

The Northwestern Ontario Stroke Network Presents:

# PROVINCIAL STROKE ROUNDS

**1. PLEASE MUTE YOUR MIC**

**2. THIS PRESENTATION WILL BE RECORDED**

**3. THE VIEWS EXPRESSED TODAY ARE THOSE OF THE PRESENTERS**

**4. Q&A POST PRESENTATION**

If you think of a question during the presentation, please place in the chat box.

If we are unable to answer all questions in the Q&A, we will send the answers out post presentation.

**5. SNOW STORM**

Welcome to the North where we have a huge snow storm today.

We will likely have participants joining in after we start.

The Northwestern Ontario Stroke Network Presents:

# PROVINCIAL STROKE ROUNDS

## FAST HEROES

Health Education Campaign  
Children Making a Positive Impact in Stroke

Wednesday April 5, 2022, 0800-0900h EDT



# FAST HEROES

## Presenters



**JAN VAN DER MERWE**

**CO-FOUNDER AND  
PROJECT LEAD**

**ANGELS INITIATIVE &  
FAST HEROES  
CAMPAIGN**



**DR. RAZMIK BEBEDJIAN**

**NEUROLOGIST**

**FAST HEROES  
PHYSICIAN  
AMBASSADOR**



**KELI CRISTOFARO**

**STROKE COMMUNITY  
ENGAGEMENT  
SPECIALIST**

**FAST HEROES CANADA  
COUNTRY  
COORDINATOR**

# DISCLOSURES

Disclosure of  
Affiliations, Financial  
Support, &  
Mitigating Bias



**JAN VAN DER  
MERWE**



**DR. RAZMIK  
BEBEDJIAN**



**KELI  
CRISTOFARO**

Affiliations:

Employer - Boehringer Ingelheim  
International GmbH

Financial Support:

This project is receiving financial support  
from Boehringer Ingelheim directly and  
through a Grant with the University of  
Macedonia (Grant number 395479)

Affiliations:

We have no relationships with  
for-profit or not-for-profit  
organizations

Financial Support:

This presentation has not received  
financial or in-kind support

# OBJECTIVES:

Upon completion, participants will be able to:

1. Describe the history and mission of the FAST Heroes Campaign

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2. Identify links between FAST Heroes research and Canadian Stroke Best Practices

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3. Identify positive impacts on global stroke care from the FAST Heroes Campaign

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4. Describe how to participate in the Healthcare Ambassador Team



# HISTORY

## Public Awareness to Impact Acute Stroke



Improving acute stroke care in NWO through public awareness  
Goal: Educate public to recognize symptoms & call 911

2015



Kelli Cristofari  
Northwestern Ontario

#### Background:

- Heart and Stroke FAST 2018 poll revealed that 99% of the public dials 911 when a person suddenly has the signs of stroke.
- Despite the high recognition and use of the signs of stroke, 50.8% of stroke survivors arrive at the ED despite the province's target being 65.9%. NWO performer provides an indicator over the
- We needed to uncover our patients do not

#### Objective:

- To determine if NWO Ontario residents of stroke and how stroke care.
- To understand why 911 and choose not during stroke symptoms.
- To support and gain awareness through training and stroke family education.



## SUSPECT STROKE? MINUTES MATTER!

Stroke Awareness Video: Scene Review



# HISTORY

How did FAST Heroes come to Canada?

Montreal, World Stroke Congress

2018



# HISTORY

How did FAST Heroes come to Canada?

## ANGELS CONSULTANTS

### THE ANGELS INITIATIVE:

Healthcare improvement project

### AIM:

Improving stroke care across the world

Angels Initiative & NWORSN

Share a common mission!

- Set up new stroke ready hospitals
- Improving the quality of care in existing hospitals

Ontario Stroke  
Networks  
**FEWER STROKE!  
BETTER OUTCOMES!**

2018/

2018





# HISTORY

FAST Heroes & Canada form a partnership



2019

2019/20

**FAST HEROES PILOT  
250 CHILDREN**

1 schoolboard  
3 schools  
8 classes



2022/23

**FAST HEROES  
HYBRID IMPLEMENTATION**

1 schoolboard  
3 schools  
4 classes



1

**DESCRIBE THE  
HISTORY AND  
MISSION OF  
THE FAST  
HEROES  
CAMPAIGN**

According to the World Stroke Organization,

**1 IN 4**

People will experience a stroke in our lives.

**STROKE IS TREATABLE**

In many countries, this is not a reality.

Very few patients arrive at a hospital that provide correct stroke treatment

Even fewer arrive on time for treatments that could help them survive and walk out of the hospital.

# WE HAVE TO SOLVE TWO PROBLEMS

1

Improve the recognition of the most common symptoms of stroke

2

Teach the general population that stroke is an emergency and upon symptoms, call an ambulance immediately

If the average age of a stroke patients is 70 years old

## **SOCIO-DEMOGRAPHICAL DATA**

Up to 50% of the age group we are trying to **EDUCATE**

look after their grandchildren 2 times per week  
due to both parents working, multiple generation  
households living together, cost of daycare...

## **QUESTION**

**CAN GRANDCHILDREN EDUCATE  
GRANDPARENTS AND THEIR FAMILY?**

# GRANDPARENTS

Could children provide “gifts” to their grandparents that could educate them about stroke?

# PARENTS

Could children engage parents by accessing a website and bring home content learned from school?



# FAST HEROES

An award winning animated character-based education initiative with a central character, Timmy, who becomes a FAST hero by learning how to beat the Evil Clot and save his Grandhero's life

Developed in partnership with The Department of Educational and Social Policy of the University of Macedonia

Endorsed by the World Stroke Organization



**A MILLION KIDS WITH ONE GRAND MISSION  
- TO SAVE OUR GRANDPARENTS**

# FAST HEROES CAMPAIGNS MISSION

Educate the public to do two things

1

Recognize the most common symptoms of stroke

2

Call an ambulance when stroke symptoms appear



# OUR APPROACH



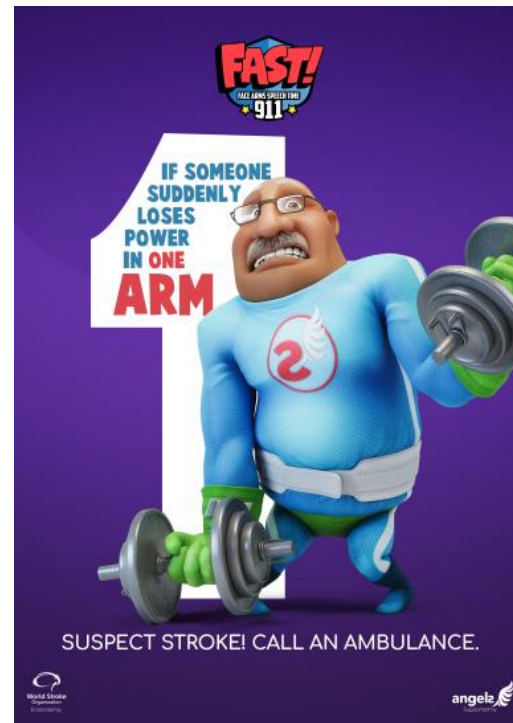
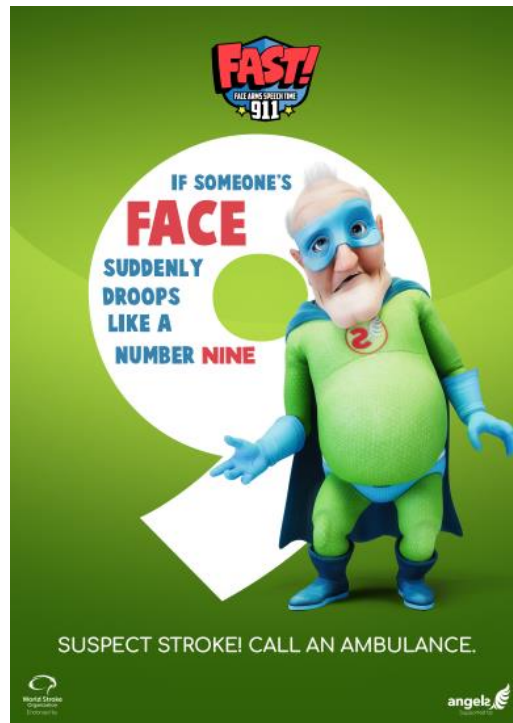
The **EMERGENCY NUMBER** used to call an ambulance will be the **HOOK** to remember the most common symptoms of a stroke

**IF SOMEONE'S FACE  
SUDDENLY DROOPS  
LIKE A NUMBER 9**

**IF SOMEONE'S  
SUDDENLY LOSES  
POWER IN 1 ARM**

**IF 1 MOUTH  
SUDDENLY HAS  
SLURRED SPEECH**

**TIME IS THE BEST  
WEAPON AGAINST  
STROKES**



# OUR HELPERS

Three retired superheroes and their grandson, each with a superpower that will help us remember the three symptoms



**FRANK**  
**THE FACE**



**ARMANDO**  
**THE ARMS**



**SOPHIA**  
**THE SINGER**



**TIMMY**  
**ON TIME**

# THE POWER OF THE CAMPAIGN

The children will learn very important **LIFE SKILLS** of how to act in a medical emergency.

## OUR TARGET AUDIENCES

**1**

Educating at-risk population

**GRANDPARENTS**

**2**

Educating those that are asked for help during a stroke

**PARENTS**

# THE POWER OF THE CAMPAIGN

## 1. GRANDPARENTS

### STEP 1



The family nominates 2 Grandheroes

### STEP 2



The children create personalized message cards in the class for the Grandheroes

### STEP 3



Cards are mailed to the Grandheroes

### STEP 4



Grandheroes stick the cards on the wall

# THE POWER OF THE CAMPAIGN

## 2. PARENTS

### STEP 1



Parents enroll on the website

### STEP 2



The children have fun while learning in class



### STEP 3



Parents join online once a week and receive automatic email updates

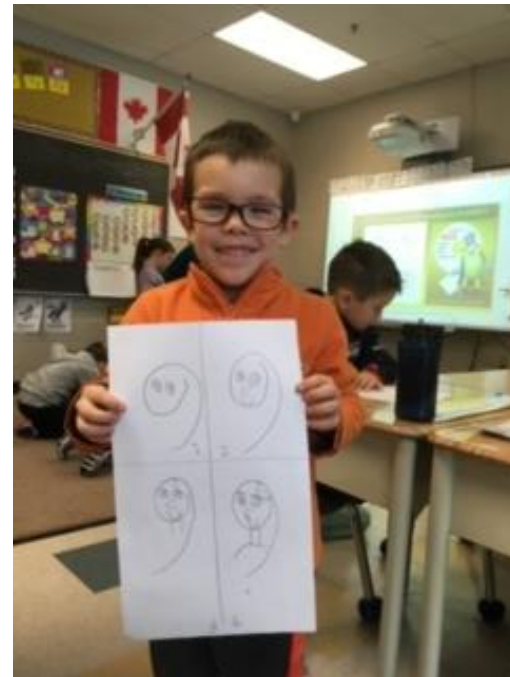
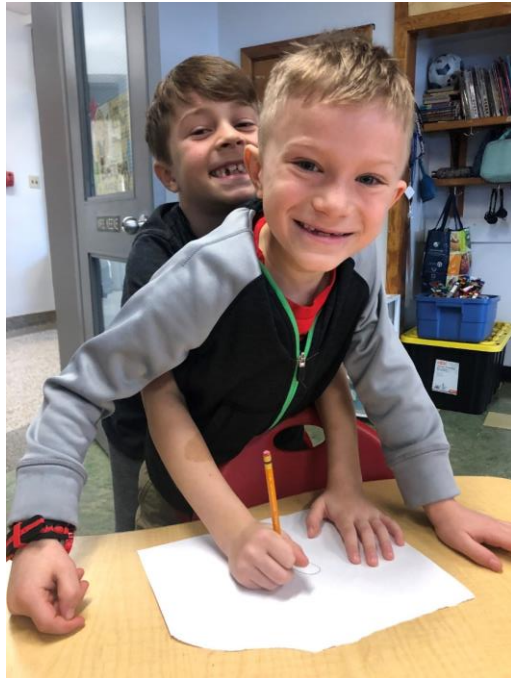
### STEP 4



Posters, masks and other materials brought home by children to serve as a constant reminder of the message

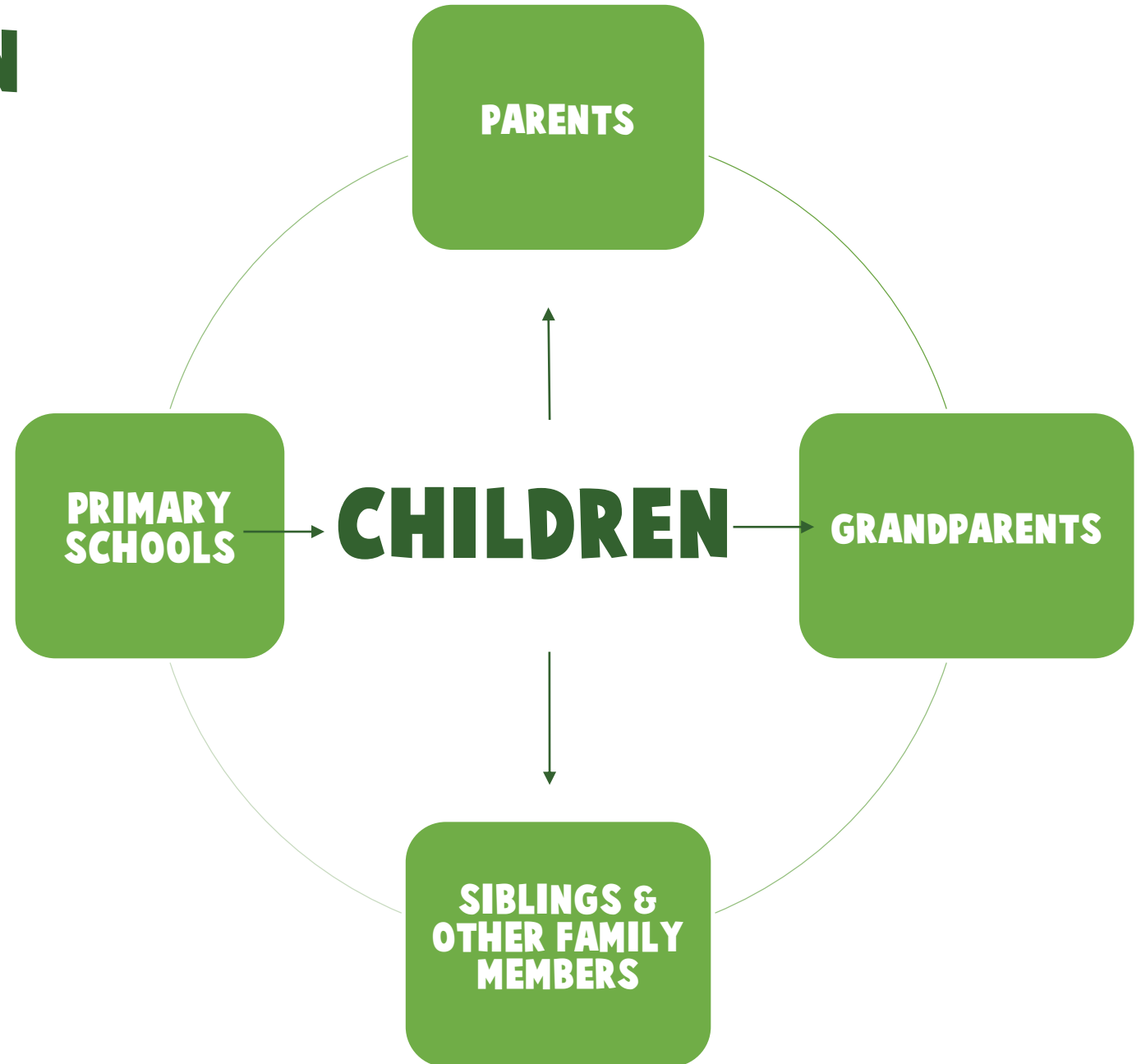
# OUR FAST HEROES

# THE CHILDREN



# HOW THE CAMPAIGN HELPS SPREAD KNOWLEDGE

Research shows the campaign has the biggest impact when children are guided through their learning journey by **THEIR TEACHER,** so implementation via **SCHOOLS IS OUR KEY FOCUS.**



# REFLECTIVE QUESTION

**DO YOU THINK THIS  
CAMPAIGN COULD  
SUPPORT YOUR  
EDUCATION GOALS  
IN YOUR REGION?**





# WHY FAST HEROES IS NEEDED

The research tells us why!

## DO PEOPLE RECOGNISE THE SIGNS OF STROKE?

- A study published in the BMC Emergency Medicine journal showed that only 23% of stroke patients correctly realised they were having a stroke, and just 11% called for an ambulance
- Six in ten (63%) called a relative or friend to ask for advice instead, with only a third (32%) receiving the correct advice to call an ambulance straight away<sup>ii</sup>

**STROKE**  
ALL THE FACTS YOU NEED TO KNOW  
FROM THE WORLD STROKE ORGANIZATION

**FAST!**  
FACE ARMS SPEECH TIME

**HOW PREVALENT IS STROKE?**

- Stroke has already reached epidemic proportions - 13.7 million people will suffer their first stroke this year
- 1 in 4 adults will suffer a stroke in their lifetime
- Over the last four decades, stroke incidence in low and middle income countries has more than doubled

**WHAT IS THE IMPACT?**

- Stroke is the second leading cause of death worldwide
- The mortality rate exceeds 30% - as a result 5.5 million people will die of stroke this year
- Stroke is also the third leading cause of disability worldwide
- Survivors can experience wide ranging disabilities, including difficulties with mobility and speech, as well as how they think and feel

**IS IT TREATABLE?**

- Stroke can have different short- and long-term effects depending on which part of the brain is affected and how quickly it is treated
- People have the best chance of surviving with their lives intact if they receive fast and effective acute care and treatment
- Sadly, most stroke patients do not receive optimum treatment because they arrive at hospital too late!
- Increasing recognition of the signs of stroke and the need for fast treatment is vital.

**DO PEOPLE RECOGNISE THE SIGNS OF STROKE?**

- A study published in the BMC Emergency Medicine journal showed that only 23% of stroke patients correctly realised they were having a stroke, and just 11% called for an ambulance
- Six in ten (63%) called a relative or friend to ask for advice instead, with only a third (32%) receiving the correct advice to call an ambulance straight away<sup>ii</sup>

**WHAT IS A STROKE?**

- Stroke is a condition where the blood supply to the brain is disrupted, resulting in oxygen starvation, brain damage and loss of function
- It is most frequently caused by a clot in an artery supplying blood to the brain, a situation known as ischemia. It can also be caused by haemorrhage when a burst vessel causes blood to leak into the brain
- The three key signs of stroke are: a face that suddenly droops to one side, an arm that suddenly goes weak, or speech becoming slurred or impaired

**HOW CAN TARGETING CHILDREN HELP?**

- Educating children is proven to be a viable way to enhance their community's stroke preparedness<sup>iii</sup>
- Following implementation of the FAST Heroes campaign in schools in Greece, knowledge of the three stroke symptoms increased from 38% to 85%, and every single family knew the 112 emergency number, an improvement of 60%<sup>iv</sup>

<sup>i</sup> Rogoschke-Schumm et al. International Journal of Stroke (2014).  
<sup>ii</sup> Caminiti et al. BMC Emergency Medicine (2017) 17:20 DOI 10.1186/s12873-017-0130-9.  
<sup>iii</sup> Hickey et al., 2018; Sing Moon et al., 2021.  
<sup>iv</sup> Tsakounidou K et al. A Stroke preparedness questionnaire for baseline knowledge assessment of parents participating in the educational program FAST Heroes 112. Poster presented at: ESO-WSO 2020 Virtual Conference.

# THE RESEARCH CORNER



Poster Bressanone 2019

Download



A playsong for enhancing stroke knowledge among preschoolers

Download



A stroke preparedness questionnaire for baseline knowledge assessment of parents

Download



FAST letter to the editor

Download



A KINDERGARTEN-BASED EDUCATIONAL STROKE PROGRAM FOR THE WHOLE FAMILY

Download

<https://ca-en.fastheroes.com/community/>

# TESTIMONIAL

## FAST HEROES LIFE SAVING CASE STUDY

**COULD YOUR CHILD SAVE  
THEIR GRANDPARENT JUST LIKE AMY?**





**2**

**IDENTIFY LINKS  
BETWEEN FAST  
HEROES  
RESEARCH AND  
CANADIAN  
STROKE BEST  
PRACTICES**

On December 20, 2022, Heart & Stroke published a new study

# CANADIAN JOURNAL OF NEUROLOGICAL SCIENCES

Annual stroke occurrence rates in Canada have increased to 108,707

Approximately

# ONE EVERY FIVE MINUTES



The Canadian Journal of Neurological Sciences (2022), 1-6  
doi:10.1017/cjn.2022.338

Canadian Journal of Neurological Sciences  
Journal Canadien des Sciences Neurologiques

**Original Article**

## Estimating the Number of Hospital or Emergency Department Presentations for Stroke in Canada

Jessalyn K. Holodinsky<sup>1,2</sup> , Patrice Lindsay<sup>3</sup> , Amy Y. X. Yu<sup>4,5</sup> , Aravind Ganesh<sup>1,2</sup> , Raed A. Joundi<sup>6,7</sup>  and Michael D. Hill<sup>1,2,8,9,10,11</sup> 

<sup>1</sup>Department of Clinical Neurosciences, Cumming School of Medicine, University of Calgary, Calgary, Alberta, Canada, <sup>2</sup>Hotchkiss Brain Institute, Cumming School of Medicine, University of Calgary, Calgary, Alberta, Canada, <sup>3</sup>Heart and Stroke Foundation of Canada, Toronto, Ontario, Canada, <sup>4</sup>Department of Medicine (Neurology), University of Toronto, Toronto, Ontario, Canada, <sup>5</sup>Sunnybrook Health Sciences Centre, Toronto, Ontario, Canada, <sup>6</sup>Division of Neurology, Hamilton Health Sciences, McMaster University, Hamilton, Ontario, Canada, <sup>7</sup>Population Health Research Institute, Hamilton, Ontario, Canada, <sup>8</sup>Department of Community Health Sciences, Cumming School of Medicine, University of Calgary, Calgary, Alberta, Canada, <sup>9</sup>Department of Medicine, Cumming School of Medicine, University of Calgary, Calgary, Alberta, Canada, <sup>10</sup>Department of Radiology, Cumming School of Medicine, University of Calgary, Calgary, Alberta, Canada and <sup>11</sup>Foothills Medical Centre, Calgary, Alberta, Canada

**ABSTRACT: Background:** Although age-standardized stroke occurrence has been decreasing, the absolute number of stroke events globally, and in Canada, is increasing. Stroke surveillance is necessary for health services planning, informing research design, and public health messaging. We used administrative data to estimate the number of stroke events resulting in hospital or emergency department presentation across Canada in the 2017-18 fiscal year. **Methods:** Hospitalization data were obtained from the Canadian Institute for Health Information (CIHI) Discharge Abstract Database and the Ministry of Health and Social Services in Quebec. Emergency department data were obtained from the CIHI National Ambulatory Care Reporting System (Alberta and Ontario). Stroke events were identified using ICD-10 coding. Data were linked into episodes of care to account for readmissions and interfacility transfers. Projections for emergency department visits for provinces/territories outside of Alberta and Ontario were generated based upon age and sex-standardized estimates from Alberta and Ontario. **Results:** In the 2017-18 fiscal year, there were 108,707 stroke events resulting in hospital or emergency department presentation across the country. This was made up of 54,357 events resulting in hospital admission and 54,350 events resulting in only emergency department presentation. The events resulting in only emergency department presentation consisted of 25,941 events observed in Alberta and Ontario and a projection of 28,409 events across the rest of the country. **Conclusions:** We estimate a stroke event resulting in hospital or emergency department presentation occurs every 5 minutes in Canada.

**RÉSUMÉ :** Estimation au Canada du nombre de présentations à l'hôpital ou aux urgences pour un AVC. **Contexte :** Bien que la fréquence, normalisée selon l'âge, des AVC ait diminué, le nombre absolu d'AVC augmente néanmoins dans le monde ainsi qu'au Canada. Leur surveillance est ainsi nécessaire pour planifier les services de santé, pour favoriser une conception éclairée de la recherche et pour diffuser des messages de santé publique. Nous avons donc utilisé des données administratives pour estimer le nombre d'événements caractérisés comme AVC qui ont entraîné une présentation à l'hôpital ou aux urgences partout au Canada, et ce, au cours de l'année 2017-2018. **Méthodes :** Ces données sur les hospitalisations ont été obtenues auprès de la Base de données sur les congés des patients (BDSP) de l'Institut canadien d'information sur la santé (ICIS) et du ministère de la Santé et des Services sociaux du Québec (MSSSQ). Les données sur les services d'urgence ont été quant à elles obtenues auprès du Système national d'information sur les soins ambulatoires de l'ICIS (Alberta et Ontario). À noter que les AVC, eux, ont été identifiés à l'aide du codage CIM-10. Ces données ont été reliées aux épisodes de soins afin de tenir compte des réadmissions et des transferts entre établissements. Les projections des visites aux services d'urgence pour les provinces et territoires autres que l'Alberta et l'Ontario ont été générées à partir d'estimations normalisées selon l'âge et le sexe de l'Alberta et de l'Ontario. **Résultats :** Au cours de l'année 2017-2018, 108 707 événements caractérisés comme AVC ont entraîné une présentation à l'hôpital ou aux urgences dans tout le pays. Ce chiffre se répartit en 54 357 événements entraînant une admission à l'hôpital et 54 350 événements entraînant uniquement une présentation aux urgences. Les événements entraînant uniquement une présentation aux urgences se composaient de 25 941 événements observés en Alberta et en Ontario et d'une projection de 28 409 événements dans le reste du pays. **Conclusions :** En somme, nous estimons qu'un AVC entraînant une visite à l'hôpital ou aux urgences se produit toutes les 5 minutes au Canada.

**Keywords:** Stroke; Epidemiology

(Received 31 August 2022; final revisions submitted 16 November 2022; date of acceptance 19 November 2022)

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On December 20, 2022, Heart & Stroke published a new study

## **CANADIAN JOURNAL OF NEUROLOGICAL SCIENCES**

This study highlights the need for strong stroke care, treatment and recovery systems across the country as well as better prevention.

**THE NUMBERS DO NOT LIE;**  
stroke is on the  
rise in Canada  
**AND SOMETHING  
MUST BE DONE**

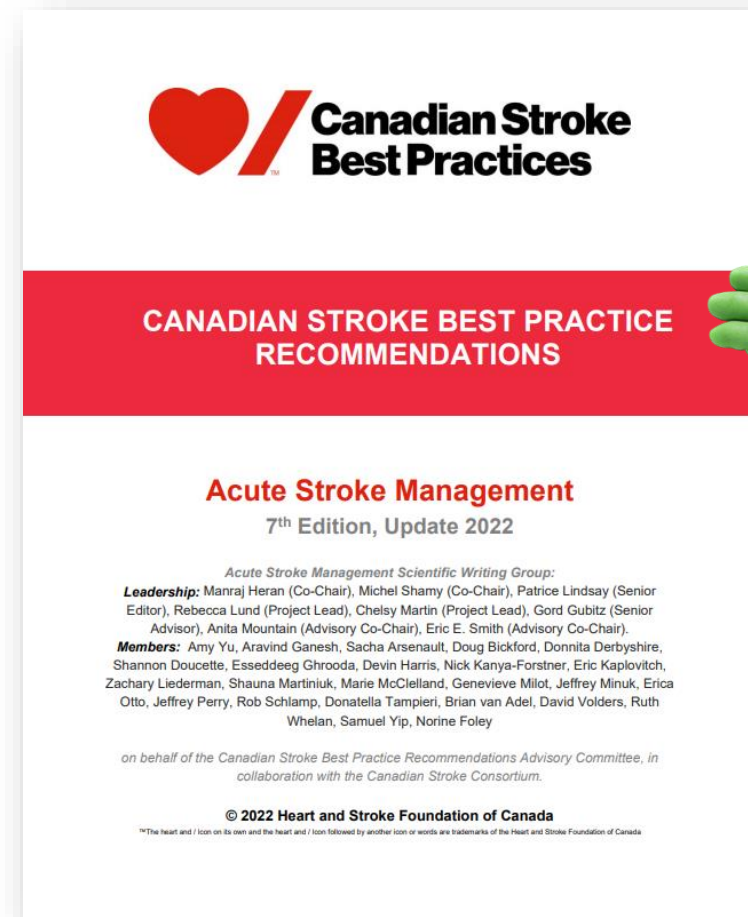
On December 20, 2022, Heart & Stroke released the new module

# CANADIAN STROKE BEST PRACTICE RECOMMENDATIONS

Acute Stroke Management,  
7<sup>th</sup> edition, update 2022

Stroke remains **A LEADING CAUSE** of adult neurological disability, including cognitive impairment, and **DEATH GLOBALLY.**

Successful stroke management requires commitment and coordinated efforts by all health professionals, system leaders, **THE PUBLIC** and communities, and people experiencing stroke and their families.



# 1. STROKE AWARENESS, RECOGNITION, AND RESPONSE

## Recommendations

- i. Organized and integrated stroke systems of care should be established and sustained in every health region in Canada to enable rapid emergency stroke management, including **A PUBLIC AWARENESS CAMPAIGN**, public emergency system (such as 9-1-1), and monitoring systems that consider equity, age, sex, and gender diverse populations



# 1. STROKE AWARENESS, RECOGNITION, AND RESPONSE

## Recommendations

- ii. All members of the **PUBLIC** and all healthcare providers should be educated that stroke is a medical emergency
  - a. Education for the **PUBLIC** and healthcare providers should include information that stroke can affect persons of any age including newborns, children, and adults.
  - b. Education for the **PUBLIC** and healthcare providers should emphasize the benefits of early emergency treatment

# 1. STROKE AWARENESS, RECOGNITION, AND RESPONSE

## Recommendations

- iii. **AWARENESS CAMPAIGNS AND EDUCATION FOR THE PUBLIC** and healthcare providers should emphasize recognition of the signs and symptoms of stroke, including the use of an acronym such as FAST, to facilitate awareness of and easy recall of these signs
  - a. The public and healthcare providers should respond immediately when witnessing someone experiencing signs or symptoms of stroke by calling 9-1-1 or their local emergency number even if the signs or symptoms resolve.
  - b. The public should be aware of the importance of following instructions from the EMS dispatch centre



Armando,  
will demonstrate how  
the children will learn about the following:

- **RECOGNITION OF THE SIGNS AND SYMPTOMS OF STROKE**
- **FAST**
- **CALLING 9-1-1**



# VIDEO #1 SUPERPOWER

To help the children to remember the signs of stroke, the program has an animated video of the **SUPERPOWER** going wrong in a **FUNNY WAY**.

Let's watch Armando's super strength in his arms in action.



## VIDEO #2 LOSING SUPERPOWER

Each character has a video about **LOSING** that unique superpower when **A STROKE HAPPENS.**

The animated video shows what could happen if the **BRAIN CONNECTION IS DISRUPTED.**

And how to get **HELP**  
by **CALLING 911.**

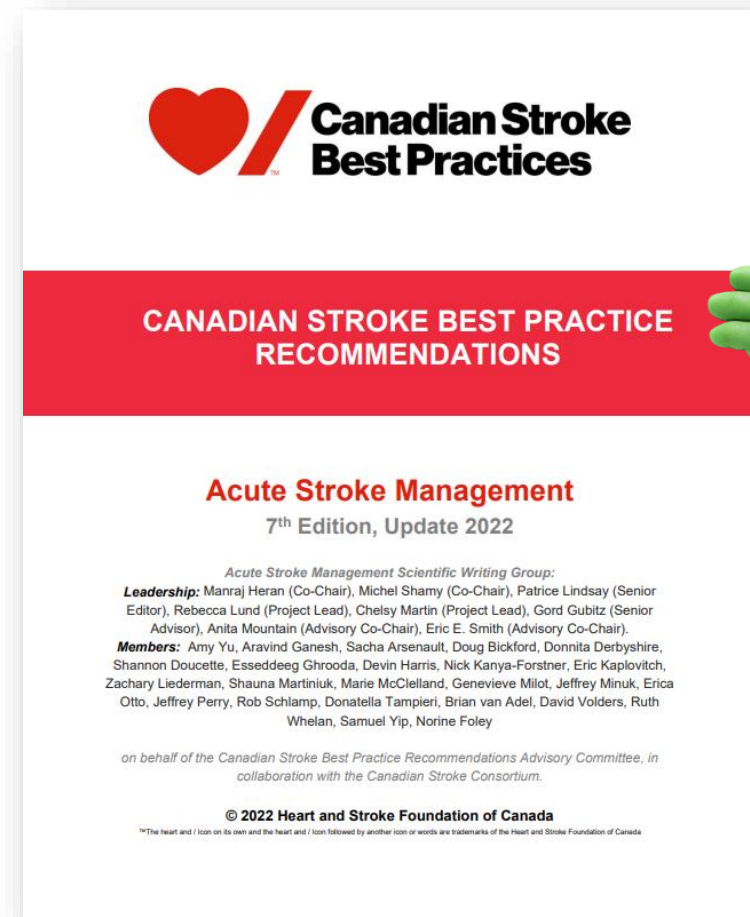
# 1. STROKE AWARENESS, RECOGNITION, AND RESPONSE

## System Implications

To ensure people experiencing a stroke receive timely stroke assessments, interventions and management, interdisciplinary teams need to have the infrastructure and resources required.

These may include the following components established at a **SYSTEMS LEVEL.**

**LET'S EXPLORE #1&2**



# 1. STROKE AWARENESS, RECOGNITION, AND RESPONSE

## System Implications

1. Government funding and support for **AWARENESS INITIATIVES** to improve the recognition and recall of the signs of stroke and the importance of contacting 9-1-1 immediately.

**AWARENESS AND EDUCATION CAMPAIGNS** should prioritize reaching communities who are less aware of the signs of stroke and most at risk of stroke and should be informed collaboratively through community engagement activities with those audiences.

2. Enhanced collaboration among community organizations and healthcare professionals to ensure consistency in **PUBLIC EDUCATION** of the signs of stroke with a strong emphasis on the urgency of responding when the signs of stroke are recognized.

# RECAP THE FAST HEROES OBJECTIVES



Children educate families about **STROKE** and **CALL AN AMBULANCE** when stroke strikes.

Children involve **TWO** Grandheroes who they **EDUCATE** as their mission to become FAST Hero



# LINK: FAST HEROES & BEST PRACTICES

**DROOPING  
FACE**



**WEAK  
ARM**



**SLURRED  
SPEECH**



# REFLECTIVE QUESTION

**ARE YOU ABLE TO IDENTIFY  
OPPORTUNITIES USING THE  
BEST PRACTICE  
RECOMMENDATIONS OF  
PUBLIC AWARENESS  
IN YOUR WORK PLAN?**



# TESTIMONIAL

“I was so impressed with how engaged the children were. The program is designed so to explain stroke well and becoming heroes.”

- Dr. Razmik Bebedjain



# CONCERN:

## HOW DO YOU EXPLAIN STROKE TO CHILDREN?

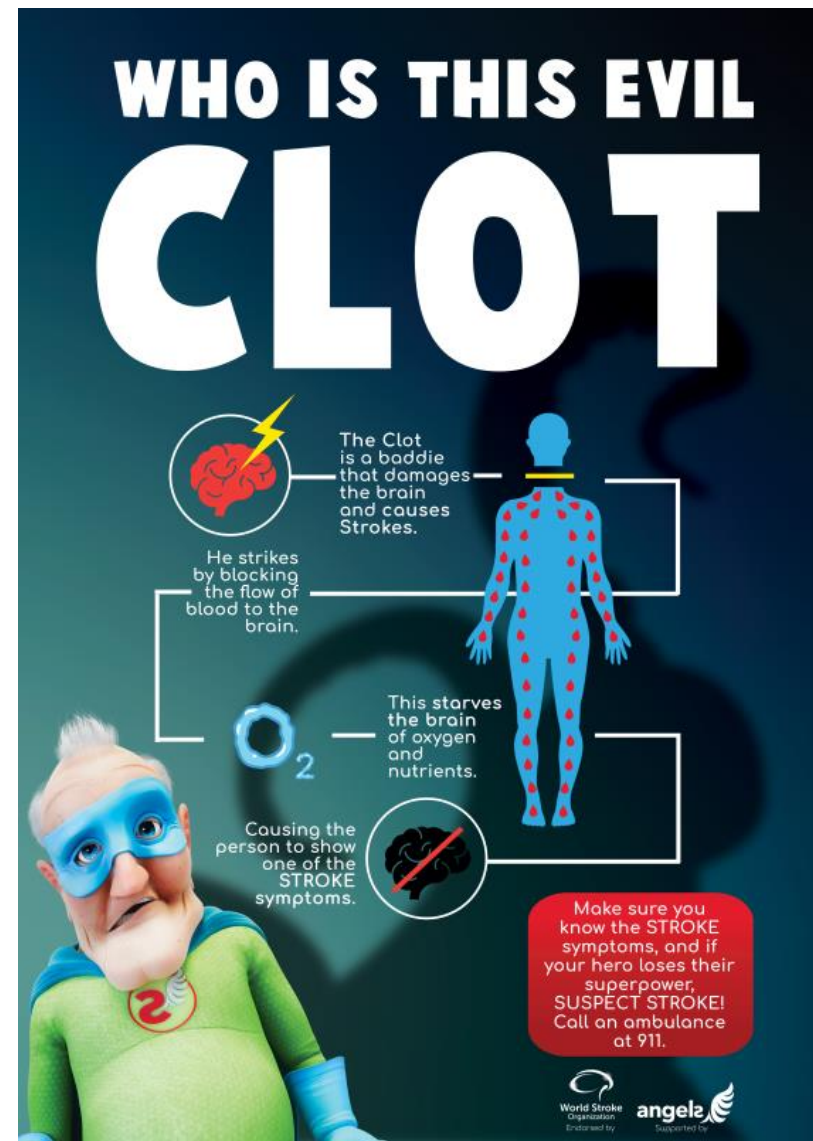
Understanding stroke is a heavy topic and scary...

The children's mission is to protect their grandheroes from the

# EVIL CLOT

The program does an excellent teaching of stroke in a way that the children are not scared

## LET'S WATCH THE INTRODUCTION VIDEO





3

**IDENTIFY  
POSITIVE  
IMPACTS ON  
GLOBAL STROKE  
CARE FROM THE  
FAST HEROES  
CAMPAIGN**

# A SCHOOL-BASED LEARNING PROGRAM

- 1** Targeted at children aged 5-9, Grades 1, 2 & 3.  
Materials break the complex topic of stroke into digestible lessons
- 2** Each lesson includes real-life application of experiential learning methods: repetition, spaced learning, memory pegging and incidental learning techniques
- 3** Learning materials include:  
animation films, activities, FAST heroes song and take home material such as posters, hero masks, finger puppets, etc

# FAST HEROES COMMUNICATION STRATEGY

**1**

**SEVERAL  
EXPOSURES**

**POSTERS, MESSAGE CARDS, MATERIAL FROM CLASSROOM**

**2**

**FIVE WEEKS**

**PROCESS AND ENGAGE IN THE CONTENT BEFORE NEXT EXPOSURE**

**3**

**MULTICHANNEL**

**LETTERS TO PARENTS/GRANDPARENTS, WEEKLY EMAILS, WEBSITE**

**WEEK 1  
INTRODUCING  
THE HEROES**

**WEEK 2  
FRANK**

**WEEK 3  
ARMANDO**

**WEEK 4  
SOPHIA**

**WEEK 5  
TIMMY**

**SAVE YOUR  
HEROES**



Don't let strokes harm the ones you love. Become a hero. Join the squad at [fastheroes.com](http://fastheroes.com)



IF SOMEONE'S  
**FACE**  
SUDDENLY  
DROOPS  
LIKE A  
NUMBER NINE



SUSPECT STROKE! CALL AN AMBULANCE.



IF SOMEONE  
SUDDENLY  
LOSES  
POWER  
IN ONE  
**ARM**



SUSPECT STROKE! CALL AN AMBULANCE.



IF  
**ONE**  
MOUTH  
SUDDENLY  
HAS  
SLURRED  
**SPEECH**



SUSPECT STROKE! CALL AN AMBULANCE.

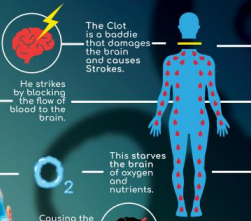


**TIME**  
IS THE BEST  
WEAPON  
AGAINST  
STROKES

SUSPECT STROKE! CALL AN AMBULANCE.



**WHO IS THIS EVIL  
CLOT**



Make sure you know the STROKE symptoms, and if your hero loses their superpowers, SUSPECT STROKE! Call an ambulance at 911.



**CLASSROOM  
POSTERS**





# FAST HEROES WEBSITE

Website is central to the campaign

Schools, Classes and Teachers register to run the program

Teachers access the **AMBASSADOR ACADEMY**

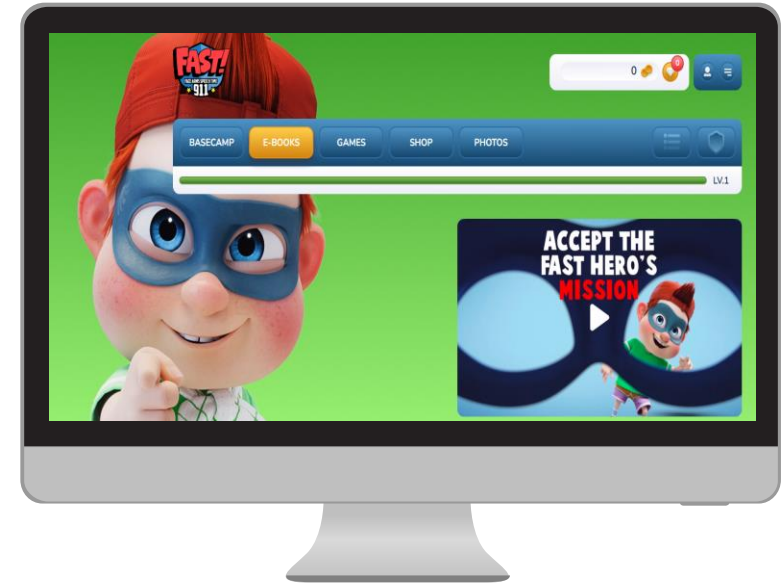
- 1. STROKE** The reason we worry about our grandheroes
- 2. OUR STRATEGY** The way we plan to save our heroes
- 3. THE SCHOOL EXPERIENCE** Educational content delivered to save the world
- 4. TIMMY'S TEST** The final step to becoming a FAST Hero ambassador

## **AMBASSADOR ACADEMY:**

A resource with all information needed to implement the FAST Heroes campaign

Parents and children also access the resources and games within the website.

They pass on the learning to their families, earn rewards, help their class/school move up the leader-board.



# FAST HEROES WORKBOOKS

Workbooks and Ebooks are at the heart of the campaign

## WORKBOOK

Every child needs a printed workbook to work through with their class

These include interactive elements that can be cut out and sent to grandheroes

The cut outs are placed in envelopes and mailed directly to the nominated grandheros



## EBOOKS

One for each of the 5 lessons are available for teachers to use in the classroom

These have interactive tasks that can be done together in class

These are available in off line format as well for those with limited internet access



# CANADA'S PILOT IN ACTION



# REFLECTIVE QUESTION

**ARE YOU THINKING  
YOU WOULD MAKE  
AN EXCELLENT  
AMBASSADOR OF  
THE FAST HEROES  
PROGRAM?**



**KIDS TEACHING  
THEIR FAMILIES ABOUT  
STROKE**



# THE CAMPAIGN IN ACTION

Global Report: Implementation Data  
March 2021 to March 2023

**6,593 SCHOOLS**

**12,933 CLASSES**

**18,402 TEACHERS**

**282,159 CHILDREN**

**33 COUNTRIES**

# THE CAMPAIGN IN ACTION

## # CHILDREN IN THE WORLD

Global Report: March 2023



## GRAND MISSION

Canada Implementation  
September 2023

Rank	Country	Total	New this month
1	Romania	24204	+4924
2	Poland	11328	+258
3	Ukraine	9790	+2884
4	Slovakia	8446	+835
5	Greece	7179	+900
6	Spain (Spanish)	6790	+264
7	Bulgaria	4271	+872
8	Portugal	3783	+187
9	Singapore	3091	+0
10	Brazil	2297	+0
11	Spain (Catalan)	1899	+156
12	Hungary	1589	+645
13	Iceland	788	+93



# IMPLEMENTATION

Moving parts of the campaign

<b>1</b>	<b>PRINTING</b>	<b>SUSTAINABILITY, FINANCIALLY AFFORDABLE MODEL</b>
<b>2</b>	<b>PROGRAM</b>	<b>FRENCH TRANSLATION, TAILORING THE WEBSITE</b>
<b>3</b>	<b>EDUCATION</b>	<b>TEACHERS SUMMIT PRESENTATIONS, SCHOOL BOARD PROMOTION</b>
<b>4</b>	<b>FUNDING</b>	<b>EXPLORING OPTIONS FOR RESOURCE COST, FUNDRAISING, FUNDERS, DONATIONS</b>
<b>5</b>	<b>ADVOCATE</b>	<b>BUILDING AMBASSADOR TEAMS, PROMOTION AND MARKETING</b>





# TESTIMONIAL



"At first I was not sure how the young kids will be able to understand stroke symptoms. But when I participated in the program I was amazed by the interaction of the children with the instructor.

The interactive animated format was particularly powerful for illustrating how new symptoms could be detected in a way that can be easily memorized by youngsters."

Dr. Amro Lahlouh



**4**

**DESCRIBE HOW  
TO PARTICIPATE  
IN THE  
HEALTHCARE  
AMBASSADOR  
TEAM**

# TESTIMONIAL

## EXPERIENCE

Sister called Mom “We think Mom had a stroke.”  
Child said to Mom “Has Nana had a stroke? She has to call 911, go to the hospital right away, if she had a clot and they will give meds right away to make her better.”

## SUCCESS

I was wondering how the program might work but when you saw the concept of educating the entire family, it worked.  
Even our 3 year old looked at the fridge to learn.

We know our son didn't understand stroke prior to the program but post the program...He knows about stroke and knows what to do in an emergency – Call 911.



# NATIONAL AMBASSADOR TEAM

Comprised of a diverse group of individuals with expertise in various sectors that will support and act as advocates for the FAST Heroes campaign and extending their knowledge to support the National Coordinator.



1. Overall enthusiasm for the campaign
2. Provide support, guidance and oversight of the campaign towards implementation in Canada
3. Extent their knowledge to support and encourage school participation.
4. Support the campaign goal into action and the resulting impact on stroke in Canada

# NATIONAL AMBASSADOR TEAM



## GLOBAL TEAM LEADERSHIP

JAN VAN DER MERWE  
CHRIS WEBB

NATIONAL  
COORDINATOR  
KELI CRISTOFARO

GLOBAL TEAM LEADS  
ALL-COUNTRY CALLS

## HEALTH CARE

## PARTNER HERO ORG

## PATIENT SUPPORT ORG

## EDUCATION

STROKE  
PHYSICIAN  
DR. RAZMIK  
BEBEDJAIN

EMS  
MARIKA  
LISTENMAA

HEART AND  
STROKE  
FOUNDATION  
LIZ SCANLON

STAPLES  
HAMA  
DANESH

MARCH OF  
DIMES CANADA  
SUZANNE  
SMITH-BAYLEY

SUPERINTENDENT  
OF EDUCATION  
AJ KEENE

ELEMENTARY  
COORDINATOR  
FRED VAN ELBURG

ELEMENTARY  
SCHOOL TEACHER  
JANINE ANDRAKA

LAKEHEAD PUBLIC SCHOOL BOARD

# BUILDING THE HEALTHCARE AMBASSADOR TEAMS

**HEALTHCARE AMBASSADOR TEAMS**



**PROVINCIAL  
& REGIONAL  
TEAMS**



**10 PROVINCES & 3 TERRITORIES**

**ONTARIO**



**REGIONAL STROKE  
NETWORKS  
&  
STAKEHOLDERS**

Advocate and support the  
FAST heroes campaign  
implementation in Canada  
September 2023





# HEALTHCARE AMBASSADOR TEAM

Comprised of a diverse group of healthcare professionals with expertise in various sectors that will act as advocates for the FAST Heroes campaign.

## INTERESTED?

Want to support the FAST heroes campaign implementation in CANADA and learn more about the Healthcare Ambassador team!

Follow these two steps!



**1. CLICK THIS QR CODE**

**2. ADD YOUR NAME TO THE CONTACT LIST**

**TOGETHER WE CAN IMPLEMENT INTO CANADA – ONE SCHOOL AT A TIME**



# THANK YOU



[CANADA@FASTHEROES.ORG](mailto:CANADA@FASTHEROES.ORG)

[FASTHEROES.COM](http://FASTHEROES.COM)

# SPECIAL MENTIONS

## **NORTHWESTERN ONTARIO REGIONAL STROKE NETWORK TEAM & LEADERSHIP**

Trina – Manager

Wayne – Director

Dr. Hassan – Medical Lead

Alisha, Mallory, Esme,  
Christina, Jenny, Sharon,  
Jodi, Jill, Kristina  
– Colleagues

Dr. Bebedjian, Dr. Lahlouh,  
Dr. Basir - Neurologist

## **EDUCATION TEAM**

AJ – Superintendent

Fred – Elementary  
Coordinator

Janine, Marla, Jackie,  
Loredana, Joanne, Ashley,  
Susan, Andrea – Teachers

## **GLOBAL TEAM**

Jan – Creator

Chris – Lead

Lauren – Support Lead

Thomas, Werner, Nivasha,  
Janine, Neil, Sonette

## **PATIENT SUPPORT ORGS**

Suzanne, Todd

– MOD, After Stroke Services

## **PARTNER HERO ORGS**

Hama, Lisa - Staples

Liz – HSF

## **EMS TEAM**

Marika, Andrew, Nicole  
– SN EMS





**IMPLEMENTED  
LOCALLY  
MANAGED  
GLOBALLY**

**HUGE  
THANK YOU**



**JAN VAN DER MERWE**



**GRAND MISSION**

Canada Implementation  
September 2023

**10,000 CHILDREN**



**\$10,000 EUROS**

towards print costs of  
workbooks

# EVALUATION

For the **PROVINCIAL STROKE ROUNDS PLANNING COMMITTEE:**

- . To plan future programs
- . For quality assurance and improvement

**FOR YOU:** Reflecting on what you've learned and how you plan to apply it can help you enact change as you return to your professional duties

**FOR SPEAKERS:** The responses help understand participant learning needs, teaching outcomes and opportunities for improvement.

<https://forms.office.com/r/wy5i3pjf0K>

Please take 2 minutes to fill the evaluation form out. Thank you!



# THANK YOU



[CANADA@FASTHEROES.ORG](mailto:CANADA@FASTHEROES.ORG)

[FASTHEROES.COM](http://FASTHEROES.COM)

**HEALTHCARE  
AMBASSADOR TEAM**



# QUESTIONS?



# EVALUATION



<https://forms.office.com/r/wy5i3pjf0K>