
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 the patients being
4 ineligible to receive treatments approved by the United States
5 Food and Drug Administration that could improve their health
6 outcomes.

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



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



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 solicit bids from
10 community organizations to manage the implementation of the
11 stroke communications plan.

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

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

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

20 (3) Proposed legislation, if any.



1 SECTION 3. There is appropriated out of the general
2 revenues of the State of Hawaii the sum of \$ or so much
3 thereof as may be necessary for fiscal year 2017-2018 and the
4 same sum or so much thereof as may be necessary for fiscal year
5 2018-2019 for implementation of a stroke awareness
6 communications plan.

7 The sums appropriated shall be expended by the department
8 of health for the purposes of this Act.

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



Report Title:

Stroke Awareness, Communications Plan; Appropriation

Description:

Appropriates funds for implementation of a stroke awareness communications plan. (SD1)

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

