

STROKE IT'S NO JOKE!



Introduction

In collaboration with the District Stroke Centre at the North Bay Regional Health Centre, we recognized a need for education of the 5 warning signs of stroke and stroke as a medical emergency.



Action Statement

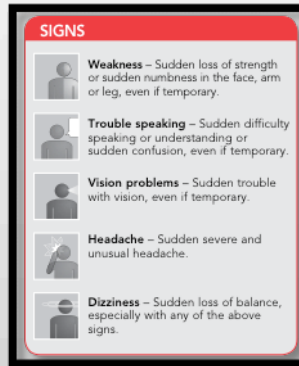
The general public in North Bay is at risk for not seeking emergency medical attention for a stroke related to a lack of awareness of the warning signs of stroke.

Goals

- Raise awareness of the 5 warning signs of stroke
- Increase knowledge that a stroke is a medical emergency
- Target both younger and older populations
- Make the public aware that a stroke may occur at any age
- Educate the public about modifiable risk factors

Background (methods)

- Provided informative handouts
- "Stroke It's No Joke" information booth set up in four locations (North Bay Indian Friendship Centre, Northgate Shopping Centre, Nipissing University, and the Royal Canadian Legion)
- A short survey was utilized as a quality assurance measure
- Manual blood pressure readings were offered
- Facebook and Twitter page were created to raise awareness and target the younger population



@StrokeltNoJoke

STROKE... It's No Joke!

1. Please circle your age group:
30 & below 31-65 66 & above
2. Name one of the 5 signs of a stroke:

3. Do you know your blood pressure?
Yes it is: / / No
4. If you have any signs/symptoms of a stroke you should:
a) Lie down and take Tylenol.
b) Call 911 immediately.
c) Wait and see if symptoms last for over an hour before seeking emergency care.



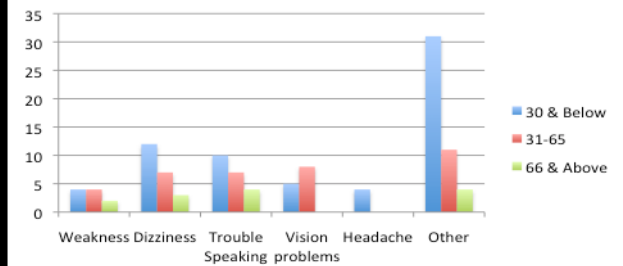
Search: "Stroke Itsnojoke"



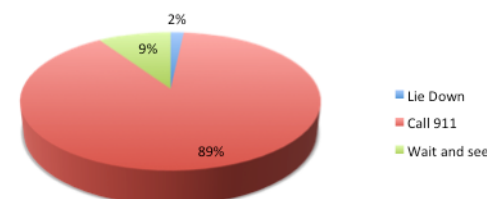
Discussion (outcomes, results)

- Only 53% of people aged 30 and below could correctly identify 1 of the 5 warning signs of stroke representing a knowledge deficit in that population
- Lack of differentiation between warning signs of stroke and heart attack
- Younger population is naïve to the risk of stroke
- Only 25% of respondents knew their blood pressure
- Many did not know the risks of hypertension

Results for Warning Signs



If Stroke Symptoms Are Experienced: Total of All Age Groups Said:



Recommendations

- Continue establishing Facebook and Twitter to reach out to a large group of people
- Have an online survey that people can complete at their leisure - with the link available on Facebook
- Continue to target younger populations as there is a large knowledge deficit related to stroke

Acknowledgement

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