



**Brazos Valley Regional Advisory Council
Board of Directors Meeting
March 14, 2025**

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|--------------------------------------------------------|--------------|
| Agenda | 1 |
| February 6, 2025 BOD Meeting Minutes Financials | 2-6 |
| Impact Group Stroke Awareness Month Campaign | 7-11 |
| Board of Directors Participation Tracker 2025 | 12-15 |
| | 16 |

MEETING SIGN IN



AGENDA

**Brazos Valley Regional Advisory Council
Board of Directors Meeting**
10:00 MARCH 14, 2025
CENTER FOR REGIONAL SERVICES BUILDING
3991 E. 29TH ST. BRYAN TX

- I. Call to Order**
- II. Introductions**
- III. Approval of Board of Director's February 6, 2025 Meeting Minutes**
- IV. Financial Report**
- V. Executive Director Report**
- VI. State RAC Chair / ED Meeting Update**
- VII. Discussion and/or Action Items**
 - A. Discussion and possible action regarding a budget amendment to reallocate \$1,800.00 of Acute Care/Hospital Management committee's EMS RAC funds to the Stroke/Cardiac committee.
 - B. Discussion and possible action regarding renaming the Acute Care/Hospital Management committee to Trauma/Special Populations committee.
 - C. Discussion and possible action regarding an increase to the RAC travel reimbursement limit from \$1,000 per member to \$2,000 per member.
 - D. Discussion regarding moving the June 2025 RAC Board of Directors meeting to an alternate date in June.
 - E. Discussion of WHALE Project
 - F. Discussion of Pulsara .
- VIII. Committee Reports**
 - A. Education
 - B. Pre-Hospital
 - C. Hospital Care and Management/Acute Care
 - D. Stroke/Cardiac
 - E. System QI/Physician's Advisory
 - F. Injury Prevention
 - G. Disaster/Emergency Preparedness
 - H. Perinatal
- IX. Open Forum**
- X. Important Dates**
 - A. Board of Directors & General Assembly Meeting Thursday, April 10th, 2025
 - B. BVRAC Acute Care Symposium, Friday, October 10th, 2025
- XI. Adjourn**

Zoom Link for Participation -
Join Zoom Meeting

<https://us06web.zoom.us/j/82169770424?pwd=TVNQdktOSEl5MUUpNYUtxcTBLT3BCUT09>
Meeting ID: 821 6977 0424 Passcode: 122623 Dial In +1 346 248 7799 US (Houston)

Minutes
Brazos Valley Regional Advisory Council
Board of Directors Meeting – In Person & Web Conference Call
 900 February 6, 2025
 Brazos Valley Council of Governments Building
 3991 E. 29th Street, Bryan, Texas 77802

Members Present

| <u>Position</u> | <u>Board Member</u> | <u>Agency</u> | <u>Absent/ Present</u> |
|--------------------------------------------|-----------------------|---------------------------------|----------------------------|
| Chair | Patti Parks | Baylor Scott & White Brenham | Present |
| Vice Chair | Jason Giles | College Station Fire Department | Present |
| Secretary | Ashley Johse | St. Joseph Health – CS | Present |
| Treasurer | Brandi Mendoza | Baylor Scott & White - CS | Present |
| Injury Prevention Co-Chair | Riley Fisher | St. Joseph Health Regional | Present |
| Injury Prevention Co-Chair | Christina Nickerson | St. Joseph Health - Madison | Absent |
| Stroke / Cardiac Co-Chair | Amy Plotts | St Joseph Regional | Present |
| Stroke / Cardiac Co-Chair | Sheby Reed | Baylor Scott & White CS | Absent |
| Education Chair | Adam Gallagher | Robertson County EMS | Absent |
| Hospital & Acute Care Chair | Lori Porter | St. Joseph Health - CS | Present |
| Systems QI / Physician’s Advisory Chair | Dr. Nicholas Nunnally | St. Joseph Health Regional | Absent |
| Systems QI / Physician’s Advisory Chair | Dr. Brian Beer | Baylor Scott & White CS | Absent |
| Systems QI / Physician’s Advisory | Amber Heredia | St. Joseph Health Regional | Present |
| DEPC/BVHCC Chair | Bryan Ruemke | Washington County OEM | Present |
| DEPC/BVHCC Vice Chair | Dr. Kristen Christian | St. Joseph Health Regional | Present |
| Pre-Hospital Chair | Kevin Deramus | Washington County EMS | Present |
| Perinatal Chair | Dr. Katie Brading | St. Joseph Health Regional | Present |
| EMC at Large | David Lilly | Grimes County OEM | Present |
| Immediate Past Chair | Billy Rice | St. Joseph Health EMS | Present |

Guests Present

| <u>Name</u> | <u>Agency</u> |
|----------------|-----------------|
| Rachel Goodman | TEEX EMS School |

Staff Present

| <u>Position</u> | <u>Name</u> | <u>Agency</u> | <u>Absent/ Present</u> |
|--------------------------|---------------|---------------|----------------------------|
| BVRAC Executive Director | John Heritage | BVCOG | Present |
| Planner | Rebecca Hill | BVCOG | Present |

- I. **Call to Order** – The meeting was called to order at 10:01 A.M. by Chairperson Parks.
- II. **Introductions** – All members introduced themselves.
- III. **Approval of January 10, 2025 Meeting Minutes** – Members present reviewed the January 10, 2025 meeting minutes. Ms. Johse made a motion to approve January 10, 2025 minutes. Mr. Giles seconded; motion carried.

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- IV. Financial Report** – Mr. Heritage directed the board members’ attention to page 7 of the packet for the financial report. There is 75% remaining in the RAC Systems Development budget. Ideally, the budgets would all be 50% expended at this point in the year. For EMS RAC, the management funds are being spent and 71% remains. So far, the only payment that has gone out is to Washington County EMS for Amendment 2 funds. Wristbands were purchased with Amendment 2 funds and are also available for any EMS agency or hospital that needs them. Please be working on purchases with these funds. Requests must be submitted by May 31st. This gives the board time to review the consolidated amount remaining across all allocations and decide how to spend those funds. Members discussed using allocations for items and training courses that were not listed on the needs assessment. The group discussed whether the needs assessment needed to be updated and decided that it did not since it is a local requirement instead of a state requirement. Mr. Gallagher plans to send staff to an ACLS/PALS/BLS/CPR Instructor Course using the Robertson County EMS Amendment 2 allocation. Dr. Christian pointed out that the needs assessment shows the needs of the agency at that moment and those needs do change over time and the board should keep that in mind.

College Station Fire is the only agency to request reimbursement through EMS County. Please submit your requests as soon as possible. All funds have been expended for Senate Bill 8.

There is \$71,376.14 remaining in the Unrestricted Budget. Recent payments from that account include paying for the appreciation lunch in December and TETAF dues.

Mr. Giles made a motion to approve the financial report as presented. Ms. Johse seconded; motion carried.

V. Executive Directors Report – No Report

- VI. State RAC Chair / ED Meeting Update** – Mr. Heritage and Chairperson Parks participate in the RAC Directors Call. Several discussion points from that call include:
- a. Amendment Funding – One director asked if this funding was expected to continue in the next year. The state’s response was that RACs can expect to continue receiving these funds until the state changes the legislation on it. Mr. Heritage recommends making wish lists moving forward for these funds.
 - b. There was an amendment to the current contract with the state. The amendment changed the requirement on the Self-Assessment and Trauma Systems Plan. The Self-Assessment must be turned in on odd years and the Trauma Systems Plan has to be updated and turned in on even years. So, these are no longer annual requirements.
 - c. Quarterly Hospital Drills – On February 18th, hospitals will be notified through EMResource to provide current bed counts and other information. This is the same information that was asked of the facilities during COVID.

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- d. There was also discussion regarding the trauma rules and the ability of Trauma Directors to appoint someone to represent them at RAC meetings.

VII. Discussion and/or Action Items -

A. Discussion and Possible Action regarding a budget amendment to reallocate Hospital Care & Management funds to Stroke / Cardiac – The Stroke/Cardiac Committee discussed hosting a community walk to raise awareness and involve the community. A second option was brought up to do education at Langford. The walk is a bigger event than the committee has time to do this year. Chairperson Parks shared that there has been a lot of discussion on community engagement including walks and working with summer camps and other kids programs since they take that information back into the community. Mr. Heritage encourages all committees to consider regional priorities for the funds so that all members can have an opportunity to be involved. Chairperson Parks asked how much billboards cost as well as radio spots or other promotional outreach items. Mr. Heritage shared that there is a company that manages the social media for BVCOG. They create nice publications and posts. This was sent back to the committee for further discussion. No action taken.

B. Consider for approval providing funding to St. Joseph EMS for TCCC Class in March – Mr. Gallagher was asked to put this on the agenda by St. Joseph EMS. The Tactical Combat Casualty Care (TCCC) course helps EMS work with Fire and Law Enforcement in a critical response. The cost for the course is close to \$1,500. Mr. Gallagher recommends reimbursing \$1,000 in accordance with the RAC policies. Mr. Gallagher recommends using funds from the Amendment 2 Education Line Item. The board asked if there are funds for the FCCS course as well as this course and Mr. Gallagher said yes. Mr. Gallagher made a motion to approve this expense. Dr. Christian seconded; motion carried.

Mr. Rice asked about increasing the maximum amount for training reimbursement from \$1,000 to \$1,500 or \$2,000. Costs have increased for tuition, hotels and food across all areas. This will be included in a future agenda for further discussion.

Chairperson Parks asked if the person attending the TCCC Course could provide a quick update to the General Assembly on the course after it is completed for awareness. Mr. Gallagher will shoot to get the FCCS course set up soon. It will need to be hosted at the COG or a hospital training center.

C. Discussion of Divert – Ms. Mendoza was asked for re-education on the definition of divert, especially to facilities. There have been questions from other facilities regarding the difference between partial and full divert. Ms. Mendoza pointed out that Pulsara now shows hospital availability. The group may want to consider a different visibility / expectation for facilities to report their availability. There should be additional

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communication depending on what type of divert is being done. May consider adding text in notification from Pulsara to address the guidelines. Mr. Heritage will send the divert policy to all RAC members.

- D. Discussion of Pulsara** – There have been two large incidents for St. Joseph EMS recently that have pointed to the need for incident command system in Pulsara. Dispatch created the incident in Pulsara and notified the responding crew that it had been created. The dispatcher now knows that the hospitals can be added to the incident as well. Members asked if EMS agencies could get an automatic response when the incident is set up. Chairperson Parks pointed out that RACE scores are used in some facilities instead of the VAN scores.

VIII. Committee Significant Items –

- a. Pre-Hospital – There is an EMS Directors meeting on February 15th. The group will be discussing temp management for trauma patients as well as EMS Timeouts, which are not always being done very well. GETAC will be sending survey information to RAC Chairs to collect information on several topics including violence in EMS and red lights and sirens. The chair of the Whole Blood Task Force mentioned to vendors in the state that they should not be providing blood to small agencies that are not part of a whole blood repository. It went over well with them, but Dr. Ratcliff advocated for the smaller agencies. BVRAC needs a presence at the next meeting in March.
- b. Injury Prevention – There have been a lot of stop the bleed training requests but none have materialized into training dates.
- c. Systems QI – May have to look at a date in the fall for the burn presentation.
- d. Perinatal – No updates
- e. Hospital Care & Management – Ms. Brooks shared that she will be stepping down once a replacement has been found since this is not her area any longer.
- f. Education – Will try to have STABLE class before April 1st since there is an update that requires a lot more work if the course is after that date. FCCS planning will happen next week. The NPR classes were full and lots of good feedback was given from the prehospital providers that participated.
- g. DEPC – No update
- h. Stroke – There is a meeting next Tuesday and Ms. Plotts asked that all hospitals and EMS agencies that can participate do participate in the meeting. The discussion at the last meeting was on the VAN data and no one is really participating outside of the major hospitals. Ms. Plotts asked to get on the Pre-Hospital Committee’s agenda to discuss this as well. Ms. Reed is working on an education opportunity at The Langford and should have more information at the General Assembly meeting this afternoon. Ms. Plotts asked how often the transport guidelines should be reviewed. They were separated from the Trauma Systems Plan. They will be put on the agenda for review this year. Ms. Parks shared that discussions at the conference are revolving around door

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in door out at 75 minutes. Ms. Heredia suggested using a tool the region already has to track this information. Ms. Plotts shared that there is another form that was created to capture this information. Mr. Rice shared that the data from ESO should be able to be used to collect the data as well.

- i. EMC At Large - Mr. Lilly announced that interviews are starting soon for his replacement. The goal is to have someone in place by mid-March..

IX. Open Forum – Ms. Goodman with TEEX EMS School reached out to the leadership at their campus and received approval to offer their facilities for the BVRAC 2025 Symposium at no cost. The only dates that are available are October 10th and October 31st. The group decided to go with October 10th.

X. Important Dates

A. Board of Directors Meeting – Friday, March 14, 2025

XI. Adjourn – Meeting adjourned at 10:03 am.

BVRAC Budget 01SEP24 to 31AUG25

3/13/2025

Brazos Valley Regional Advisory Council

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|-----------------------|--------------|----------------------|---------------------|----------------------|---------------|
| RAC Systems Dev | RAC Sys Dev | \$ 50,390.00 | \$ 12,907.93 | \$ 37,482.07 | 74% |
| EMS RAC | EMS RAC | \$ 39,938.00 | \$ 12,440.65 | \$ 27,497.35 | 69% |
| EMS RAC (Amendment 2) | EMS RAC | \$ 150,000.00 | \$ 25,749.44 | \$ 124,250.56 | 83% |
| EMS County | EMS County | \$ 88,804.00 | \$ 4,616.00 | \$ 84,188.00 | 95% |
| Unrestricted | Unrestricted | \$ 30,827.00 | \$ 11,395.03 | \$ 19,431.97 | 63% |
| Total Expenses | | \$ 359,959.00 | \$ 67,109.05 | \$ 292,849.95 | 81.36% |

BVRAC Systems Development Budget 01SEP24 to 31AUG25

3/13/2025

Brazos Valley Regional Advisory Council (SYS DEV \$50,390.00)

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|-----------------------|----------|---------------------|---------------------|---------------------|---------------|
| Management | EMS RAC | \$ 17,636.50 | \$ 8,349.78 | \$ 9,286.72 | 53% |
| Education | EMS RAC | \$ 15,317.58 | \$ - | \$ 15,317.58 | 100% |
| Injury Prevention | EMS RAC | \$ 7,029.00 | \$ - | \$ 7,029.00 | 100% |
| Acute Care/Hosp. Mgt. | EMS RAC | \$ 2,411.18 | \$ - | \$ 2,411.18 | 100% |
| Stroke/Cardiac | EMS RAC | \$ 1,000.00 | \$ - | \$ 1,000.00 | 100% |
| Perinatal | EMS RAC | \$ 2,000.00 | \$ - | \$ 2,000.00 | 100% |
| GETAC/TETAF | EMS RAC | \$ 1,679.74 | \$ 1,117.35 | \$ 562.39 | 33% |
| Staff Travel | EMS RAC | \$ 316.00 | \$ - | \$ 316.00 | 100% |
| STB Kits | RMS RAC | \$ 3,000.00 | \$ 2,937.24 | \$ 62.76 | 2% |
| Total Expenses | | \$ 50,390.00 | \$ 12,404.37 | \$ 37,985.63 | 75.38% |

Notes: Purchase of 68 STB kits - \$2,937.24 (PAID)

Travel Reimbursement for attending RAC Summit - \$605.34 (PAID)

Travel Reimbursement for attending RAC Summit - \$512.01 (PAID)

BVRAC EMS/RAC Budget 01SEP24 to 31AUG25

3/13/2025

Brazos Valley Regional Advisory Council (EMS/RAC \$39,938.00)

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|-----------------------|-------------|---------------------|---------------------|---------------------|---------------|
| Management | RAC Sys Dev | \$ 39,938.00 | \$ 12,440.65 | \$ 27,497.35 | 69% |
| Injury Prevention | RAC Sys Dev | \$ - | \$ - | \$ - | - |
| Acute Care/Hosp. Mgt. | RAC Sys Dev | \$ - | \$ - | \$ - | - |
| Stroke/Cardiac | RAC Sys Dev | \$ - | \$ - | \$ - | - |
| Perinatal | RAC Sys Dev | \$ - | \$ - | \$ - | - |
| Other | RAC Sys Dev | \$ - | \$ - | \$ - | - |
| Total Expenses | | \$ 39,938.00 | \$ 12,440.65 | \$ 27,497.35 | 68.85% |

BVRAC EMS RAC - Amendment 2 Funds Budget 01SEP24 to 31AUG25

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Brazos Valley Regional Advisory Council (EMS RAC Amendment 2 \$150,000)

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|--------------------------------------|-------------|----------------------|---------------------|----------------------|---------------|
| Management | Amendment 2 | \$ 10,000.00 | \$ 3,196.87 | \$ 6,803.13 | 68% |
| Education/Training | Amendment 2 | \$ 7,000.00 | \$ - | \$ 7,000.00 | 100% |
| Wristbands | Amendment 2 | \$ 2,800.00 | \$ 2,722.57 | \$ 77.43 | 3% |
| Bryan Fire Dept EMS | Amendment 2 | \$ 4,075.00 | \$ - | \$ 4,075.00 | 100% |
| CHI St Joseph EMS | Amendment 2 | \$ 40,460.00 | \$ - | \$ 40,460.00 | 100% |
| College Station FD EMS | Amendment 2 | \$ 4,075.00 | \$ - | \$ 4,075.00 | 100% |
| Hilltop Lakes VFD EMS | Amendment 2 | \$ 4,930.00 | \$ - | \$ 4,930.00 | 100% |
| Jewett EMS | Amendment 2 | \$ 4,930.00 | \$ - | \$ 4,930.00 | 100% |
| Robertson County EMS | Amendment 2 | \$ 13,425.00 | \$ 9,000.00 | \$ 4,425.00 | 33% |
| Texas A&M University EMS | Amendment 2 | \$ 4,074.00 | \$ - | \$ 4,074.00 | 100% |
| Washington County EMS | Amendment 2 | \$ 10,830.00 | \$ 10,830.00 | \$ - | 0% |
| Baylor Scott & White Brenham | Amendment 2 | \$ 5,772.00 | \$ - | \$ 5,772.00 | 100% |
| Baylor Scott & White College Station | Amendment 2 | \$ 11,542.00 | \$ - | \$ 11,542.00 | 100% |
| CHI St. Joseph Madisonville | Amendment 2 | \$ 5,771.00 | \$ - | \$ 5,771.00 | 100% |
| CHI St Joseph College Station | Amendment 2 | \$ 5,772.00 | \$ - | \$ 5,772.00 | 100% |
| CHI St. Joseph Regional | Amendment 2 | \$ 11,542.00 | \$ - | \$ 11,542.00 | 100% |
| Brazos County ESD 2 | Amendment 2 | \$ 3,002.00 | \$ - | \$ 3,002.00 | 100% |
| Total Expenses | | \$ 150,000.00 | \$ 25,749.44 | \$ 124,250.56 | 82.83% |

Notes: Purchase of 54 boxes of wristbands - \$2,722.57 **(PAID)**

Robco EMS Amendment 2 Reimbursement - \$9,000.00 **(PAID)**

College Station Fire Department FTEP Course Registration - \$615.90 **(PAID)**

Washington County EMS Amendment 2 Reimbursement - \$10,830.00 **(PAID)**

College Station Fire Department Amendment 2 Reimbursement - \$1,085.80 **(In Process)**

Robco EMS Amendment 2 Reimbursement - \$3,322.87 **(In Process)**

BVRAC RAC EMS COUNTY 01SEP24 to 31AUG25

3/13/2025

Brazos Valley Regional Advisory Council (\$88,804.00)

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|----------------------------|-----------------|---------------------|--------------------|-----------------------|----------------------|
| Bryan Fire Dept EMS | EMS County | \$ 4,617.00 | \$ - | \$ 4,617.00 | 100% |
| CSFD EMS | EMS County | \$ 4,616.00 | \$ 4,616.00 | \$ - | 0% |
| CHI ST Joseph EMS Brazos | EMS County | \$ 4,616.00 | \$ - | \$ 4,616.00 | 100% |
| CHI ST Joseph EMS Burleson | EMS County | \$ 10,179.00 | \$ - | \$ 10,179.00 | 100% |
| CHI ST Joseph EMS Grimes | EMS County | \$ 12,298.00 | \$ - | \$ 12,298.00 | 100% |
| CHI ST Joseph EMS Leon | EMS County | \$ 5,444.00 | \$ - | \$ 5,444.00 | 100% |
| CHI ST Joseph EMS Madison | EMS County | \$ 7,222.00 | \$ - | \$ 7,222.00 | 100% |
| Hilltop Lake VFD EMS | EMS County | \$ 5,444.00 | \$ - | \$ 5,444.00 | 100% |
| Jewett EMS | EMS County | \$ 5,444.00 | \$ - | \$ 5,444.00 | 100% |
| RCEMS | EMS County | \$ 13,617.00 | \$ - | \$ 13,617.00 | 100% |
| TAMU EMS | EMS County | \$ 4,616.00 | \$ - | \$ 4,616.00 | 100% |
| WCEMS | EMS County | \$ 10,691.00 | \$ - | \$ 10,691.00 | 100% |
| Total Expenses | | \$ 88,804.00 | \$ 4,616.00 | \$ 84,188.00 | 94.80% |

Notes: College Station Fire Department - Reimbursement Request for \$4,616 (**PAID**)

Hilltop Lakes VFD EMS - Reimbursement Request for \$5,444 (**IN Process**)

BVRAC Unrestricted Budget

3/13/2025

Brazos Valley Regional Advisory Council

| Expense | Category | Budget | Spent | Remaining (\$) | Remaining (%) |
|----------------------------------|--------------|---------------------|---------------------|---------------------|---------------|
| BVRAC Radios | Unrestricted | \$ 10,000.00 | \$ - | \$ 10,000.00 | 100% |
| Taxes | Unrestricted | \$ 3,328.00 | \$ - | \$ 3,328.00 | 100% |
| TETAF Dues | Unrestricted | \$ 2,000.00 | \$ 2,000.00 | \$ - | 0% |
| TAAMS Sponsorship | Unrestricted | \$ 500.00 | \$ 500.00 | \$ - | 0% |
| RAC Symposium | Unrestricted | \$ 11,740.00 | \$ 7,678.03 | \$ 4,061.97 | 35% |
| Catering for December GA Meeting | Unrestricted | \$ 1,217.00 | \$ 1,217.00 | \$ - | 0% |
| Insurance | Unrestricted | \$ 2,042.00 | \$ - | \$ 2,042.00 | 100% |
| Total Expenses | | \$ 30,827.00 | \$ 11,395.03 | \$ 19,431.97 | 63.04% |

Notes:

\$1,434.93 - Brazos Center Space Rental **(PAID)**

\$2,484.31 - Catering for Symposium **(PAID)**

\$143.00 - Symposium Banner **(PAID)**

\$142.72 - Sams Club (Symposium Snacks and Drinks) **(PAID)**

\$499.00 - Tote Bags for Symposium **(PAID)**

\$1,860.00 - Symposium T-Shirts **(PAID)**

\$1,200.00 - Symposium Gift Cards **(PAID)**

\$500.00 - Texas Association of Air Medical Services (TAAMS) Sponsorship **(PAID)**

\$1,217.00 - Catering for December GA Meeting **(PAID)**

\$2,000 - TETAF Dues **(PAID)**

\$1,250.00 - Tax & Audit fees **(In Process)**

Brazos Valley Regional Advisory Council

Stroke Awareness Month Campaign Outline for Brazos Valley Regional Advisory Council

Objective: To enhance stroke awareness, promote preventive measures, and educate the Brazos Valley community on the importance of recognizing stroke signs early for better treatment outcomes.

I. Press Release

Title: Brazos Valley Embraces Stroke Awareness Month: A Call to Action for Community Health

Key Points to Include:

- Brief on the significance of Stroke Awareness Month and its national importance.
- Highlighting the prevalence of stroke in Brazos Valley and the imperative for community involvement.
- Overview of the month-long initiatives including weekly blogs and educational Facebook campaign.
- Quotations from key healthcare professionals and survivors, emphasizing the power of early detection and lifestyle changes. (if possible)
- Inviting local media, schools, and community centers to partake in spreading the message.

II. Weekly Blog Topics & Summaries

Week 1: Understanding Stroke - Signs, Symptoms, and Early Warning

- Introduction to what a stroke is, different types, and how they affect the body.
- Detailed information on recognizing stroke signs and symptoms using the F.A.S.T. acronym.
- Personal stories or testimonials from stroke survivors emphasizing the importance of quick action. (if possible)

Week 2: The Hidden Risk Factors of Stroke: What You Need to Know

- In-depth discussion on lesser-known stroke risk factors such as sleep apnea, sedentary lifestyle, and dietary choices.
- Tips for managing and mitigating these risks through lifestyle adjustments.
- Highlighting the importance of regular health screenings.

Week 3: Lifestyle Changes to Prevent Stroke

- Practical advice on adopting a heart-healthy lifestyle to prevent stroke, focusing on diet, exercise, and smoking cessation.
- Benefits of these lifestyle changes beyond stroke prevention, contributing to overall well-being.

- Incorporating expert opinions from dieticians and fitness experts.

Week 4: Navigating the Road to Recovery: Life After a Stroke

- Comprehensive guide on stroke recovery and rehabilitation processes.
- Discussing the physical, emotional, and social challenges survivors may face and strategies to overcome them.
- Emphasizing local resources and support groups available for stroke survivors and their families.

III. Social Media Posting Strategy

Hashtag: #BVStrokeAwareness

Infographics: Shareable infographics detailing stroke symptoms, preventive tips, and recovery stories.

Tips: Post lifestyle tips that contribute to stroke prevention (e.g., nutrition, exercise, mental health).

Quizzes/Polls: Engage the audience with quizzes about stroke facts or polls on personal health practices.

Platform Focus: Facebook for broader audience engagement. Press release will go out on BVRAC LinkedIn page.

Challenges: Initiate a challenge (e.g., #StrokeFreeChallenge) encouraging followers to commit to one healthy lifestyle change for the month.

Partner with Local Influencers (Rusty Surette): Collaborate with local influencers to amplify the campaign's reach and impact. (If possible)

IV. Social Media Ad Campaign

To further amplify the impact of our Stroke Awareness Month activities and ensure our messages reach a wider audience, we will run dedicated ad campaigns each week of May, correlating with the release of the weekly blogs. This integrated approach will help capture the attention of various segments of the Brazos Valley community, driving engagement with our content and encouraging proactive health measures. Below are outlines for each weekly ad campaign:

Week 1 Ad Campaign: "Know the Signs, Act in Time"

Objective: To increase public knowledge on recognizing stroke signs and the importance of immediate action.

Ad Content: Feature visuals and animations explaining the F.A.S.T. acronym. The call-to-action (CTA) will direct viewers to the first blog post for in-depth information.

Week 2 Ad Campaign: "Uncover the Hidden Risks"

Objective: To enlighten the community about lesser-known stroke risk factors and the importance of preventive health check-ups.

Ad Content: Incorporate engaging visuals that reveal these hidden risks one by one, creating a sense of discovery. Link to the second week's blog for a comprehensive guide on risk mitigation.

Week 3 Ad Campaign: "Every Step Counts"

Objective: To motivate community members to adopt small, manageable lifestyle changes for stroke prevention, emphasizing that every positive step can make a significant difference.

Ad Content: Create a series of engaging, dynamic animations or graphic cards that break down easy-to-adopt lifestyle changes into simple steps, such as incorporating more fruits and vegetables into meals, engaging in daily physical activity, and regular health screenings. Each piece of ad content will focus on a single, doable change, making the journey towards better health seem less daunting. Visually appealing CTAs will direct viewers to the third blog for more comprehensive advice and actionable tips.

Week 4 Ad Campaign: " Empowerment Through Education "

Objective: To empower and inform the community about the importance of post-stroke care and rehabilitation, focusing on educational content to support stroke survivors and their caregivers.

Ad Content: Develop a series of informative and supportive infographics and animations that outline key aspects of stroke recovery and rehabilitation. Topics might include understanding the rehabilitation process, the roles of different healthcare providers, tips for caregivers, and how to create a supportive home environment. The content will be designed to provide clear, useful information and encourage individuals and families to seek out and utilize available resources. Visually engaging CTAs will link viewers to the fourth blog post, which offers more detailed guidance and resources.

Resources & Support:

All materials will direct readers and viewers to the BVRAC website for further support, such as the National Stroke Association, local healthcare providers, and community health centers. Encourage community members to share the information within their networks to maximize the campaign's impact.

Investment

Press Release

- Brazos Valley Embraces Stroke Awareness Month: A Call to Action for Community Health
- \$250

Blogs

- Week 1: Understanding Stroke - Signs, Symptoms, and Early Warning
- Week 2: The Hidden Risk Factors of Stroke: What You Need to Know
- Week 3: Lifestyle Changes to Prevent Stroke
- Week 4: Navigating the Road to Recovery: Life After a Stroke
- \$150/blog - \$600

8, Social Media Posts

- 7 social media posts over a 1-month period on the BVRAC Facebook Page
- 1 social media post with Press Release to BVRAC LinkedIn Page
- \$250

4, Social Media Ad Campaigns

- Week 1 Ad Campaign: "Know the Signs, Act in Time"
- Week 2 Ad Campaign: "Uncover the Hidden Risks"
- Week 3 Ad Campaign: "Every Step Counts"
- Week 4 Ad Campaign: "Empowerment Through Education"
- \$150/ad campaign for creation and management - \$600

2 Hours, Website Updates - \$100

- Setup of Blog on website
- Setup of Stroke Awareness resource page on website
- \$100/hour – estimate 2 hours of work

Development Start Date: April 1, 2025 to prepare content for campaign

Campaign Launch Date: May 1st, 2025

Total Management Fee to Impact Group Marketing: \$1900

Recommended Ad Spend (based on \$2,800 budget): \$900

Brazos Valley Regional Advisory Council 2025

Board of Directors Participation

| | Board Members | January | February | March | April | May | June | July | August | September | October | November | December | Total Attended |
|----|------------------------------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|----------------|
| 1 | Patti Parks Chair | X | X | | | | | | | | | | | |
| 2 | Jason Giles Vice Chair | X | X | | | | | | | | | | | |
| 3 | Ashley Johse Secretary | X | X | | | | | | | | | | | |
| 4 | Brandi Mendoza Treasurer | X | X | | | | | | | | | | | |
| 1 | Bryan Ruemke DEPC | X | X | | | | | | | | | | | |
| 2 | Adam Gallagher Education | ? | X | | | | | | | | | | | |
| 3 | Dr. Nicholas Nunnally Systems QI/PA | X | ? | | | | | | | | | | | |
| 4 | Riley Fisher / Christina Nickerson Injury Prevention | X | X | | | | | | | | | | | |
| 5 | Kevin Deramus Pre- Hospital | X | X | | | | | | | | | | | |
| 6 | Lori Porter Hospital/Acute Care | X | X | | | | | | | | | | | |
| 8 | Amy Plotts/Shelby Reed Stroke | X | X | | | | | | | | | | | |
| 9 | David Lilly EMC at Large | X | X | | | | | | | | | | | |
| 10 | Dr. Katie Brading Perinatal | X | X | | | | | | | | | | | |
| 11 | Billy Rice Immediate Past Chair | X | X | | | | | | | | | | | |
| | John Heritage Executive Director | X | X | | | | | | | | | | | |
| | Rebecca Hill Planner | X | X | | | | | | | | | | | |

X= Attended meeting.

**= Call In

0=Substitution

?=Absent