

SPOT A STROKE



Stroke Warning Signs and Symptoms

Stroke is a medical emergency Call 911

A community education partnership

By: Emergency medical services captain Richard Porcelli , NREMT-P

My background...

- ❖ Boy Scout
- ❖ Always have been a teacher at heart
- ❖ Pre hospital Emergency medicine was fun and easy
- ❖ Paramedic at 20 years old...
- ❖ Firefighter really gave me the idea and understanding of community.



"Community, what is it?"



- ❖ Being part of a community was always important
- ❖ Core value
- ❖ Idea that everyone deserved the opportunity to make their life better- and...
- ❖ By helping others made my life more meaningful.
- ❖ My part was to be there for people when they were at their worst.
- ❖ Felt and still feels right

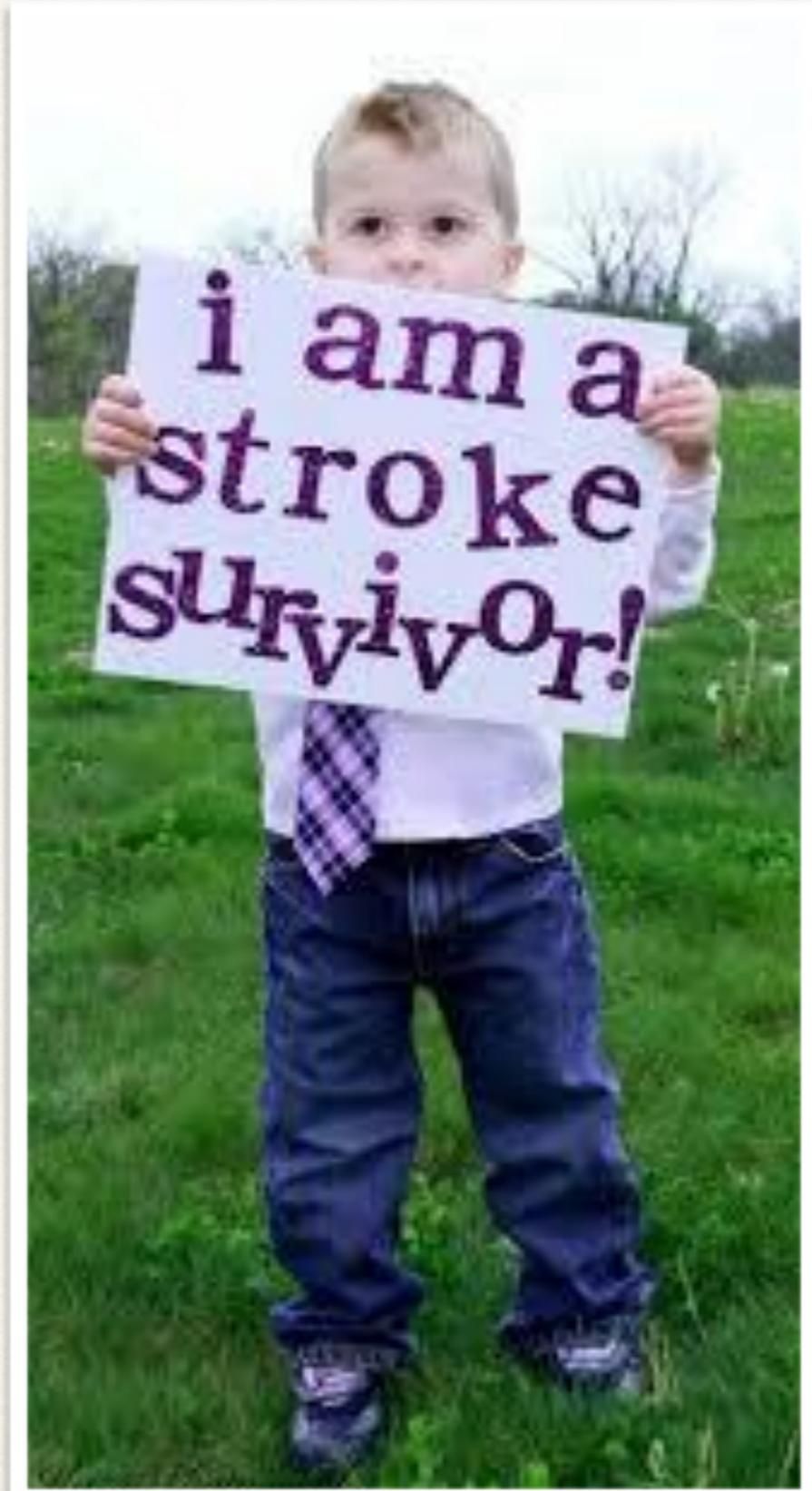
Stroke survival became very important

Multiple pieces of the puzzle for people to survive stroke have fallen into place.

Stroke is treatable

Stroke is preventable

The pathway for success has been laid out for us.

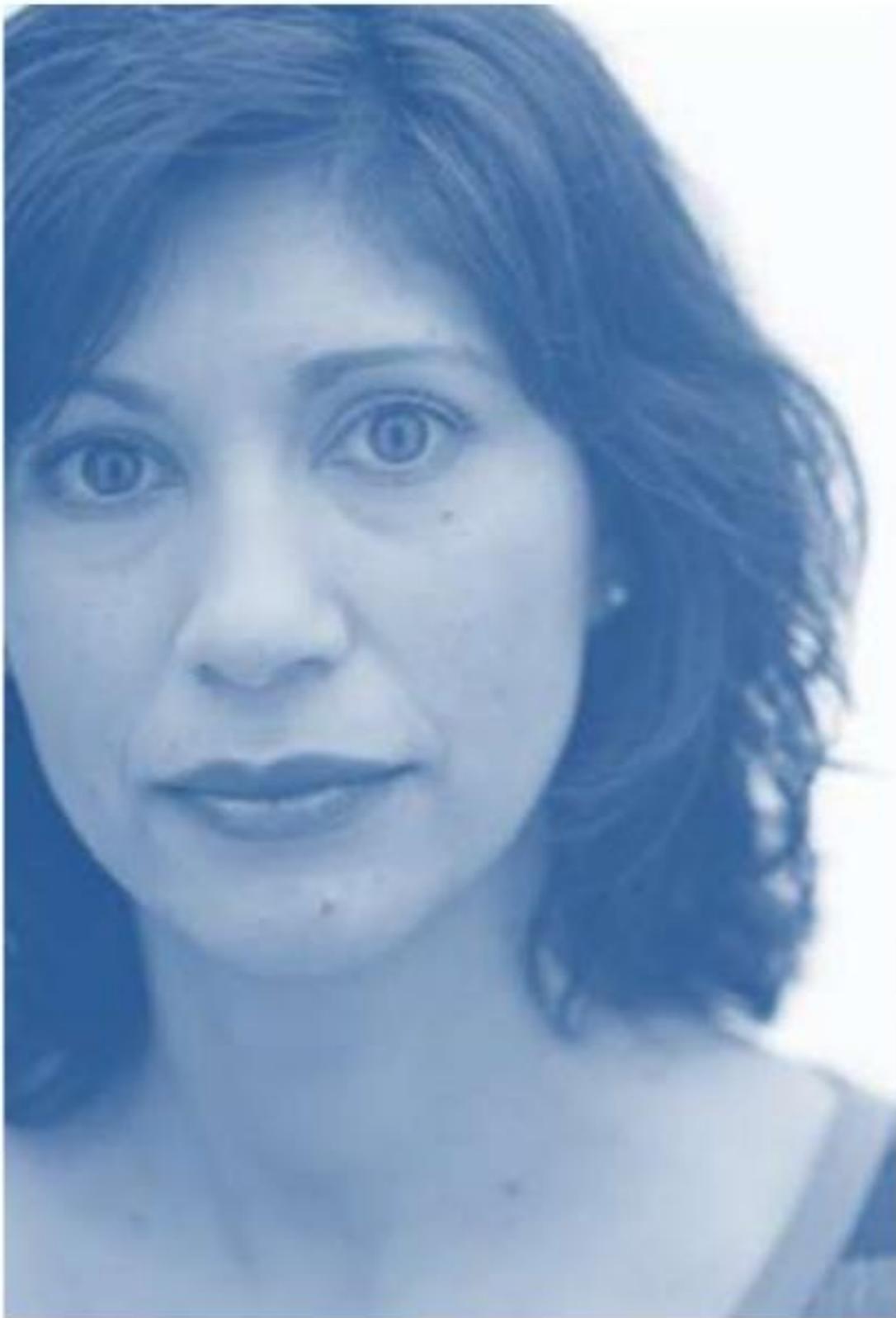


- ❖ Attentive community
- ❖ Stroke is lethal and destructive
- ❖ Stroke is expensive
- ❖ Eager to learn
- ❖ The information was no longer complicated
- ❖ Increase in awareness
- ❖ Treatment is effective and FAST!



Meet Mr. and Mrs. Stroke



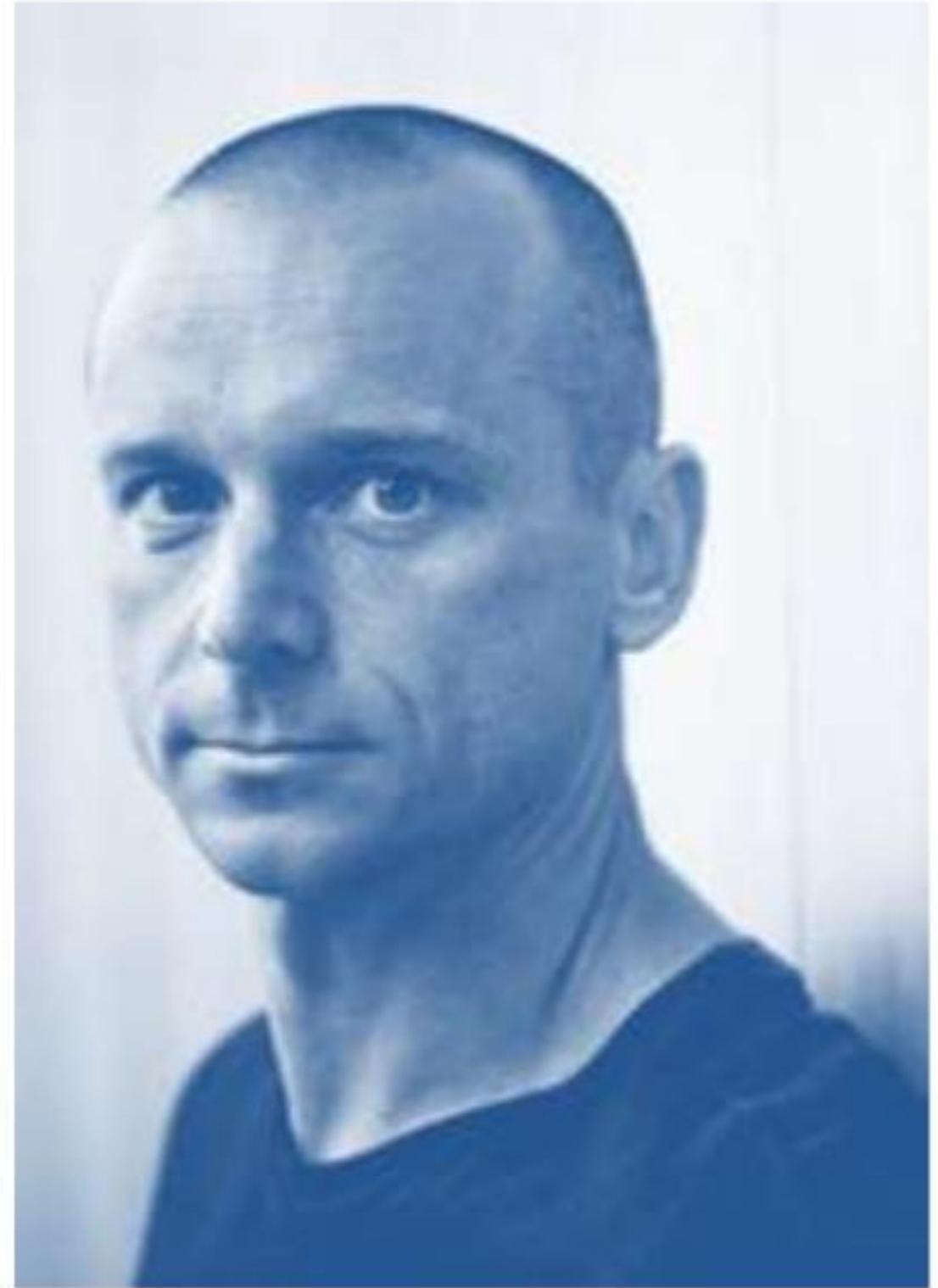


About **795,000**
Americans each
year suffer a new
or recurrent
stroke.

Stroke is the
No. **4** cause of
death in the U.S.



37% of all
Americans cannot
accurately identify
even one warning
sign for stroke.





strokefoundation

Stop stroke. Save lives. End suffering.

Almost 1 in 5 people who experience a stroke are under 55





strokefoundation

Stop stroke. Save lives. End suffering.

Stroke kills more women than breast cancer





strokefoundation

Stop stroke. Save lives. End suffering.

Someone has a stroke every 10 minutes



SPOT A STROKE



F

FACE DROOPING



A

ARM WEAKNESS



S

SPEECH DIFFICULTY



T

TIME TO CALL 911

Stroke Warning Signs and Symptoms

FAST Campaign

- ❖ Developed in 1998
- ❖ United Kingdom
- ❖ Ad hoc group
- ❖ Needed an expediter for the administration of tPA
- ❖ Had 3 hours from time of onset

F
A
S
T

STROKE IS AN EMERGENCY
ACT **FAST** CALL 911



F **ACE**
Look for an uneven smile

A **RM**
Check if one arm is weak

S **P** **E** **E** **C** **H**
Listen for slurred speech

T **I** **M** **E**
Call 911 right away

Any one of these signs could mean a stroke.

PSA Visit www.psastroke.org
to learn more.
PACIFIC STROKE ASSOCIATION 650.565.8485



With stroke, every second counts
Act F.A.S.T!

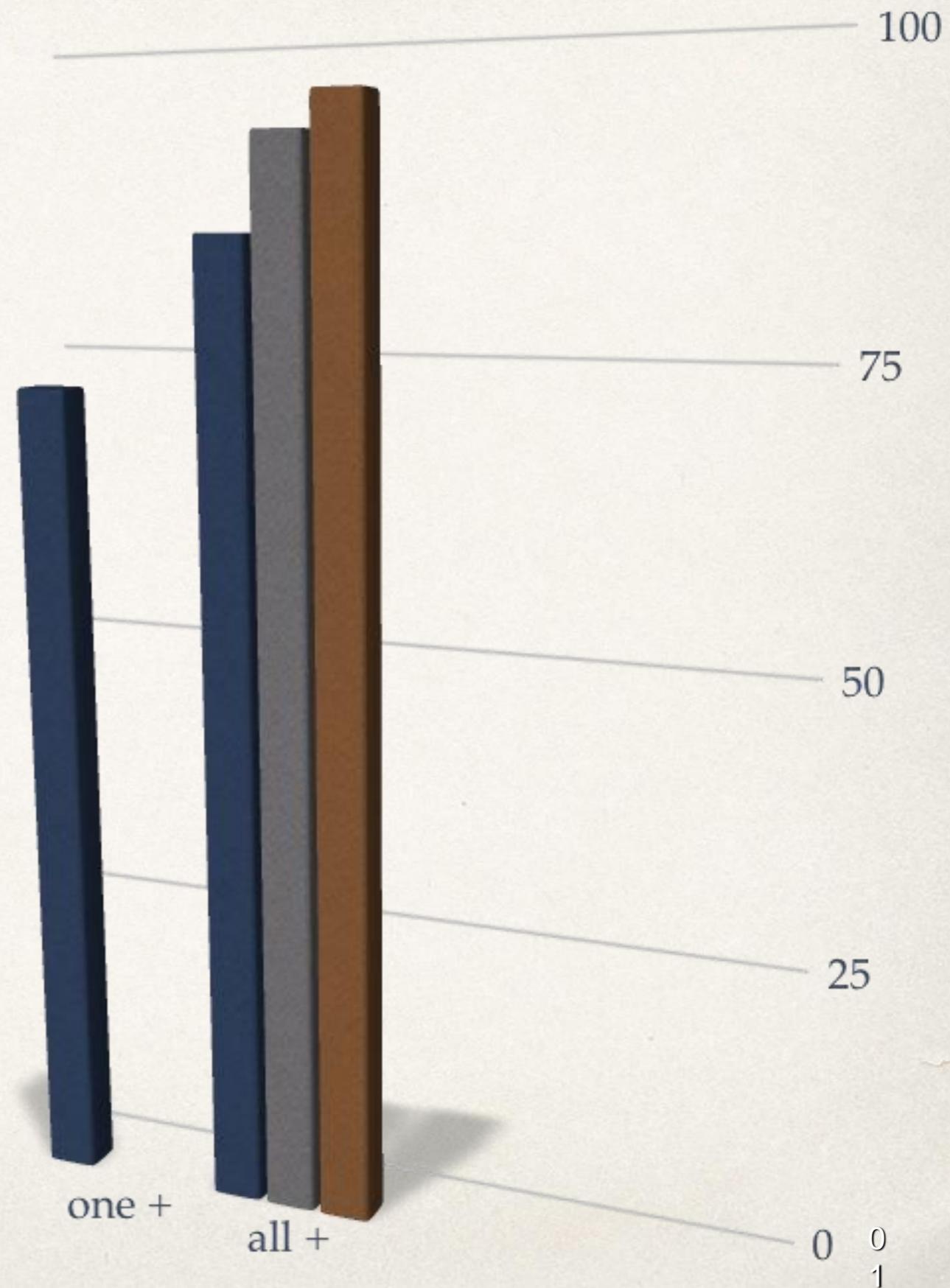


A NEW ERA
in stroke
EMERGENCY
TREATMENT

[LEARN MORE](#)

Prior to FAST...

- ❖ Used instruments that provided the most evidence of validity
- ❖ Cincinnati Stroke Scale (85%)
- ❖ Los Angeles Stroke Screen (93%)
- ❖ FAST (96%)



Definition of Stroke



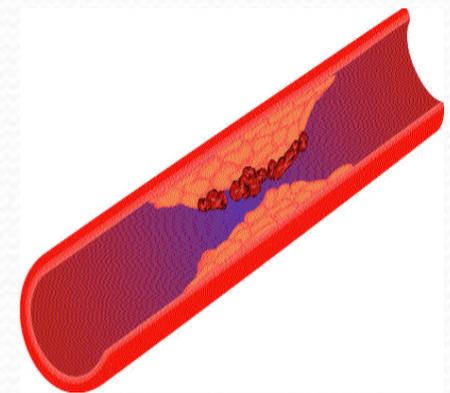
- × Sudden brain damage
- × Lack of blood flow to the brain caused by a clot or rupture of a blood vessel

Ischemic = Clot

(makes up approximately 87% of all strokes)



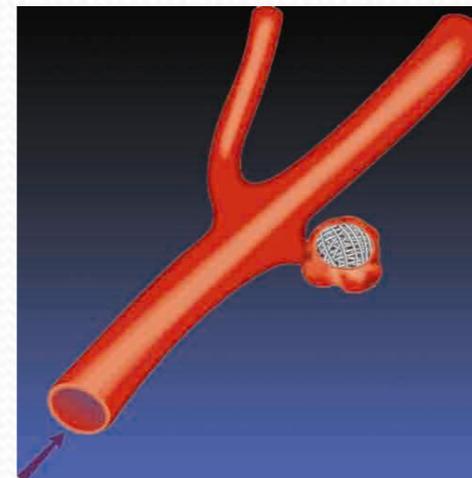
Embolic



Thrombotic

Hemorrhagic = Bleed

- Bleeding around brain
- Bleeding into brain



Stroke Symptoms

Sudden and severe
headache



Trouble seeing
in one or both eyes



Sudden dizziness
Trouble walking



Sudden confusion
Trouble speaking



Sudden numbness
or weakness of
face, arm or leg



If you observe any of these symptoms,
call 911 immediately.

Every minute matters!

TIA



- × Transient ischemic attack (TIA) is a warning sign of a future stroke – up to 40% of TIA patients will have a future stroke
- × Symptoms of TIAs are the same as stroke
- × TIA symptoms can resolve within minutes or hours
- × It is important to seek immediate medical attention if you suspect that you are having or have had a TIA

National Stroke Awareness Month

- ❖ May 11, 1989- Presidential Proclamation 5975
- ❖ Faces of Stroke - Campaign
- ❖ Advocate/ Donate/ Participate
- ❖ We have continued the practice of using May as our outreach month with special attention on the actual day that is declared. Usually the day is in the first full week.



STOP Stroke.



Act F.A.S.T.



Spread HOPE.

MAY IS
NATIONAL STROKE
AWARENESS MONTH

Main goals of stroke awareness month

1. Reduce stroke risk 2. Act FAST and 3. Spread hope about stroke recovery

Stroke Awareness

**National Stroke Association
recommends that you learn stroke symptoms
and how to respond to symptoms by calling
9-1-1**



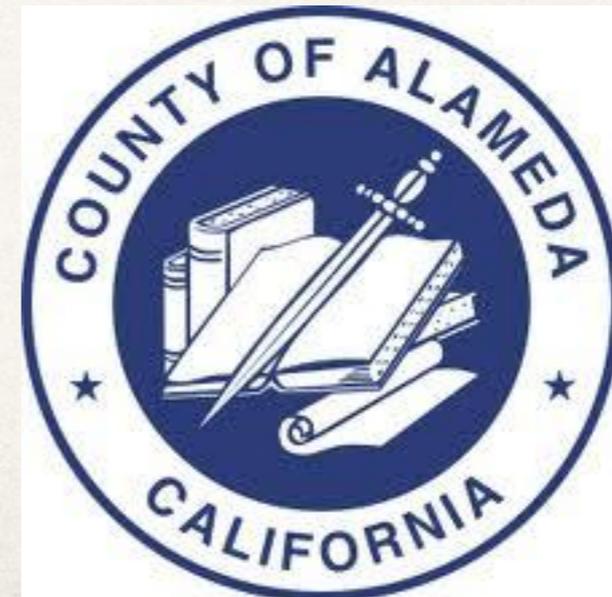


San Mateo County EMSCommunity Stroke Outreach

- ❖ Started in 2008
- ❖ We wanted people to benefit from our advanced 911 system and interventional stroke care hospitals...
- ❖ Focus was the patient , and if they couldn't advocate for themselves we wanted to next closest person
- ❖ Wanted to be visual and approachable to our community.
- ❖ We have not met the true demand for our style and time of outreach. Estimate that we can reach 150,000 people if we had enough help

Involving the entire team

- ❖ Patient
- ❖ Care givers
- ❖ Good Samaritans
- ❖ Emergency responders
- ❖ Hospital staff
- ❖ Recovery staff



Partnerships are critical to succeed!

- ❖ Hospitals
- ❖ EMS agency's
- ❖ County employee's
- ❖ Fire departments
- ❖ Ambulance company's
- ❖ Non profit service organizations



Event details:

- ❖ Used the morning commute
- ❖ 0700 till 0800 to be visual
- ❖ Small informational cards
- ❖ Uniformed personnel
- ❖ Fire apparatus parked out front
- ❖ Tried to engage in short conversations...
- ❖ Very positive feed back



Future planning will include:

- ❖ BART - system wide
- ❖ CalTrain- all stations
- ❖ SFO / OAK /and San Jose airports
- ❖ Other groups , TMSF



Applied the 8 principals of community outreach

- ❖ 1. Relate to people's lives with your message.
- ❖ 2. Use active strategies that are engaging and interactive.
- ❖ 3. Enlist trusted spokespeople and ambassadors.
- ❖ 4. Touch people multiple times through different media and communication.

8 principals continued...

- ❖ 5. Communicate why participation matters. You can save a life, maybe that life will be yours
- ❖ 6. Pay attention who is coming to your events and adjust your strategy as needed
- ❖ 7. Assume that some people who intended to participate , will cancel the day of.
- ❖ 8. Use social media and other forms of communications.

Final thoughts:

- ❖ Trying to produce meaningful change
- ❖ Make people feel good about what they are doing
- ❖ Be effective



“I have found that among its other benefits, serving others
liberates the soul of the giver”

–Maya Angelou