



# ***2024 Stroke Public Awareness Collaboration Project***

**Informational Webinar  
March 26, 2024**



## Disclosure

**We will record the Question segment at the end of this session, for our internal use only.**

This is to make sure we accurately note the questions that are asked.

We will post on the project website the slides for this session, as well as the questions asked and the answers. We will not identify the individual who asked the question or the organization they represent.

# Agenda

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## Goal of the Project & Target Populations

The goal of the initiative is to support stroke providers and community organizations in implementing stroke community awareness activities to the priority population(s) within the communities they serve.

**Priority populations** include people who are:

- Black non-Hispanic,
- Asian non-Hispanic,
- Hispanic populations, and/or
- With the highest risk for stroke and/or communities where traditional public awareness activities may not reach.

## Who Can Apply?

Interested organizations should seek out collaborative partners to conduct public awareness activities together.

Collaborations must include at least  
1 healthcare partner.

Minimum eligible partnership includes 2 organizations  
from 2 different domains.  
More than 2 organizations is fine.



# Lead Organizations

- EMS\*
- Hospitals\*
- Post-acute\* - including rehabilitation hospitals, home care agencies, and skilled nursing facilities
- Community Health Centers/Primary Care\*

**Responsibilities** of lead organizations include:

1. Pre-award: Submitting application materials (application + letters of participation)
2. Post-award: May act as fiscal agents, depending on project need
3. Post-award: Participating in activities and collecting signed photo releases
4. Post-award: Participating in check-in calls with Borderland Partners
5. Post-award: Submitting final report and other docs (eg, photos)



# Partner Organizations

- Local health departments
- Community organizations providing resources to at risk populations, e.g. social services and/or chronic disease prevention services
- Faith-based organizations

**Responsibilities** of partner organizations include:

1. Pre-award: Submitting application materials (letters of participation)
2. Post-award: May act as fiscal agents, depending on project need
3. Post-award: Participating in activities and collecting signed photo releases
4. Post-award: Participating in check-in calls with Borderland Partners
5. Post-award: Contributing to final report and providing other documents (eg, photos)

# Eligibility

Projects must include collaboration involving organizations from two or more domains to carry out stroke awareness activities to educate the public on the following:

- Signs and symptoms of stroke.
- What to do if you suspect you, or someone else, is having a stroke.
- Risk factors for stroke.
- Ways to decrease risk of stroke.

**Is it a stroke?**

**Act F.A.S.T.**

- FACE** droops
- ARM** weakness
- SPEECH** difficulty
- TIME** is critical.

If you see any sign of a stroke, don't hesitate—call 911!  
Care starts when the ambulance arrives.



## Eligible & Ineligible Activities



These are examples of photos we can share about your work courtesy of the media release forms and final reports you submit. They are greatly appreciated!



## Examples of Eligible Activities



- Hosting a stroke education table or activity at a local food pantry, farmers market, or other community event.
- Partnering with area Council on Aging to distribute F.A.S.T. materials with the medically-tailored home meal delivery service.
- Developing a stroke awareness message to be delivered at a sporting/theater/music event.
- Hosting a series of stroke education sessions in-person or virtually during Stroke Month (May).
- Hosting a large/small community education event.
- Salaries for staff who are working directly at an event.

## Examples of Ineligible Activities



- Indirect (overhead) costs for lead organizations and their partners.
- Funding used to educate applicants'/partners' staff or providers.
- Creating collateral materials that duplicate what is already available in the Massachusetts Clearinghouse.
- Equipment or technology that is not directly related to educating the community and/or patients at risk for or recovering from stroke.

## Budget



- ✓ Number and size of awards will depend on the number of organizations that apply and meet funding criteria.
- ✓ Budget is broken down into “Lead organization” and “Partner organization(s).”
- ✓ Applicants are asked to specify Staff, Supplies, Equipment, and Other expenses, and to justify the amounts requested.
- ✓ Estimated expenses are ok.
- ✓ All funded activities must be completed by June 28, 2024.



# Application Process

1. Lead organizations complete the application (available at <https://borderland-partners.com/strokeawareness>).
2. Lead organizations submit the required documents via email to [stroke@borderland-partners.com](mailto:stroke@borderland-partners.com)
3. Required documents consist of:
  - Completed application form (Word Document or PDF)
  - Completed budget (found on the final page of the application)
  - Letter of Participation for each collaborative partner/site (Word Document or PDF)
4. The application materials are due no later than 5 pm on **April 5, 2024**.
  - No late submissions will be accepted.
5. Selections will be announced Friday, **April 12, 2024**.

# Project Timeline

| Date              | Activity                                      |
|-------------------|---|
| March 13, 2024    | Request for Applications Released             |
| March 26, 2024    | Application Informational Webinars            |
| April 5, 2024     | <b>APPLICATION DEADLINE</b>                   |
| April 8-11, 2024  | Application Review                            |
| April 12, 2024    | Project Selections Announced                  |
| April 15-19, 2024 | Agreements Signed                             |
| April 22, 2024    | <b>PROJECT PERIOD BEGINS</b>                  |
| April 29, 2024    | Weekly Progress Check Ins Begin               |
| June 28, 2024     | <b>PROJECT ACTIVITY CONCLUDES</b>             |
| July 30, 2024     | <b>PROJECT PERIOD ENDS - FINAL REPORT DUE</b> |



## Questions?

Questions about the funding and application process should be directed in writing via email to [stroke@borderland-partners.com](mailto:stroke@borderland-partners.com) (No questions by telephone).

Q&A will be posted on the Stroke Public Awareness Collaboration Project's dedicated web page, at <https://www.borderland-partners.com/strokeawareness>, within 48 hours of receipt.

**Questions will be accepted until Wednesday, April 3, 2024.**



**\* Pause \***

We will pause here to start recording the questions.





## Your Questions?

Today's slides, as well as all questions and answers, will be posted to the Stroke Public Awareness Collaboration Project's dedicated web page, at <https://www.borderland-partners.com/strokeawareness>, within 48 hours of the conclusion of today's webinars.



# Thank you!

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