

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1997

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SENATE BILL 1308*

Short Title: Strike Out Stroke Project.

(Public)

Sponsors: Senators Warren; Martin of Guilford, Odom, and Rand.

Referred to: Appropriations.

May 27, 1998

1 A BILL TO BE ENTITLED
2 AN ACT TO APPROPRIATE FUNDS TO CONTINUE THE STRIKE OUT STROKE
3 PROJECT IN THE DEPARTMENT OF HEALTH AND HUMAN SERVICES, AS
4 RECOMMENDED BY THE HEART DISEASE AND STROKE PREVENTION
5 TASK FORCE.

Whereas, stroke is the leading cause of disability and the third leading cause of death in North Carolina, and hypertension is the leading cause of stroke; and

Whereas, the estimated lifetime cost of a mild stroke in an older adult is \$100,000; the estimated lifetime cost of a severe stroke in a younger adult is \$500,000; and

Whereas, in North Carolina, stroke and heart disease are the leading causes of hospitalization expenditures; and

Whereas, the annual costs of cardiovascular disease to the health care system in the United States in 1996 were estimated to have been \$151 billion, - a 9% increase from the previous year; and

Whereas, experts in this area agree that early detection and control management of risk factors such as hypertension and cardiovascular disease, including but not limited to atrial fibrillation, are the most effective ways to reduce the incidence of stroke and other forms of cardiovascular disease; and

Whereas, new drug therapies show great promise in arresting or reversing the damage from a stroke if administered within hours of the occurrence of the stroke; and

Whereas, from 1992 to 1996, North Carolina hosted a federally funded pilot project called "Strike Out Stroke"; and

Whereas, the "Strike Out Stroke" project was an effective professional education, public education, and public awareness tool in the effort to reduce the incidence of stroke in North Carolina; Now, therefore,

The General Assembly of North Carolina enacts:

Section 1. There is appropriated from the General Fund to the Department of Health and Human Services, Division of Community Health, the sum of one hundred seventy-five thousand dollars (\$175,000) for the 1998-99 fiscal year to implement the North Carolina Strike Out Stroke Project.

Section 2. (a) The purposes of this act are to:

- (1) Build the capacity of health care providers to control hypertension and prevent and treat cardiovascular disease through increased professional education;
- (2) Provide the appropriate standards for equipment, measurement of blood pressure, and screening for hypertension;
- (3) Provide for the development and adoption of protocols for blood pressure measurement;
- (4) Raise awareness among the general public, and specifically at-risk groups, about the importance of controlling high blood pressure;
- (5) Provide lasting improvement in the health and physical well-being of North Carolinians with hypertension, thus providing the State's citizens with an improved quality of life and society with the reduction of health care costs;
- (6) To improve professional education about strategies to prevent stroke by the appropriate treatment of heart disease;
- (7) To increase professional awareness as to the emergency nature of stroke and new strategies to reverse or minimize the effects of a stroke; and
- (8) To improve public education about the symptoms of stroke and the need for stroke patients to seek immediate care.

(b) There is established in the Department of Health and Human Services the North Carolina Strike Out Stroke Project. The purpose of the project is to build the capacity of health care providers to control hypertension and effectively treat cardiovascular disease, and to increase awareness among at-risk populations of the importance of controlling high blood pressure and other cardiovascular risk factors. The program shall consist of the following:

- (1) Strategies for educating and training health professionals. The strategies shall include:
 - a. Implementation of training sessions on high blood pressure management and prevention that include advice concerning the purchase and maintenance/calibration of blood pressure measurement equipment;

- 1 b. Development of protocols for blood pressure measurement that
2 are consistent with the latest report of the Joint National
3 Committee on Hypertension Control;
- 4 c. Provide and implement programs on the proper treatment of
5 patients with heart disease to prevent stroke in this population;
- 6 d. To disseminate the American College of Chest Physicians'
7 recommendations for stroke prevention;
- 8 e. Develop and disseminate protocols for treating stroke as a
9 medical emergency, including recommendations for
10 hospitalization and medical care of acute stroke patients; and
- 11 f. Provide information about blood pressure medications,
12 medications for treatment of risk factors that contribute to heart
13 disease and stroke, including the problems of polypharmacy and
14 side effects.
- 15 (2) Strategies for educating and training patients and targeted communities.
16 The strategies shall include:
- 17 a. Develop, market, and distribute resource and education materials
18 on issues concerning hypertension and stroke prevention,
19 including stroke symptoms and the need for emergency treatment
20 for stroke symptoms;
- 21 b. Provide such materials to clinical sites through electronic means;
22 and
- 23 c. Ensure that such materials are culturally sensitive and of
24 appropriate literacy levels.
- 25 (3) Strategies for raising public awareness on the causes, nature, treatment,
26 and prevention of hypertension and stroke. The strategies shall include:
- 27 a. Plan and implement a communication plan incorporating a
28 variety of complementary media and marketing activities
29 targeting medically underserved persons, at-risk populations, and
30 low literacy groups;
- 31 b. Plan and implement a public awareness campaign that educates
32 the public on the symptoms of stroke and TIA, and the need to
33 seek emergency care if they experience such symptoms; and
- 34 c. Seek opportunities for public/private partnerships and for
35 building hypertension and risk factor awareness into community
36 events and existing programs, services, and activities.
- 37 (c) In implementing the project, the Division shall do the following:
- 38 (1) Provide sufficient staff to implement the Strike Out Stroke Project;
- 39 (2) Provide appropriate training for the staff of the Strike Out Stroke
40 Project;
- 41 (3) Develop and disseminate resource materials for professional and patient
42 education and public awareness; and

- 1 (4) Provide training, support, and technical assistance to health care
2 professionals in local health departments and clinical settings.
3 Section 3. This act becomes effective July 1, 1998.