



# NC Stroke Advisory Council Work Group Recommendations & Updates

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# Prevention/Public Awareness Work Group

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# Prevention/Public Awareness Work Group Discussion Points

- Membership
  - No addition or deletions
  - New members welcome
- Priorities Assessment
  - Promotion of healthy lifestyles should be a focal area (e.g., Access to healthy foods and food environments, cholesterol management and control, sodium reduction, promotion of physical activity)
- Should address primordial and primary prevention as components of the Stroke System of Care

# Prevention/Public Awareness Work Group Discussion Points

- Justus-Warren Heart Disease and Stroke Prevention Task Force (JWTF) is leader in addressing health issues from a scientific, evidence-based approach.
  - Recommend future JWTF expert presentations:
    - Address healthy lifestyle and healthy foods and food environments (e.g., food deserts, healthy food financing, healthy corner stores, and health vending)
    - Tie chronic disease to this broader context (increase awareness among policy makers and others of relationship between chronic disease and risk factors)

# Prevention/Public Awareness Work Group Discussion Points

- Hypertension Awareness Day 2014
  - 200 plus Blood Pressures taken
  - Lots of anecdotal stories
- Hypertension Awareness Day 2015
  - Recommend observance of Hypertension Awareness Day next year
  - Expand to a more statewide reach
  - Seek policy solutions that can be shared with policy makers

# Hypertension Awareness Day



# Prevention/Public Awareness Work Group Discussion Points

- Address hypertension from both primary prevention and secondary prevention levels
- Utilize media, including social media, to increase awareness
- Integrate hypertension initiatives in other work across the State including partnerships (NC Stroke Association, YMCA, ETC.)
- Join Ad Hoc Hypertension Committee in increasing awareness of and stressing the urgency of addressing hypertension