ECU HEALTH

SAM Initiative

Coverdell Stroke Program

North Carolina Coverdell Stroke Program

PAUL Coverdell
NATIONAL ACUTE 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.

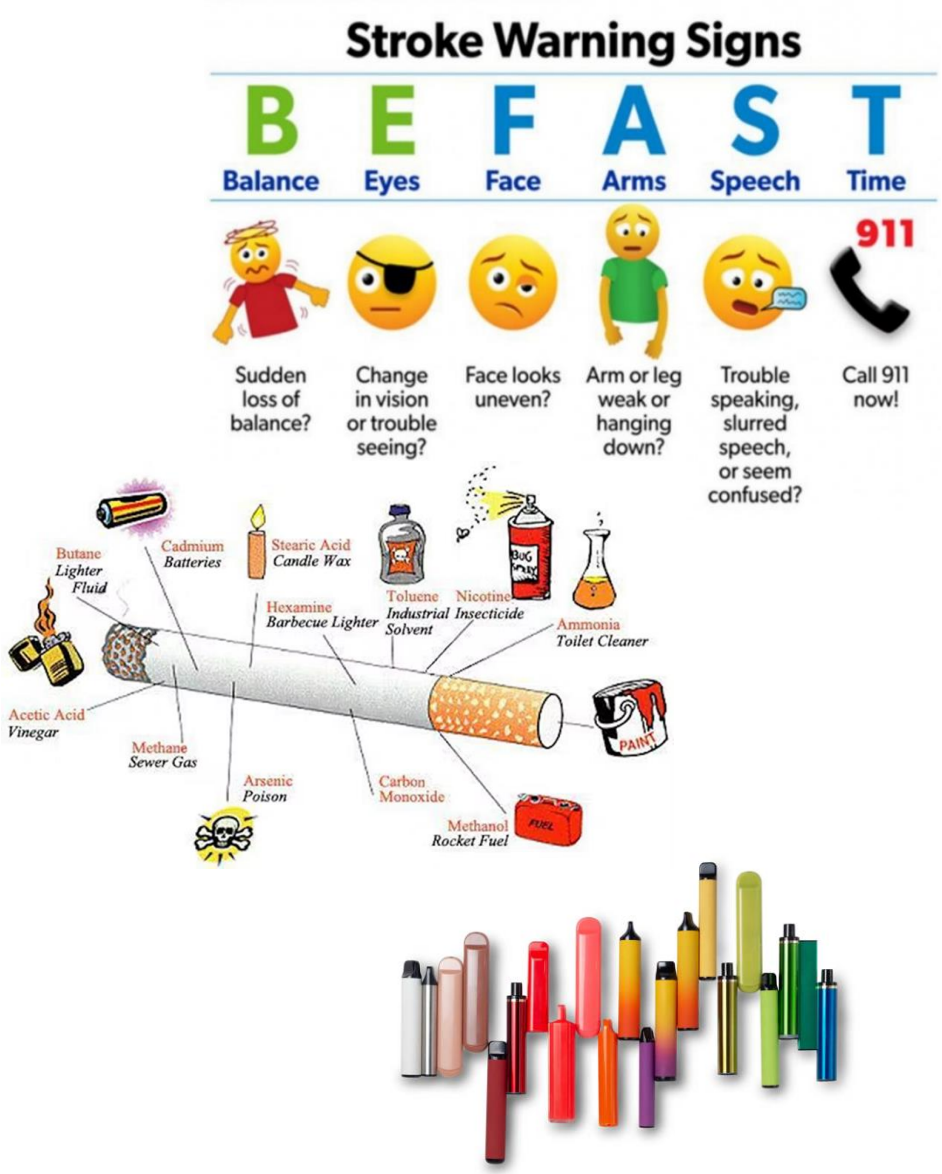
SAM Program Development (how)

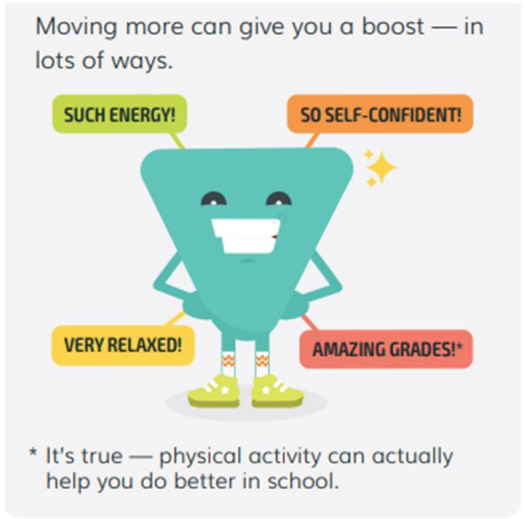
- ECU Health Stroke Coordinator's across the system came together and developed an education initiative to take stroke awareness/prevention to the youth in our communities.
  - Stroke Awareness Matters "SAM" Initiative was born.
- In the planning stages we consulted with the school systems and realized that it was important to incorporate smoking/vaping education along with diet and exercise.

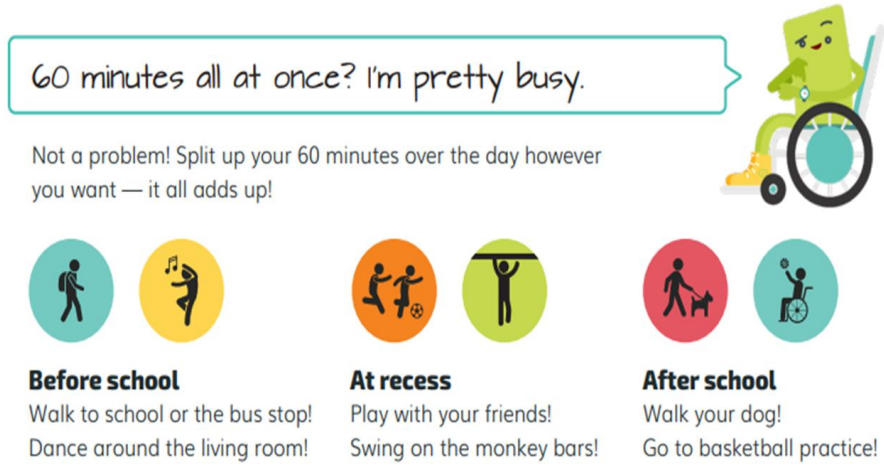
- **Mission:** Providing stroke education to school aged children across eastern North Carolina.
- **Vision:**
  - Increase awareness and response to stroke.
  - Decrease stroke mortality in eastern North Carolina.
  - Provide education to aid in reduction of modifiable risk factors for stroke.

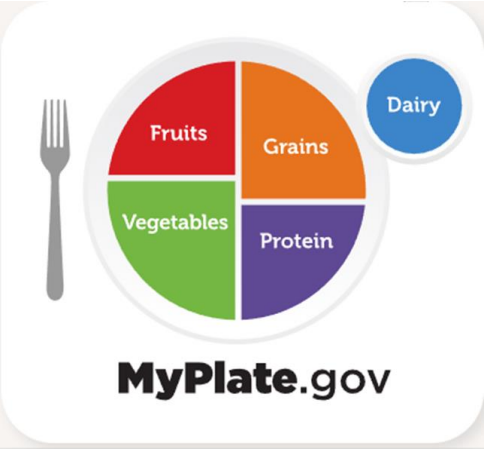
SAM Mascot

Education Visuals



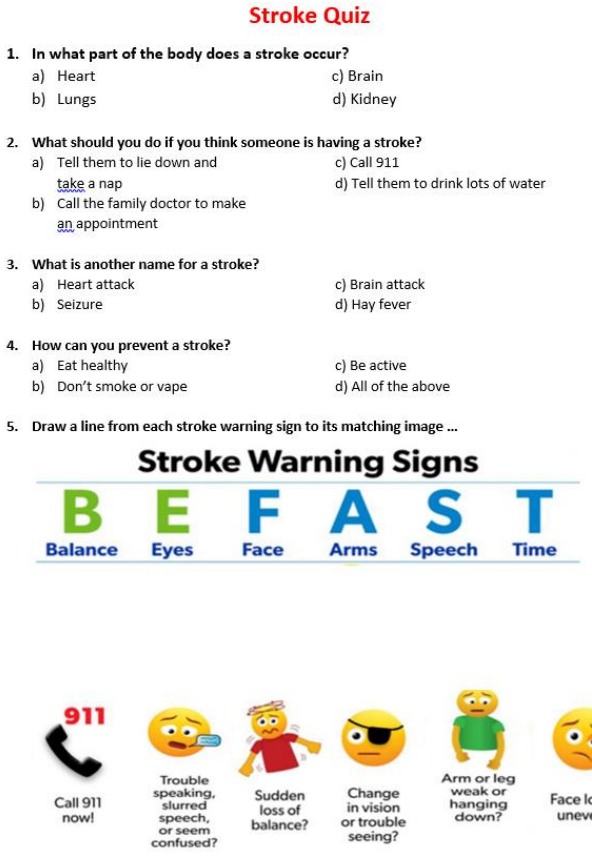






Teacher Kits and Follow Up

- 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
   b) Lungs
   c) Brain
   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
   b) Call the family doctor to make an appointment
   c) Call 911
   d) Tell them to drink lots of water
3. **What is another name for a stroke?**
   a) Heart attack
   b) Seizure
   c) Brain attack
   d) Hay fever
4. **How can you prevent a stroke?**
   a) Eat healthy
   b) Don't smoke or vape
   c) Be active
   d) All of the above
5. **Draw a line from each stroke warning sign to its matching image …**

Stroke Warning Signs

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

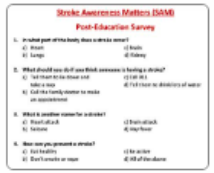
Start With Your Heart (resource)

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

Downloadable Resources

PowerPoint presentation - (PPT)
Download

PowerPoint presentation Notes - (PDF)
View in Browser | Download



SAM Post-Education Survey
Download

SAM Initiative Brochure - (PDF)
View in Browser | Download

SAM Video - (MP4)
View in Browser | Download

BE FAST Stroke Warning Signs One-Pager - (PDF)
View in Browser | Download
(This may be edited to include logos.)