2026 Stroke Community Awareness Collaboration Project

**Informational Webinar
January 22, 2026**

Housekeeping

Please mute your microphones.

We have reserved time at the end for questions. **Please note the question segment will be recorded for our internal use only.**

Please share your questions using the Chat feature.

Agenda

Goal of the project & priority populations

Who can apply?

Lead and partner organizations

Eligibility

Examples of eligible & ineligible activities

Budget

Application process & timeline

Questions?

Goal of the Project

The goal of the initiative is to support organizations, to conduct stroke related community awareness activities within their communities, with special emphasis on reaching people who are at highest risk for stroke.

Priority Populations include:

- **People at highest risk for stroke:**

  - Black non-Hispanic
  - Asian non-Hispanic
  - Hispanic adults
  - People who have diabetes, hypertension, or who have had a stroke in the past
  - People with limited English proficiency
  - Rural and Urban communities

Who Can Apply?

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

Minimum eligible partnerships include:
2 organizations from 2 different domains.
One organization must be a <u>clinical partner</u>.

More than 2 organizations is fine.

Organizations That May Apply Together

- EMS*
- Hospitals*
- Post-acute* [rehabilitation hospitals, home care agencies, skilled nursing facilities]
- Community Health Centers/Primary Care*
- Community-Based Organizations providing resources to at risk populations (e.g. social services and/or chronic disease prevention services, YMCAs, etc.)
- Local health departments
- Faith-based organizations

Collaborations must include at least one of the starred (*) partners.

Responsibilities of Lead Organizations

1. Pre-award

   • Submit application materials (application + letters of participation) by application due date (Feb. 3).

2. Post-award

   • Act as fiscal agents, depending on project need.

   • Participate in activities and collect signed photo releases.

   • Participate in check-in calls with Borderland Partners.

   • Submit final report and other docs (eg, photos).

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Responsibilities of Partner Organizations

1. Pre-award

   - Submit application materials (letters of participation) by application due date (Feb. 3).
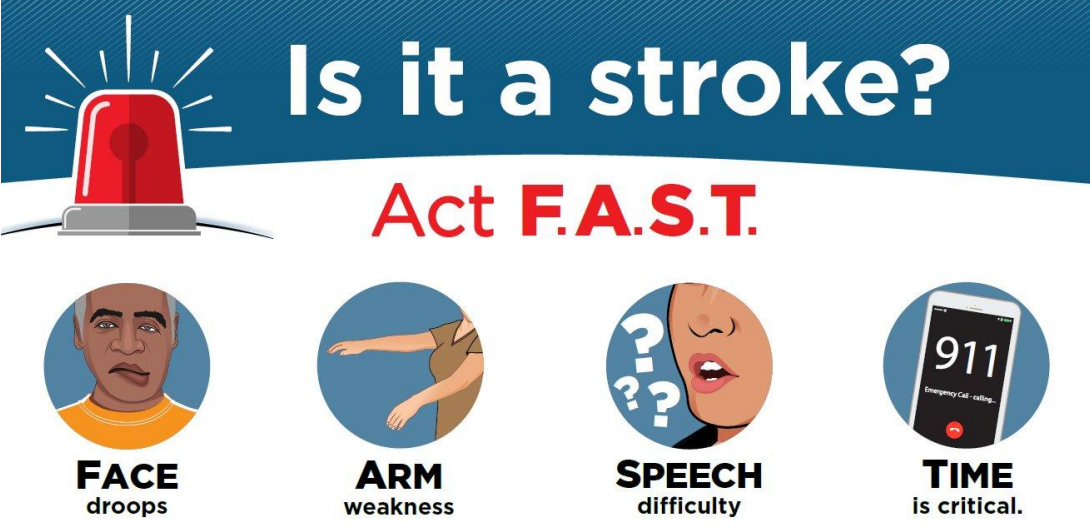
2. Post-award

   - Act as fiscal agents, depending on project need

   - Participate in activities and collect signed photo releases.

   - Participate in check-in calls with Borderland Partners.

   - Contribute to final report and provide other documents (eg; photos).

Eligible Projects

Eligible projects must involve **collaboration** between **two or more organizations** to carry out **stroke awareness** activities.

- Signs and symptoms of stroke, including F.A.S.T. or B.E. F.A.S.T.
- What to do if you suspect you, or someone else, is having a stroke
- Risk factors for stroke
- Ways to decrease risk of stroke

Examples of Eligible Activities ✓

- Salaries for staff when they are working directly at an event
- Hosting a stroke education table or activity at a local community event that is likely to reach the target population
- Partnering with other organizations to distribute F.A.S.T. or B.E.F.A.S.T. materials to clients during service delivery
- 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 May, Stroke Month
- Hosting a large/small community education event
- Collaborating with local cable television for stroke awareness messaging
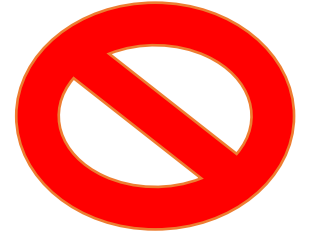
Examples of Past Activities

Enhance Asian Community of Health (EACH)

Southcoast Hospital Group

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 Ineligible Activities

- Salaries for staff for time that is not directly related to carrying out activities
- Indirect (overhead) costs for lead organizations and their partners
- Funding used to educate applicants'/partners' staff or providers
- Any event where attendees are staff of any of the organizations (for example gala, breakfast, team outing)
- Creating collateral materials that duplicate what is already available in the Massachusetts Clearinghouse.

Examples of Ineligible Activities

- Equipment or technology that is not directly related to educating the community and/or patients at risk for or recovering from stroke
- Supplementing an existing program that does not primarily educate the community on stroke signs and symptoms
- Mass media efforts, such as paid social media

Budget

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$15,000 MAX

Award

- ✓ Number and size of awards will depend on the number of organizations that apply and meet funding criteria. The <u>maximum award is $15,000</u>. Partial awards are possible.

- ✓ Each applicant must submit a budget that clearly illustrates how the funds will be used, broken down by "Lead organization" and "Partner organization(s)."

- ✓ Some limits on what can be included in the budget (eg, $50 limit on BP cuffs, no individual gym memberships)

- ✓ Applications that do not submit a clear itemized budget will not be considered for funding.

- ✓ Estimated expenses are ok.

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. Please be sure the message line reads "Application for Stroke Community Awareness Project Funding."
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/PDF)

4. The application materials are due no later than 5 pm on **February 3, 2026**.

   - No late submissions will be accepted.

5. Selections will be announced Tuesday**, February 17, 2026**.

Project Timeline

Date	Activity
December 22, 2025	Request for Applications Released
January 22, 2026	Application Informational Webinars
February 3, 2026	**APPLICATION DEADLINE**
February 4-10, 2026	Application Review
February 17, 2026	Project Selections Announced
February 23, 2026	Agreements Signed
February 23, 2026	**PROJECT PERIOD BEGINS**
March 9, 2026	Weekly Progress Check Ins Begin
June 30, 2026	**PROJECT ACTIVITY CONCLUDES**
July 30, 2026	**PROJECT PERIOD ENDS - FINAL REPORT DUE**

Question Process

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

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

Questions will be accepted until Tuesday, January 27, 2026.

* Pause *

We will pause here to start recording the questions.

Next Steps

These 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 business hours of the conclusion of today's webinars.

Thank you!

Paula De Santiago, Ed.D.
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