



WSO Campaign Skills Workshops Case Study: Brazilian Stroke Network

Part 3:

The Brazilian National Stroke Project – implementation

The Brazilian National Stroke project began the initial implementation steps. For step one, assessment of the current situation of stroke care in the country, the team chose to build relationships directly through face to face visits to every state to meet with the State Secretary of Health and the City Secretaries, directors of hospitals, chief of the emergency services and coordinators of local pre-hospitals. Assessments were also made about which hospitals were already responsible for stroke care in each city and current infrastructure in place.

After visiting all hospitals, plans for the local networks were established according to the needs and available resources. This included consideration of suggestions from all stakeholders for changes to the structure and facilities of local hospitals, where needed. Training was then implemented for stroke teams, emergency services, and ICU staff of all hospitals with implementation of basic stroke care protocols.

In order to ensure quality and minimal standards, hospitals of the National Stroke Project were invited to participate in a national stroke registry, linked to the Ministry of Health and Sociedad Iberoamericana de Enfermedad Cerebrovascular and Safe Implementation in Treatments in Stroke (SIECV-SITS) Registry.

Campaigns to improve stroke awareness among the population were started after the organization of the acute stroke care in each center.¹

Think about the following questions:

- What do you think were the benefits to the project of the team making face to face visits to each state in the country?
- What data do you think could be useful to inform the priorities and tactics of an effective public awareness campaign strategy in Brazil?

¹ Martins SCO, Pontes-Neto OM, Alves CV, et al. Past, Present, and Future of Stroke in Middle-Income Countries: The Brazilian Experience. *International Journal of Stroke*. 2013;8(SA100):106-111