

**Stroke
Smart**

FXBG
VIRGINIA



Stroke Awareness, Recognition, and Response

Be Stroke Smart

- What it is
- How to Identify
- What to do

Stay Stroke Smart

- Retention

Be a Stroke Smart Champion

- Share the knowledge
- Teach is forward

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**Stroke
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Champion for Community Health & Wellness

The goal of COPE is to increase access to quality healthcare and wellness, based on best practices and strong partnerships.



Implementation

- Creation of SS FXBG Task Force
- SS FXBG Launch Event





Regional Task Force Members

- Stroke Smart Founder, Alan Stillman
- Rappahannock EMS Council (REMS/COPE)
- Mary Washington Healthcare
- Rappahannock Area Health Department
- Encompass Health
- Fredericksburg Fire & Rescue
- Stafford Fire & Rescue
- Lloyd Moss Clinic
- Rappahannock Regional YMCA
- Stroke Survivors



Task Force

Vision

Educate the community to recognize stroke as a medical emergency, leading to more timely life-saving measures.

Mission

- Compile educational and outreach initiatives for citizens who live, work, play, and pray in the region.
- Improve community health and wellness.
- Encourage a culture that promotes Stroke Smart practices.
- Enroll Stroke Smart Champions

Values

- Education
- Collaboration
- Inclusiveness
- Impactfulness



Launch Event:

Advancing Stroke Health
and Wellness Innovation
in Fredericksburg

- Event planned and led by COPE with the help of the SS FXBG Task Force to introduce, educate, and raise stroke awareness.
- Speakers included senior leadership from Virginia Department of Health, MWHC, and local EMS agencies.
- “Stroke Champion” enrollments
- Community leaders, VIPs distributed stroke materials door-to-door, educating shop owners.



Stroke Smart **FXBG**
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You are cordially invited to the
**Stroke Smart Fredericksburg
Launch Reception**

Hosted by the Stroke Smart
Fredericksburg Task Force

Tuesday, February 21, 2023
11:00 a.m.–2:00 p.m.

The Historic Market Square
907 Princess Anne St.
Fredericksburg, VA 22401

(Heated tents available)

Mary Washington
Healthcare

RAPPAHANNOCK
EMS COUNCIL, INC. **COPE**

Virginia
Department of Health

Encompass Health
Fredericksburg Hospital of Fredericksburg

RSVP by Feb 17, 2023 to Nane Noi,
COPE Event Coordinator,
Rappahannock EMS Council, Inc.
at nnoi@vaems.org



SS FXBG Launch Event Video

[Stroke Smart Fredericksburg Recap \(1 min\)](#)



Mayor Greenlaw and other Community leaders visited **30+ stores. Distributing magnets and wallet cards and asking to display Stroke Smart posters.**



16+ health and Wellness related information tables & interactive stations, including bilingual staff, and stroke survivors.

Stroke Smart FXBG Champion Pledge



As a Stroke Smart Champion, I agree and pledge to:

- Raise awareness, educate, and share information about stroke signs, symptoms, and risk factors throughout my community.
- Circulate materials, handouts, and giveaways. Approximate quantity: _____.
- Share stories, emails, photos, and/or videos of my efforts to nnoi@vaems.org and/or tag #SSFVBG and #StrokeSmart on social media.

Name: _____

Date: _____



KNOW THE SIGNS OF A **STROKE**

BE FAST CALL 911

Stroke is a medical emergency. Every second counts. Any one of these **SUDDEN SIGNS** could mean a **STROKE**.

B.E. F.A.S.T



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www.copewellnessva.org/stroke-smart-fxbg

Be Stroke Smart

STROKE SIGN TEST: SMILE

Pass (Green checkmark) / Fail (Red X) - One side drops - CALL 911

STROKE SIGN TEST: RAISE ARMS

Pass (Green checkmark) / Fail (Red X) - One arm drifts downward - CALL 911

OTHER STROKE SIGNS

SUDDEN TROUBLE:

- Speaking or Understanding
- Walking or Balance
- Seeing
- Weak or Numb on one side of body

CALL 911 for even ONE SIGN
CALL 911 even if SIGNS STOP

BE FAST

Follow your health care provider's instructions. If you experience any of these signs, call 911 immediately.

VIRGINIA | **Evolve**

Distributed over **2,600** pieces of stroke education materials including English and Spanish (with translators on hand).

Stroke Awareness: BE FAST

B



Loss of balance,
headache, or
vertigo

E



Loss of vision to
one eye or double
vision

F



One side of the
face is drooping

A



Arm or leg is
drifting downward

S



Speech difficulty
(abnormal, slurred,
garbled, or cannot
speak)

T



Time to call 911

EMS: on scene time should be less than 15 minutes. Determine and document "Last Known Well Time" (LKWWT).
Report and Document Stroke Screening Results as "POSITIVE" or "NEGATIVE" with findings.



Mary Washington Healthcare

Here for You.

Stroke.mwhc.com

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Mary Washington Hospital

Primary Stroke Center

**Stroke
Smart
Champion**

Stroke
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Recruited 100 new Stroke Smart FXBG Champions who pledged to each educate 100+ others, potentially impacting over 9,200 people in a city of approx. 28,000 people.

Impact

Print Media:

SS FXBG launch on the front page of the Fredericksburg Free Lance Star

https://fredericksburg.com/news/local/citys-stroke-smart-campaign-focuses-on-awareness/article_3c7ad9fe-b2dd-11ed-b725-8bf20796f649.html

ALERT FEATURED TOP STORY

City's Stroke Smart campaign focuses on awareness

Cathy Dyson

Feb 22, 2023



Xavier Richardson, senior vice president and chief corporate development officer of Mary Washington Health, hands out informational material as part of the Stroke Smart Fredericksburg campaign.

PETER CIEHLKA photos, THE FREE LANCE-STAR

Cathy Dyson

Social Media

COPE **COPE Wellness**
Reels · Feb 27, 2023 · 🌐

Thank you, everyone! Our Stroke Smart was an amazing event, and you all supported it so well. We love our community! #strokesmart #stroke #cope #copewellness #fxbg



COPE **COPE Wellness**
Feb 22, 2023 · 🌐

As we sort through all the photos from yesterday's SSFXBG Stroke Education and Awareness Day, this one stands out.

This is the City of Fredericksburg's Mayor Mary Katherine Greenlaw handing out our B.E.F.A.S.T. Stroke fliers at The Table at St. George's.

She, as well as a host of other volunteers, walked the streets of Fredericksburg Downtown educating the community on the signs and symptoms of a stroke. Our goal was to help over 1,000 people become #StrokeSmart, and we think we did it!

Thank you, Mayor, and thank you everyone else who helped raise awareness about this important

COPE **COPE Wellness**
Feb 22, 2023 · 🌐

Yesterday's SSFXBG Stroke Education and Awareness Day event was a tremendo... See more

 **Gordon Duncan** • Follow
Feb 21, 2023 · 🌐

If you are in Fredericksburg Downtown, head over to Market Square for the SSFXBG ... See more



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Web page



HOME

ABOUT

OUR WORK

COMMUNITY OUTREACH & EDUCATION

RESOURCES

GET INVOLVED

CONTACT US

DONATE

BECOME A STROKE SMART CHAMPION



STROKE SMART
MEDICAL PRACTICES

DOWNLOAD RESOURCE



STROKE SMART
RETIREMENT COMMUNITIES

DOWNLOAD RESOURCE



STROKE SMART
SCHOOLS

DOWNLOAD RESOURCE



STROKE SMART
BUSINESS

DOWNLOAD RESOURCE



STROKE SMART FAITH-
BASED ORGANIZATION

DOWNLOAD RESOURCE

<https://www.copewellnessva.org/>

Expanding SS FXBG

- Stroke Smart Schools
- Stroke Smart Healthcare System
- Stroke Smart Organizations

Stroke Education in Schools

- Orange Middle School,
- Orange County, Virginia
- 700 students reached

Stroke EDUCATION KIT "Know a Stroke" Quiz

1. In what part of the body does a stroke occur? (check only one)
 - Heart Lungs Brain Kidneys
2. Which of the following are signs of someone having a stroke? (check all that apply)
 - Sudden facial droop or uneven smile
 - Sudden stomach pain
 - Sudden arm weakness or numbness
 - Sudden chest pain
 - Sudden slurred speech, difficulty speaking or understanding
3. What should you do if you think someone is having a stroke? (check only one)
 - Tell them to lie down and take a nap
 - Call the family doctor to make an appointment
 - Call 911
 - Tell them to drink lots of water
4. List 3 things you can do everyday to prevent stroke:
 - 1) _____
 - 2) _____
 - 3) _____

Mary Washington Healthcare  END COUNCIL, INC.

Stroke.mwhc.com

Risk Factors for Stroke

Mini strokes
Transient Ischemic Attacks or TIAs
When stroke symptoms such as confusion, slurred speech, or loss of balance appear and then disappear, call 911.

High blood pressure
The #1 cause of strokes. See your doctor, monitor your blood pressure, and always take prescribed medication.

Diabetes
Control the symptoms of diabetes with proper diet, exercise, and medication.

Obesity
Excess weight can strain the entire circulatory system. It can also cause people to have high cholesterol, high blood pressure, and diabetes, all of which can increase stroke risk.

Smoking
Smoking increases the risk of stroke by two to four times.

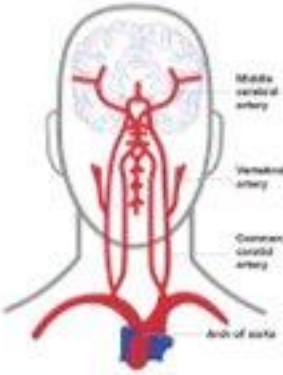
Sudden Onset of Stroke Symptoms

- Sudden weakness on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing
- Sudden trouble walking or loss of balance
- Sudden severe headache with no known cause







BE FAST at any sign of a stroke. CALL 911

Mary Washington Healthcare  Stroke.mwhc.com

Stroke EDUCATION KIT How The Brain Works



Stroke Awareness: BE FAST

- B**  Loss of balance, headache, or vertigo
- E**  Loss of vision to one eye or double vision
- F**  One side of the face is drooping
- A**  Arm or leg is drifting downward
- S**  Speech difficulty (abnormal, slurred, garbled, or cannot speak)
- T**  Time to call 911

Mary Washington Healthcare

Stroke Smart Healthcare System: Medical Practices



Become a Stroke Smart Champion

To fulfill Mary Washington Healthcare's ongoing commitment to improve the health of the community we serve, we have included vital details on recognizing and preventing strokes.

STROKE IS A MEDICAL EMERGENCY. TIME IS BRAIN. The sooner you receive treatment for a stroke, the less damage to your brain. Stroke is the #1 cause of long-term disability and can cause permanent brain damage or even death.

Call 911 immediately if you suspect that you, a family member, a friend, or even a stranger is having a stroke.

Calling 911 allows emergency medical technicians to begin stroke care protocols and alert the hospital to prepare for the patient's arrival, saving precious time.

Don't drive to the hospital.
Don't call your doctor.
Don't think symptoms will subside.
CALL 911 IMMEDIATELY.

Did you know?

- Every 40 seconds, someone in the United States has a stroke.
- Every 2 minutes and 14 seconds, someone dies of a stroke.
- 90% of the time, a bystander calls 911, not the person having the stroke.
- Up to 80% of strokes are preventable. You can reduce your risk of having a stroke by establishing a healthy lifestyle and controlling stroke risk factors.

If you have any questions about your risk factors for stroke, please speak to your medical provider today.

Spot A Stroke, Stop A Stroke, Save A Life

Stroke Risk Factors

- High Blood Pressure
- Smoking
- Diabetes
- Cholesterol
- Obstructive Sleep Apnea
- Physical inactivity
- High Blood Cholesterol
- Obesity
- Carotid Artery Disease
- Peripheral Artery Disease
- Atrial Fibrillation
- Other Heart Disease
- Subtle Cardiac Disease (Silent Call Artery)
- Alcoholism

You can't control some risk factors for stroke, such as:

- Age
- Family History
- Race
- Gender
- Prior Stroke, TIA or Heart Attack

HIGH BLOOD PRESSURE

High blood pressure is the single most important modifiable risk factor for stroke. Preventing, diagnosing and controlling it through lifestyle changes and medicine is critical to reducing strokes.

If you have any questions regarding stroke prevention, MWHC Stroke Support Groups, or stroke resources in our community, please contact:

Susan Melvin, MSN, RN, SCRN
Stroke Coordinator, MWH Primary Stroke Center
Susan.Melvin@mwhc.com or 540.740.4815

For more stroke education resources, scan the QR code.

Stroke Education Packet

In the event of a stroke, **BE FAST.**

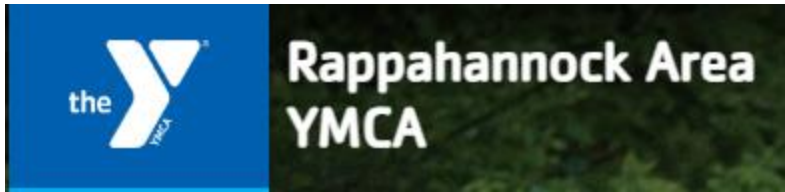
B Balance
E Eyes
F Face
A Arm
S Speech
T Time

Mary Washington Healthcare
Advanced Stroke Care

Stroke Smart FXBG

StrokeSmart.com

Stroke Smart Organization and Businesses



What is Stroke Smart Fredericksburg?

Stroke Smart **FXBG** VIRGINIA

Stroke Smart **VIRGINIA**

Stroke Smart FXBG is a public health initiative to educate the community to:

- "Be Stroke Smart"
- "Stay Stroke Smart"
- "Be a Stroke Champion"

Spot a Stroke, Stop a Stroke, Save a Life

Mary Washington Healthcare



Mary Washington Healthcare

2024 Campaign:

**“You are the help
until help arrives.”**



Continuing to promote community awareness and education.

- Educate and empower individuals to provide life-saving care during emergency situations.
- Raise awareness of the social determinants of health and promoting healthy lifestyles to create healthier communities.
- Offer individuals access to critical information and resources to make informed decisions.
- Encourage community members to build strong connections, become exemplary citizens, and take actions that could potentially save lives.



Questions?

**How can we help one another
going forward?**

**Stroke
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