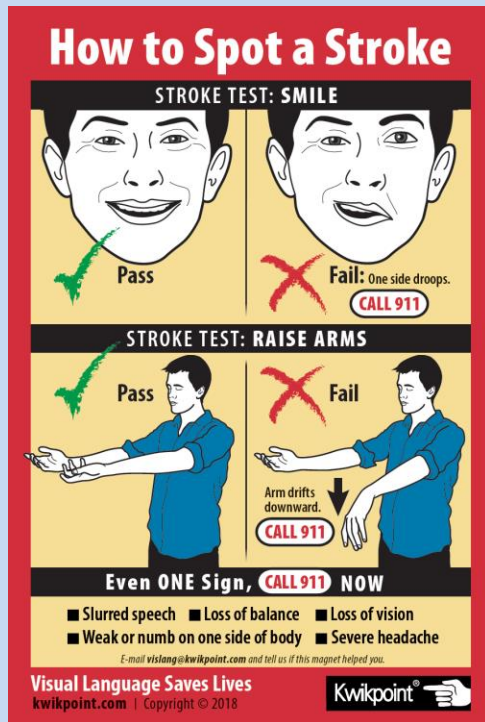
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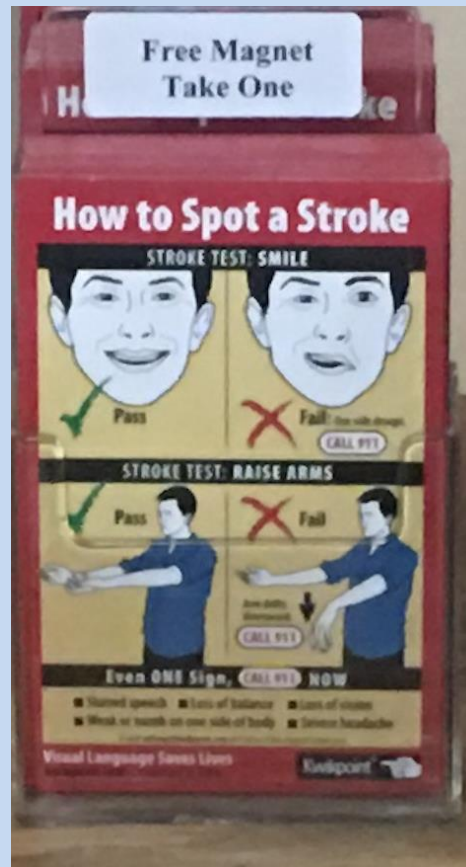
Even ONE Sign, CALL 911 NOW

Physical Design: Fridge Magnet

For retention, repetition and access



In English



Counter Display



In Spanish

Physical Design: Poster

For community exposure and saturation

Can You Spot a Stroke?
Even **ONE** Sign, **CALL 911** NOW

Stroke Test: Smile

Stroke Test: Raise arms

Know the Signs

- Weak or numb on one side of body
- Slurred speech
- Loss of balance
- Loss of vision
- Severe headache

Strokes Kill and Disable

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Visual Language Saves Lives
kwikpoint.com | Copyright © 2015

E-mail vislang@kwikpoint.com and tell us if this poster helped you.

Kwikpoint



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SSA Community Outreach

Major support from Alexandria City Government

Stroke Smart Alexandria City Proclamation



With Mayor Allison Silberberg
at the city hall ceremony



NOW, THEREFORE, I, ALLISON SILBERBERG, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, in support of upcoming World Stroke Day 2017, do hereby proclaim Alexandria as a:

“STROKE SMART CITY”

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Alexandria to be affixed this 10th day of October, 2017.



Allison Silberberg
MAYOR ALLISON SILBERBERG
On behalf of the City Council
of Alexandria, Virginia

ATTEST:

Gloria A. Sutton
Gloria A. Sutton, City Clerk

**Stroke
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SSA City Government Dept Partners

- City employees
- School system
- Social workers
- Police
- Sheriff
- Senior services
- Department of Health
- Library
- Rec centers
- Etc.

SSA Other Community Partners

- Senior organizations

Senior Day Centers, Meals on Wheels, Senior Housing, At Home Alexandria, Senior Service of Alex, etc.

- Local businesses

Coffee shops, restaurants, hair salons, retail shops, supermarkets, realtors, Contribution with free newspaper (100+), staff, etc.

- Civic organizations

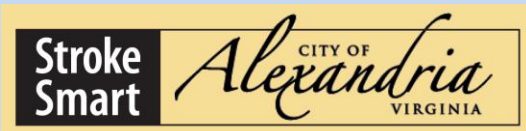
Churches, synagogues, Lions Club, Rotary Club, NARFE, etc.

- Health organizations

INOVA Hospital, pharmacies, health fairs, long-term care facilities, NBH (FQHC), etc.

- Local media

Three city newspapers, local TV, social media, TED Talk



SSA Community Outreach Activities

- Give stroke presentations
- Distribute stroke education material -- wallet cards, fridge magnets and posters
- Recruit and support Stroke Champions

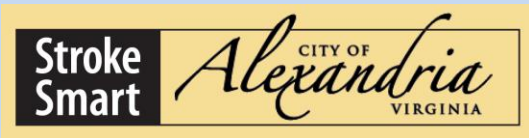
Alexandria City Government

Police and Sheriff Departments



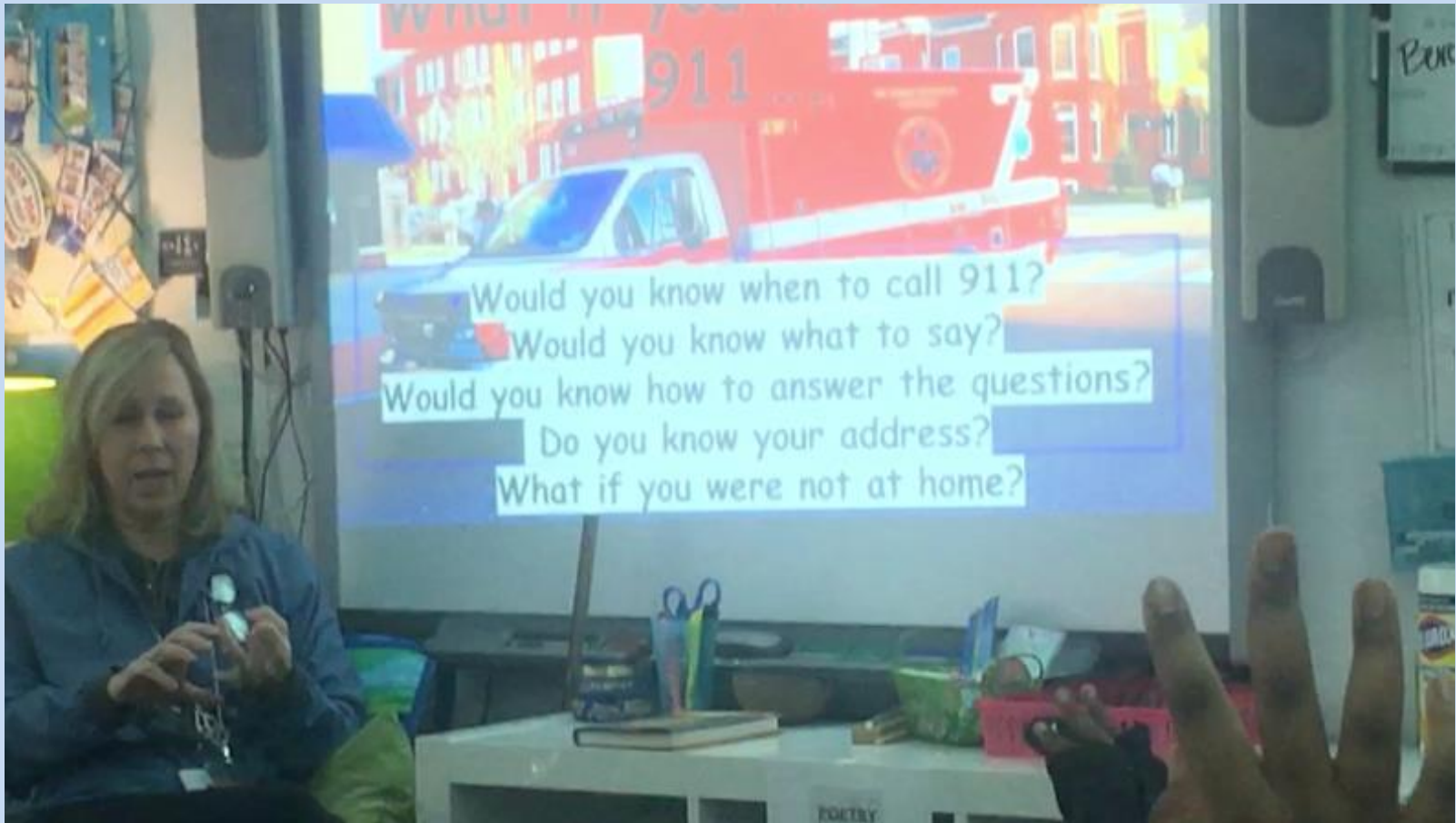
Alexandria City Government

VA Department of Health



Alexandria City Government

Alexandria City Public Schools



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Alexandria City Public Schools



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Alexandria City Public Schools



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Health Organizations

INOVA Alexandria Health Fair



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Health Organizations

Pharmacies



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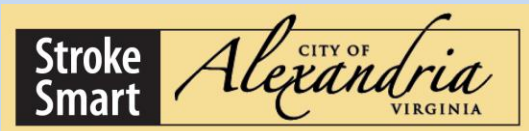
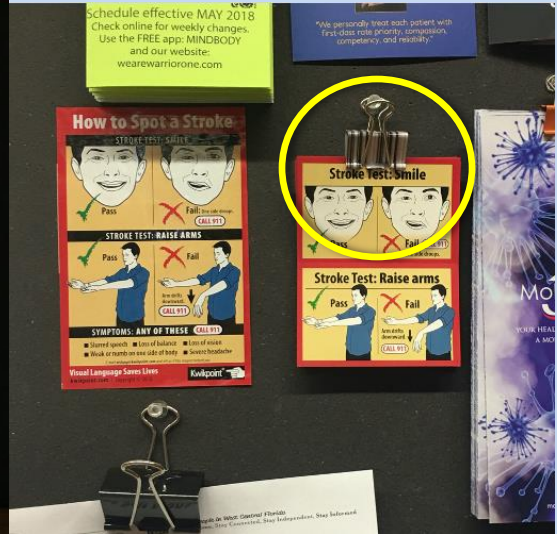
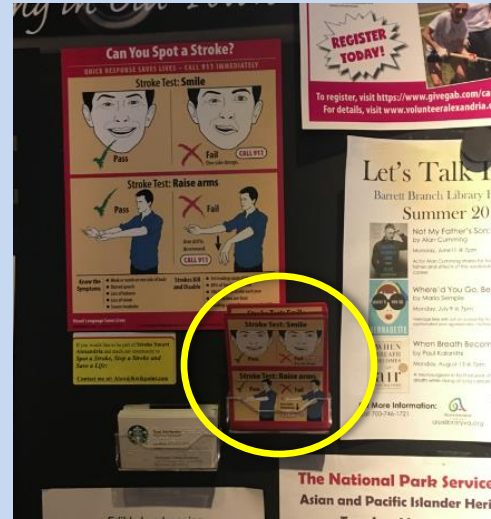
Local Businesses

Delray Business Association



Local Businesses

Coffee Shops, Restaurants,
and Retail



Stroke Champions

Reasons to become one:

1. Teaching reinforces long-term retention
2. Help their community spot strokes
3. Others can spot strokes in them

What they do:

- Educate personal circle of friends and family
- Adopt a bulletin board
- Commit to a local group
- Spread the message via email and social media

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Stroke Champion Examples

- ✓ Houses of worship
- ✓ Spanish-speaking community
- ✓ Local newspaper
- ✓ Senior Services of Alexandria
- ✓ Long-term Caregivers Association
- ✓ Social workers

SSA 2019 Measurement

- 50,000+ pieces of stroke education material distributed
- 100+ distribution points around Alexandria
- 27 stroke presentations given
- 6 media appearances --TED Talk, 3 local papers, TV, social media
- 4 exhibits community health fairs
- Decrease in LKW-to-needle time and increase in stroke treatment volume at INOVA Alexandria hospital*
- Awaiting data on LKW to 911-dispatch time decrease
- Increased stroke awareness found by informal survey in the City of Alexandria

COVID Impact on SSA 2020

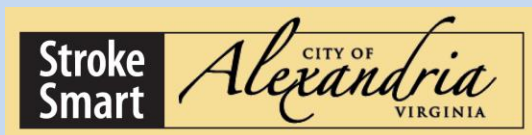
- Eliminated in-person presentations because of lockdown
- Reduced stroke education material distribution
- Reduced bandwidth in public health for non-COVID
- Move to on-line stroke presentations
- Increased use of digital content and social media
- Use SASE to distribute wallet cards and fridge magnets

SSA Going Forward

Join forces with Virginia Stroke System Task Force:

- Provide guidance on how to strengthen SSA
- Donate SSA education materials to more hospitals and health organizations
- Increase stroke awareness in Primary Care offices, staff and patients
- Present to VSSTF communities
- Introduction to health researchers to measure and publish
- Seed other Stroke Smart cities/counties in Virginia

Stroke Smart Virginia



SSA Resources

- Alan's TED Talk on stroke literacy (4 min)
<https://www.youtube.com/watch?v=NVZiNkx9StQ>
- Stroke Smart Alexandria mayoral proclamation (10 min)
<https://www.youtube.com/watch?v=ajVIup1lUdM>
- Stroke recognition Senior Services of Alex TV show (6 min)
<https://www.youtube.com/watch?v=FmHBVKk082w>
- Stroke recognition song for kids (2 min)
<https://www.youtube.com/watch?v=-9PyDw5ymw8&t=1s>
- Stroke Smart Alexandria VSSTF INFO.pdf (separate doc)

Questions & Comments

Alan Stillman can be reached at
Alan@Kwikpoint.com

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