

## Getting Started with Your Stroke Smart Community Action Group

### A Roadmap to Community Education

#### 1. Choose Your Starting Point Strategically

Begin where you have relationships. It's always easier to start with organizations where you already know someone. For example:

- A leader at a faith-based organization
  - A school principal or assistant principal
  - The director of senior services in your county
- These existing connections open doors quickly.

Balance Access with Impact

Consider your highest-priority audiences—like schools, senior centers, and underserved populations. Best case: Find opportunities where relationships and high-impact audiences overlap.

#### 2. Use Meeting to Set Measurable Actions

At each meeting, consider a simple structure we call the “Four What’s”: round table

1. What happened since the last meeting?
2. What’s planned next?
3. What did you learn that could help others?
4. What do you need help with from the group?

Track your actions by documenting target population and progress towards reaching that audience. Use the provided tracking sheet to log both:

- Targets (e.g., Latino communities, senior living facilities, public schools)
- Progress (outreach done, next steps, contact info)

#### 3. Track your Actions

Consider the goals of your Community Action Group. Sample goals are:

- Provide Stroke Smart education to [number] of community members.
- Participate at [number] of community events to distribute stroke education materials.
- Present Stroke Smart to [number] of community groups [can list group types]

Track this information so you can show your progress and impact of the Community Action Group.

#### 4. Integrate with Existing Programs

The key to success is making it easy for organizations to participate.

Look for natural add-ons to:

- First aid, CPR, or Stop the Bleed trainings
- Blood pressure screenings
- Health fairs or community wellness days

You can even form subgroups focused on specific sectors:

- Schools
- Faith-based organizations
- Senior services

#### 5. Leverage Every Win

Each time you get into one organization:

- Ask “Who else should we talk to?” (e.g., Principals know other principals, ministers know other clergy)
- Request a testimonial or letter of support or photos
- Build momentum through word of mouth and peer-to-peer referrals

Remember: You're not just starting a program. You're building a movement—one that saves lives and empowers communities.