


Alabama Update 2012 – 2013

Carla D. English, MHS, MHSA
Quality & Systems Improvement
Greater Southeast Affiliate
American Stroke Association



Awareness, Prevention & Treatment

Impact Goal
Improve the cardiovascular health of ALL Americans by 20 percent, while reducing deaths from cardiovascular diseases and stroke by 20 percent.

Alabama Goals
Collective Efforts Supported by:
Communications
Government Relations
Multicultural Initiatives
Quality & Systems Improvement
*** Development*

EMPOWERMENT

AHA/ASA will empower all Americans to prevent, recognize and overcome stroke through heightened awareness, relevant engagement, effective education, treatment and support, and motivating mobilization.

1 AWARE 93% of Americans do not think of stroke as a major health concern. Yet stroke is the #4 killer and leading cause of preventable disability in the US.

2 PERCEPTION


64% of those who worry most about stroke have a fear of being disabled	61% have never looked for information about stroke	80% of those who have not looked for info would be prompted by ways to prevent stroke
37% can't recall any warning signs	58% don't know if they are at risk for stroke	63% who looked for info were prompted by family history or family member having a stroke
		67% highly value receiving info with specific risk factors that affect their race or ethnicity
		80% would call 911 first if they knew they were having a stroke

MINDSET

3 EMPOWER We will empower Americans to emerge from the darkness of avoidance and lack of understanding of stroke into the light of knowledge, prevention and positive action.
EMPower + ACTION = EMPACT

"I usually avoid thinking about stroke because it's a scary subject and I don't know that there's anything I could do about it anyway."

"I am eager to learn more about how to prevent, recognize and treat stroke, because now I know it's possible and because I feel empowered with AHA/ASA as my partner in living free from stroke."


Communications & Media 

Goal: Development & Implementation of a State Media Plan

Extensive Media Coverage for Stroke across “Regions”
 * Radio, Television, Print & Online Sources

Stroke Messaging (*examples*)
 * Warning Signs & Symptoms
 * Risk Factors (Identification & Management)
 * Urgency of Calling 911
 * Primary & Secondary Prevention
 * Survivor Impact


Communications & Media Growth: Stroke
 2011: 1.6 Million Impressions
 2012: 6.01 Million Impressions (*Currently*)
 2013: 11 Million Impressions (*Projected Efforts*)

Government Relations Policy Goals 

Advocate for a Statewide Stroke System of Care
 * Improving Care Delivery (Pre-hospital - Discharge – Follow-Up)
 * Impacting Care Outcomes


Promotion of Primary Stroke Center Certification
 * The Joint Commission & equally rigorous process

Establish a Stroke Registry
 * Utilizing Get With The Guidelines as the official data platform
 * Standardized Program - quality improvement in patient care.


Multicultural Initiatives Goals 

Key Drivers	
Blood Pressure, Obesity & Healthy Eating	
Get To Goal Initiative (Blood Pressure Management/Heart 360)	Community Health Centers & Mentors
Healthy Cooking Demonstrations	Sodium Modification/Reduction Healthier Choices Activities
Power To End Stroke Ambassadors	Awareness Events * Hospitals, Clinics, Businesses, Churches & Various Organizations


Quality & Systems Improvement



Get With The Guidelines - Stroke	Increase Hospitals & Providers
Target Stroke Initiative	Door to Needle (DTN) \leq 60 Minutes
Stroke State Pilot Project	Southeastern Region 5
Telemedicine/Telestroke Projects	<i>Examples of Regions</i> Montgomery & Andalusia Dothan Decatur
Clinical & Quality Education	Ongoing Virtual Opportunities Developing Regional Opportunities
Professional Alliance Network	Regional & State Efforts




7 Primary Stroke Centers



Certified Primary Stroke Centers in Alabama:

Baptist Medical Center South	(Montgomery)
Decatur Morgan Hospital	(Decatur)
Flowers Hospital	(Dothan)
Huntsville Hospital	(Huntsville)
Mobile Infirmiry Medical Center	(Mobile)
Princeton Baptist Medical Center	(Birmingham)
Providence Hospital	(Mobile)

**** 5 New Primary Stroke Centers by 2013 and ** Exploratory 2 Comprehensive Stroke Centers**



Targeting Those Who Care



Survivors



- Find themselves facing new challenges, but don't want to be treated differently
- Many fear losing independence entirely
- Seek to educate others about stroke

Caregivers



- Often unprepared for role as a caregiver
- Can be a burden, emotionally and financially
- Yet, many find it rewarding to help a loved one

Family/Friends Impacted



- Find themselves in a different relationship with stroke survivors
- Look for ways to be supportive and help survivors and caregivers

Healthcare Providers



- A key point of contact for survivors and caregivers
- Driven to provide best quality of care to ensure a quick recovery
- Educate patients about prevention, treatments and rehabilitation

Increased Utilization of Resources



Source: <http://my.americanheart.org/professional>

Spotlight Series

Complimentary CME/CE programs on the newest, evidence-based measures to prevent cardiovascular disease.

**Racial and Ethnic Disparities in Hypertension:
Beginning the Conversation**

Summary

African Americans are significantly more likely than whites to be diagnosed with hypertension, yet are significantly less likely to achieve blood pressure goals despite equal or even higher levels of treatment. Medication adherence, economic issues, patient/physician communication, and differences in antihypertensive efficacy in blacks all contribute to the disparities. It is crucial that clinicians identify opportunities for improvement in the management of hypertension in their African-American patients and integrate those opportunities into their practices.

The Racial and Ethnic Disparities in Hypertension series will be delivered exclusively in the "Stroke Belt" states: AL, AR, GA, IN, KY, LA, MS, NC, SC, TN, and VA.

**Thank you for all you do for
the patients you treat and
the communities you
support!**
