



Brief Intervention Setup Guide

Scheduling Stroke Ready Brief Intervention at Events:

To reach the most people, and the most diverse audience, focus on taking stroke education to your audience, rather than hosting your own events.

Virtually any gathering that has people -- a workplace, a church, an event, an apartment complex -- can be a setting for a series of brief sessions.

Enlist your team to brainstorm venues and make a master list of prospects -- governmental agencies, employers, hospitals, nursing homes, colleges and universities, churches etc.

Subscribe to local calendars and search Facebook events weekly to uncover new opportunities for events. Join local community health groups to share ideas and leads with others providing health education.

Create a searchable database of potential workshop hosts to track venues, contact names and numbers, interactions with them and workshops and events scheduled and held. Make this database available to those setting up future workshops.

Designate people as "appointment setters" to call, find the right person to set up a workshop, follow up and schedule workshops and events. Give each a specific "area" -- churches, employers, social service agencies, etc. -- to avoid overlap and reach the widest possible audience.

When "cold calling" workshop prospects, make sure to mention:

--Affiliation with a respected local institution or agency.

--That workshops are free, all materials are provided, no personal information is collected and there is no sales pitch.

--Relevant statistics about stroke and stroke treatment in your community, i.e. More people are hospitalized for stroke in Flint and Genesee County than in many other parts of Michigan and that people need to know that they can get treatment for stroke if they get to the hospital quickly.

After the event, send a thank you email to your contact. Make sure to let them know that you'd appreciate referrals to others who might welcome a workshop and include your contact info.

Some places where we found ready-made receptive audiences:

Churches: Many churches have a health ministry, a church nurse or host a regular health fair and welcome guests and their messages.

Neighborhood groups: We presented a 10-minute workshop at a meeting of neighborhood group leaders, then subsequently were invited to many individual neighborhood group meetings for a presentation.

Senior centers/senior living/assisted living: Many activities directors schedule regular workshops for their residents and participants and are happy to put you on their schedule.

Colleges and training programs: Classroom presentations to students going into health care professions are a great fit.

Brief Session Best Practices:

-Brief sessions are a great option for workplaces and other venues that don't want to devote the time to a longer workshop.

--They can happen anywhere you can set up a table: grocery stores, work places, coffee shops, health fairs, festivals, hospital hallways, employee cafeterias, soup kitchens, bus station, senior centers, gyms and recreation facilities, etc.

--"Be mobile" if there isn't an opportunity for a table -- educators can carry materials in a tote and approach people at venues, such as festivals. Peer educators went car-to-car to talk to people as they lined up in their cars for water distribution and flu shots events.

--These sessions work best with giveaways -- pens, bracelets, magnets, even candy -- at the table to attract participants. Consider also having an eye-catching display, such as a poster display.

--Use Stroke Ready knowledge quiz and barriers to calling 911 sheets to engage participants further.

At events, peer educators should:

--Rehearse their intervention so they can present it quickly and completely in under 2 minutes.

--Demonstrate each sign of a stroke as they are reviewing the FAST symptoms.

--Be willing to approach people to start the conversation -- don't wait until they come to you. Make eye contact. Even something as simple as "Can I give you a free pen?" gets a surprising number of people willing to listen to your presentation.

--Get to a venue early to check out the setup. Avoid setting up your table near music and loudspeakers if possible or ask the organizer to keep the volume at a level where you can still be heard.

--Network with the other vendors at a venue. Not only are most of them good candidates for a stroke brief intervention, they may also have suggestions for other events and workshops and can help spread the word.

--Give a business card and/or flyer to people who are interested in a workshop or having Stroke Ready educators at a future event. Also, consider having a sign-up sheet for those interested to reach out after the event.

--For outdoor events: bring balloon weights to keep your tablecloth, materials from blowing away if it's windy, bug spray and sunblock. Invest in a shade canopy if you will be doing a lot of outdoor events in the summer and rehearse how to put it up/take it down in training, before the event.

Conducting a Brief Session:

In order to deliver effective workshops, peer educators must be well-versed in each of its components. We expect that peer educators will have a thorough understanding of stroke preparedness, but we do not expect that peer educators will become stroke experts.

As a way to maintain the quality and consistency of the program messaging, not only in the workshops, but the entire program, we established "core" program components. These **core components** include:

- **What is Stroke:** defines what a stroke is and what causes it.
- **Stroke Happens:** gives facts about how common stroke is, and explains the most common consequence of stroke, which is long-term disability.
- **Good News – Stroke is Treatable:** emphasizes that there is a stroke medicine, TPA, that reduces disability, and that there are many people treated each year.
- **Stroke Signs:** teaches signs of stroke—face drooping, arm weakness, speech difficulty, and time to call 911, as well as how to check for each sign.
- **TPA – the Clot Buster Medicine:** visual demonstration and illustration showing what happens during a stroke and how TPA works to remove a blockage in the brain.
- **Time is Everything:** explanation that medicine to treat stroke can only be given in the hospital, and that the earlier treatment is given, the better the chance of recovery.
- **Stroke Ready Action Plan:** a step-by-step plan to guide a person through calling 911 if they see signs of stroke, and a reminder of the steps to follow when doing so.
- **Stroke Ready Music Video or Audio (the Think Fast song):** Composed and performed by Flint community members and their academic partners. Includes visual demonstration of signs of stroke and reinforcement of program messaging to call 911 and get to the hospital as soon as possible. Refer participants to www.StrokeReady.com to view the music video.

Brief Session Facilitator Script:

Use the brief intervention script provided for events. This is to ensure that the information presented in the Stroke Ready workshops is the same from workshop to workshop, and so that participants are being provided the same information, no matter who is presenting it. It's important to get familiar with the content and activities prior to your first workshop.

Preparation Checklist for Events & Brief Sessions:

The preparation checklist contains several lists: materials needed for each event, tasks to do before each session, tasks to do during the event, and tasks to do after the event ends.

Materials needed for events:

- Stroke Ready Brief Session script
- Tablecloth
- Participant brochures and action plans
- Stroke Ready Pens
- Bracelets

Tasks to be done before event:

- Locate event sponsor to direct you to table reserved for Stroke Ready (if provided by event sponsor).
- Put tablecloth on table.
- Set out brochures, pens and bracelets in a manner that makes participants interested in stopping by the table.

Tasks to be done as participants arrive:

- Give participants a brochure & action plan, pen and bracelet.
- Take note of participants who are interested in hosting a workshop, other upcoming events, and things people say regarding usefulness of information, having seen Stroke Ready information before, and any observations about the event that made it successful or unsuccessful.
- If you find there is an opportunity to walk around in a crowd (for example: the event is at a music festival or Back to Bricks), take some brochures, pens and bracelets with you to distribute and provide brief sessions.