

JAN 20 2017

A BILL FOR AN ACT

RELATING TO STROKE AWARENESS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that Hawaii stroke
2 patients, for a variety of reasons, delay in seeking care at
3 Hawaii hospitals, often resulting in them being ineligible to
4 receive treatments approved by the United States Food and Drug
5 Administration that could improve their health outcomes.

6 State legislation passed during the 2015 regular session
7 requires that all Hawaii hospitals that receive acute stroke
8 patients through the emergency medical services system to
9 collect and submit stroke patient data to the department of
10 health. The department of health shares data reports with the
11 Hawaii Stroke Coalition, which includes among its members Hawaii
12 hospitals that receive emergency medical services delivery of
13 stroke patients, State and county emergency medical services
14 representatives, and representatives of the American Heart
15 Association/American Stroke Association, among others. Data
16 collected to date has been used to significantly improve the
17 speed and quality of care provided by both emergency medical



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1 services agencies and hospitals. However, the data also
2 indicates that, despite these improvements to care by healthcare
3 providers, Hawaii ischemic stroke patients often arrive to a
4 hospital too late to receive tissue plasminogen activator, the
5 only medication approved by the United States Food and Drug
6 Administration for stroke ischemic stroke treatment. The window
7 for allowable administration of tissue plasminogen activator is
8 four and one-half hours, after which the risk of using the
9 treatment outweighs any potential health gains. State data also
10 indicates a reluctance to activate the emergency medical
11 services system even when stroke is identified. Approximately
12 half of Hawaii stroke patients are delivered to hospitals by
13 means other than emergency medical services. That results in
14 additional delays in treatment upon arrival at a hospital.
15 According to the American Heart Association, almost two million
16 brain cells are permanently lost for each minute that passes
17 without treatment to reestablish blood flow. Even a few minutes
18 in delay in treatment can result in permanent disability or
19 death. Early treatment can reduce the risk of death,
20 disability, and in some cases reverse the disabling effects of
21 stroke.



1 To address this need for better public awareness of stroke
2 warning signs, and to encourage the use of the emergency medical
3 services system to transport stroke patients to hospital care,
4 the American Heart Association/American Stroke Association has
5 established a task force of communications and marketing expert
6 volunteers from Hawaii's major hospital systems and health
7 insurance companies, as well as medical experts and other
8 interested parties, to develop a stroke communications plan
9 designed to change public norms and improve stroke response
10 times. The plan will be designed to use all forms of
11 communication within Hawaii communities, targeted to both the
12 general population as well as disparately affected communities,
13 in a sustained effort to increase stroke awareness and proper
14 response.

15 The purpose of this Act is to provide funding for
16 implementation of the stroke communications plan developed by
17 the task force established by the American Heart
18 Association/American Stroke Association.

19 SECTION 2. (a) Subject to available funds and approval of
20 the director of health, the department of health shall implement
21 the stroke communications plan developed by the task force



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1 established by the American Heart Association/American Stroke
2 Association:

3 (b) The stroke communications plan shall include:

4 (1) Market testing of messaging to insure proper
5 responses; and

6 (2) Results monitoring using the data collected by
7 emergency medical services agencies and stroke care
8 hospitals.

9 (c) The department of health shall distribute the funds
10 appropriated by this Act to the Hawaii Public Health Institute
11 for management and to community organizations participating in
12 the stroke communications plan's implementation.

13 (d) The department of health shall submit a report to the
14 legislature no later than twenty days prior to the regular
15 legislative session of 2018 on:

16 (1) The distribution and use of the funds appropriated by
17 this Act;

18 (2) The data collected by the department of health
19 indicating changes in public norms and stroke
20 outcomes; and

21 (3) Proposed legislation, if any.



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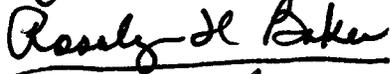
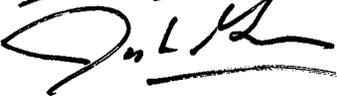
1 SECTION 3. There is appropriated out of the general
2 revenues of the State of Hawaii the sum of \$250,000 or so much
3 thereof as may be necessary for fiscal year 2017-2018 for a
4 stroke awareness communications plan.

5 The sum appropriated shall be expended by the department of
6 health for the purposes of this Act.

7 SECTION 4. This Act shall take effect on July 1, 2017.

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INTRODUCED BY: _____



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Report Title:

Stroke Awareness, Communications Plan; Appropriation

Description:

Appropriates funds for a stroke awareness communications plan.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

