Thank you for joining us!

Stroke, Cognitive Health & African Americans

We will begin momentarily.

Please mute your phone/computer during the webinar.
National Brain Health Center for African Americans

Balm of Gilead Healthy Churches 2020 National Conference

A NATIONAL, MULTI-PLATFORM INITIATIVE
Engaging Faith Institutions to Help Eliminate Health Disparities Affecting African-Americans

Featured Preacher
Dr. Jasmin “Jazz” Sculark

Dr. Marsha B. Henderson, M.C.R.P., Former Commissioner of the U.S. Food and Drug Administration (FDA), Office of Women’s Health

Richard Smallwood, Award-Winning Composer and Gospel Recording Artist

Barbara A. Hutchinson, M.D., Ph.D., President, Association of Black Cardiologists; Managing Partner, CardioVative Cardiac Care, Inc., Atlanta, MD

Felicia Hill-Briggs, PhD, ABPP, Professor of Medicine, Division of General Internal Medicine, Director, Behavior and Cognition and Cardiovascular Health Center, Baltimore, MD

Opening Plenary Speaker
Rev. Dr. Jamal Bryant

HEALTHYCHURCHES2020.ORG
November 15-18, 2016 Sheraton Charlotte Hotel Charlotte, NC
Healthy Churches 2020

The 2016 State of the Union on Health and African Americans - The Heart of the Matter!

Presented by

Dr. Barbara A.
Hutchinson
MD, PhD, FACC

President
Association of Black Cardiologist, Inc.
Managing Partner Chesapeake Cardiac Care Annapolis, MD

November 15-18, 2016
Sheraton Charlotte Hotel
Charlotte, NC

Healthy Churches 2020.org

Healthy Summer Special
Includes the Conference, Receptions & Luncheons

only $225

A NATIONAL, MULTI-PLATFORM INITIATIVE
Engaging Faith Institutions to Help Eliminate Health Disparities Affecting African-Americans

Felicia Hill-Briggs, PhD, ABPP
Professor of Medicine; Director, Behavior and Cognition Sub-Core; Director, Baltimore Diabetes Research Center at The Johns Hopkins University School of Medicine
Baltimore, MD

Dr. Hill-Briggs brings her wealth of knowledge to the discussion on Behavior Health & The Management of Diabetes in the African American Community

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Stroke, Cognitive Health & African Americans
For Technical Assistance
1-888-225-6243
Send us your comments & questions!
#brainhealthaa

National Brain Health Center for African Americans

Visit our website and submit your local cognitive health events!

http://brainhealthcenterforafricanamericans.org
Upcoming Brain Health Trainings

• August 20 – Indianapolis, IN
• August 27 – Cleveland, OH
• September 10 – Dallas, TX
• September 17 – Baltimore, MD
• Thursday, September 22 – Las Vegas, NV
• September 24 – Phoenix, AZ
• September 24 – Atlanta, GA
• October 8 – Petersburg, VA
• October 22 – Boston, MA

If interested in learning more about these training opportunities, please email: info@balmingilead.org.
What is NBHCAA?

Raise awareness of the issues of cognitive health

Serves as an information hub on the human brain
Three focus areas for the Brain Health Center:

- Brain Health Education
- Mobilization & Advocacy
- Network
Brain Health Education

- Alzheimer’s
- Stroke
- Epilepsy
- Traumatic Brain Injury (TBIs)
Patricia Lane, MBA, SCRN is currently the Administrative Director for Bon Secours Richmond Neuroscience Institute. She is a past member of the Board of Directors for the National Black Nurses Association, and currently serves on the NBNA’s Health Policy committee as a liaison for Cardiovascular Disease and Stroke.

She has worked actively with American Heart Association as a Power to End Stroke ambassador, Spotlight Speaker for Hypertension on Racial and Health Disparities and currently serves on the National Stroke Advisory Board. Pat also currently serves on the Board of directors for American Association of Neuroscience Nurses.
African Americans & Stroke

Date: Wednesday, August 17, 2016
Time: 10:00 AM CT/ 11:00 AM ET
Problem to be solved - Stroke

Atherosclerotic plaque reduces blood flow in the internal carotid artery.
Important Stroke Statistics

#1 • African Americans have almost twice the risk of first-ever strokes compared to Whites

#2 • African Americans have higher death rates from strokes compared to Whites

#3 • The prevalence of high blood pressure among African Americans in the United States is the highest in the world

#4 • Among non-Hispanic blacks age 20 and older, 44.9% of men and 46.1% of women have HBP

#5 • 80% of strokes in adults may be preventable

References
Age-adjusted death rates for stroke by sex and race/ethnicity, 2013.

Dariush Mozaffarian et al. Circulation. 2016;133:e38-e360
By educating all Americans that stroke is preventable, treatable and beatable through our initiatives and campaigns

**Prevent**
Reduce stroke incidence rate through prevention education (healthy living and risk reduction strategies)

**Treat**
Improve stroke treatment times (Treatment guidelines, FAST campaigns)

**Beat**
Improve risk management and outcomes after stroke (practical information and support network to optimize stroke recovery)

Advocacy; Research; Campaigns Quality Improvement (GWTG program and hospital accreditation); Professional education; Scientific standards and guidelines
Prevent Strategies

Physical Education Recommendations

Tobacco Free Implementation Policies

Healthy Food and Beverage Initiative

Education

<table>
<thead>
<tr>
<th>Title</th>
<th>Call to Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>OWN IT</td>
<td>Control your blood pressure.</td>
</tr>
<tr>
<td>Don’t Go Breakin’ Your Heart</td>
<td>Eat Better: Take the Pledge to Reduce Sodium for You and Your Loved Ones.</td>
</tr>
<tr>
<td>Produce-1ng Health</td>
<td>Eat Better-Increase the Amount and Variety of Fruits and Vegetables You Consume.</td>
</tr>
<tr>
<td>Make Life Sweet—Not Your Drinks</td>
<td>Limit Sugar-Sweetened Beverages to No More Than 38 Ounces (450 calories) Per Week.</td>
</tr>
<tr>
<td>Let’s Get Physical</td>
<td>Get active—At least 150 minutes of moderate activity or, 75 minutes of vigorous activity (or a combination of both) each week.</td>
</tr>
<tr>
<td>Keep the Beat</td>
<td>Watch the Hands-Only™ CPR video, Stayin’ Alive.</td>
</tr>
<tr>
<td>Secrets of the Heart</td>
<td>Learn the Warning Signs of a Heart Attack—Don’t Wait to Call 9-1-1.</td>
</tr>
</tbody>
</table>
Treat Strategies

Get With The Guidelines Program

Target Stroke Program

Hospital Accreditation

American Heart Association
Certification

Meets standards for
Comprehensive Stroke Center

Meets standards for
Primary Stroke Center

Acute Stroke Ready Hospital Certification

Recognizes hospitals that meet standards to support better outcomes for stroke care. To be eligible, hospitals must meet a variety of standards, including:

- A dedicated stroke-focused program
- Staffing by qualified medical professionals trained in stroke care
- A qualified practitioner assesses a suspected stroke patient within 10 minutes of arrival
- Streamlined and efficient communication between hospital personnel
- A comprehensive and accurate medical record
- Use of data to assess and continually improve quality of care for stroke patients

For more information on certification for stroke care, visit www.jointcommission.org, email DSCInfo@jointcommission.org or call 630-792-5291.
Beat Strategies

Practical Education on Life after Stroke

Support Network

**Stroke Resource Center**

IT'S MORE THAN A LIBRARY. IT'S A TOOL CHEST.
Tools for stroke prevention, treatment and recovery, all in one place. Help yourself — and your patients.

**Prevention Education**
Tools and tips to help you and your patients reduce the risk of stroke.

**Treatment Education**
The latest professional information plus tools to help patients understand treatment pathways.

**Recovery Education**
Professional and patient resources for optimizing stroke recovery.

**Recursos en Español**
Spanish-language versions for professionals and patients.

**Publications**

**Patient Resources**

SUPPORT NETWORK

Sharing from the heart changes peoples lives, including your own.

**Spotted Communities**
- Ask the Expert
- Go Red for Women
- Heart transplant

**Community Categories**
- Ambassadors
- Ask the Expert
- Citizen Scientists
- Go Red for Women
- Healthy Living
- Heart
- Patients and Children
- Partnership Groups
- Stroke
- Support Group Leaders
- Women Veterans
Strong science indicates **link of stroke, heart disease and cognitive decline**. With stroke and heart disease at the center of all we do, AHA/ASA launched a **brain health Initiative in 2014**.

With the goal of aligning brain health to stroke, which provides a greater **opportunity to drive health behaviors that can address brain health and stroke prevention**.
When asked what **brain health** meant to them (without being prompted with choices), consumers were most apt to say cognitive function, memory/Alzheimer’s, and physiological health.

Consumers **do not associate brain health with stroke prevention** in AHA/ASA’s 2011 study.

When prompted with choices, consumers were most apt to **associate brain health with mental health, Alzheimer’s and intelligence**.

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Sample N=1,643</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health</td>
<td>4.30</td>
</tr>
<tr>
<td>Preventing Alzheimer's</td>
<td>4.27</td>
</tr>
<tr>
<td>Intelligence</td>
<td>4.26</td>
</tr>
<tr>
<td>Preventing a stroke</td>
<td>3.91</td>
</tr>
<tr>
<td>Preventing cancer</td>
<td>3.32</td>
</tr>
</tbody>
</table>

*Source: AHA/ASA Stroke Branding and Positioning Study, Interlex, 2011*
African Americans are slightly most likely to say they would contact AHA/ASA for information about brain health.
Opportunities to make impact on Brain Health

1. Develop a Brain Health Research Network
2. Develop Brain Health Awareness campaigns
3. Collaborate with organizations in this space
4. Make Brain health a priority and promote the link between stroke
AHA Impact on the Health of African Americans

- To make greater impact, the AHA created the EmPowered To Serve Initiative which focuses on improving the health of multicultural individuals in the United States through these different channels:
  - Faith
  - Strategic Alliances
  - Urban Housing
  - Collegiate
  - Field Work

Through these channels we have been able to reach and impact the health of millions of African Americans.
AHA Health Engagement/Activations on Healthy Living

Healthy Food and Beverage Training at the EmPowered To Serve Conference – Richmond, VA

CPR Training at the AMEC Bicentennial Conference – Philadelphia, PA

Tobacco-free implementation training at the AMEC Bicentennial Conference – Philadelphia, PA

Kid/Youth engagement on healthy living – Atlanta, GA

Healthy Cooking Demonstration at the Balm In Gilead Conference – North Carolina
Thank you
National Brain Health Center for African Americans

#brainhealthaa

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Visit our website and submit your local cognitive health events!

http://brainhealthcenterforafricanamericans.org
Thank you for joining us!

Stroke, Cognitive Health & African Americans

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