

STROKE EDUCATION PROGRAM TARGETS NEBRASKA RESIDENTS

Awareness of stroke signs and symptoms and the importance of seeking emergency help quickly

Public Health Problem

- More than 80% of the state's adults have at least one risk factor for stroke and heart attacks, including physical inactivity, being overweight or obese, and having high blood pressure.
- Almost half of stroke deaths happen before the victim is admitted to the hospital.
- Recognizing the signs and symptoms of stroke and seeking early emergency treatment increases the chances of a positive outcome and lowers the risk of permanent disability.

Program

- The Nebraska Cardiovascular Health Program and the Nebraska Stroke Foundation partnered to implement *Strike Out Stroke*®, a campaign designed to raise awareness of stroke signs and symptoms among children and adults.
- Minor league baseball games provided opportunities to educate attendees, to share stroke-survivor recognition and to allow a first pitch thrown by a stroke survivor. Nebraska residents were reached through similar events at community baseball and softball events.
- A *Strike Out Stroke*® educational curriculum for elementary and middle school students has been developed, at the request of teachers in the state.
- Video interviews featuring two teenage Nebraska stroke survivors are provided to schools.
- A campaign website gives information on the signs and symptoms of stroke, stories from stroke survivors, and a list of statewide *Strike Out Stroke*® community events.

Impact

- 10,000 Nebraska residents have been reached with potentially life-saving information on the signs and symptoms of stroke.
- Participant insights on the benefits of the campaign are reflected in these comments:
 - “I never really thought about having a stroke or what I should do if it happens.”
 - “I’ve learned that a stroke happens in the brain, not some other part of the body.”
 - “Seeing a 17 year old stroke victim throwing out the first pitch at the ball game makes me realize it’s not just an old person’s disease.”

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