

SAM Initiative

Coverdell Stroke Program

North Carolina Coverdell Stroke Program



In July 2021 the CDC entered into a cooperative agreement with the North Carolina Division of Public Health's Community and Clinical Connections for Prevention and Health Branch (CCCPH) and the Stroke Advisory Council to implement the **Paul Coverdell National Acute Stroke Program in North Carolina** for three years ending June 29, 2024. The goals and objectives of the NC program include the following

- Reduce disparities for those at risk of stroke and for stroke patients
- Strengthen the Stroke System of Care
- Build a stroke registry within the HIE (Health Information Exchange)
- Fund hospitals, EMS agencies, and community organizations to improve their local stroke systems of care

Stroke Prevention (why)

- Many life style habits are set early in life.
 - With youth obesity, diabetes and other risk factors on the rise, stroke incidence has increased even in our younger population.
- Preventive actions should start early in life and continue during the life cycle.
- Evidence shows that taking action on risk factors can substantially decrease risk for stroke.
- So the question is what can we do to start combating these risk and decrease stroke risk starting with our youth.

SAM Program Development (how)

- ECU Health Stroke Coordinator's across the system came together and developed an education initiative to take stroke awareness/prevention to the youth in our communities.
 - Stroke Awareness Matters "SAM" Initiative was born.
- In the planning stages we consulted with the school systems and realized that it was important to incorporate smoking/vaping education along with diet and exercise.
- **Mission:** Providing stroke education to school aged children across eastern North Carolina.
- **Vision:**
 - Increase awareness and response to stroke.
 - Decrease stroke mortality in eastern North Carolina.
 - Provide education to aid in reduction of modifiable risk factors for stroke.

SAM Mascot



Education Visuals

Stroke Warning Signs

B E F A S T

Balance Eyes Face Arms Speech Time

911

Sudden loss of balance? Change in vision or trouble seeing? Face looks uneven? Arm or leg weak or hanging down? Trouble speaking, slurred speech, or seem confused? Call 911 now!

Butane Lighter Fluid, Cadmium Batteries, Stearic Acid Candle Wax, Hexamine Barbecue Lighter, Toluene Industrial Solvent, Nicotine Insecticide, Ammonia Toilet Cleaner, Acetic Acid Vinegar, Methane Sewer Gas, Arsenic Poison, Carbon Monoxide, Methanol Rocket Fuel, PAINT



Moving more can give you a boost — in lots of ways.

SUCH ENERGY! SO SELF-CONFIDENT! VERY RELAXED! AMAZING GRADES!*

* It's true — physical activity can actually help you do better in school.

60 minutes all at once? I'm pretty busy.

Not a problem! Split up your 60 minutes over the day however you want — it all adds up!



Before school
Walk to school or the bus stop!
Dance around the living room!



At recess
Play with your friends!
Swing on the monkey bars!



After school
Walk your dog!
Go to basketball practice!



Eat Healthy

Make Half Your Plate Fruits and Vegetables



MyPlate.gov

Teacher Kits and Follow Up

- SAM Brochure – goes home with each student to share stroke information/resources with the household
- My Plate Pledges – each students gets a pledge that they can check off steps they will take daily to make healthy food choices
- No Smoke No Vaping Signs- given to the school administrators to put up outside of student bathrooms and other student gathering areas
- Grandpa’s Crooked Smile Books- books for each student to take home and read with their family and also for teacher to keep in classroom
- Post Test – for teachers to administer at 30, 60, and 90 days to assess what percentage of students retained the education

Stroke Quiz

1. In what part of the body does a stroke occur?

a) Heart	c) Brain
b) Lungs	d) Kidney
2. What should you do if you think someone is having a stroke?

a) Tell them to lie down and take a nap	c) Call 911
b) Call the family doctor to make an appointment	d) Tell them to drink lots of water
3. What is another name for a stroke?

a) Heart attack	c) Brain attack
b) Seizure	d) Hay fever
4. How can you prevent a stroke?

a) Eat healthy	c) Be active
b) Don't smoke or vape	d) All of the above
5. Draw a line from each stroke warning sign to its matching image ...

Stroke Warning Signs

B Balance **E** Eyes **F** Face **A** Arms **S** Speech **T** Time



Start With Your Heart (resource)



<https://www.startwithyourheart.com/stroke-awareness-matters/>

Downloadable Resources

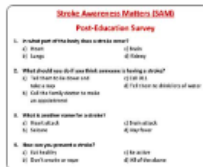


PowerPoint presentation - (PPT)

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PowerPoint presentation Notes - (PDF)

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SAM Post-Education Survey

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SAM Initiative Brochure - (PDF)

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SAM Video - (MP4)

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BE FAST Stroke Warning Signs One-Pager - (PDF)

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(This may be edited to include logos.)