

How do I host a stroke awareness event?

LERN is Here to Help

The Louisiana Emergency Response Network (LERN) appreciates your willingness to host a community presentation to help spread awareness about the risks of stroke and/or how you can identify a stroke and respond quickly. Follow these simple steps to ensure your success. Keep in mind that each audience is different and you'll want to consider their needs when planning an event.

1. Identify your audience and your

partners. It is essential to decide who your audience will be. Is it your classmates, members of a club, neighbors? The list of potential attendees is endless and not limited by any demographic, however, you will want to tailor your presentation to those you have identified as the audience.

2. Find your collaborative partners and get them involved early.

Having a successful event is easier if you are working with those that have similar goals. Your LERN Tri-Regional Coordinator can help you with this process, as can members of your Regional Commission.

3. Decide on a date for the event and the ideal location.

These components are dependent on your audience needs, but are vital to success and should be determined early in the planning phase. Often your partners can help with these decisions and will have locations available for use. Other locations that will often be available include hospitals, churches, health centers, senior centers, and various other gathering places in the community.

4. Advertise the event. Posters, flyers, and emails that contain information about your event, including date, time, location, topic and speaker information can be developed. Local newspapers, TV or radio often are willing to partner. Hospitals and stroke support groups might agree to put the information in their newsletters. Don't forget to use the many social media opportunities to get out the message. LERN and your Coordinator are available to help you spread the word in many ways.

5. Prepare the presentation. Consider your reasons for getting involved. Are you a stroke survivor, family member or caregiver, or a community leader that understands the need to raise awareness about stroke? Will you do the presentation yourself or invite resource experts to speak? Do you want to use video, power point, or other audio visuals in the presentation? If you don't know where to begin contact your Coordinator and they can offer suggestions or direct you to the right resource.

6. Consider handouts and other materials.

Do you want each attendee to have something to take away from the event? A tangible reminder of the education provided? LERN has developed materials for use in raising Stroke awareness that might be helpful. There are also many other resources available depending on your audience.

7. Share your Success. Many will be interested in hearing about your event and how well it was received. Your commission will be especially interested in your event, as will the Stroke hospitals. You can submit a report of the event, attendance, speakers, successes, etc. to various outlets in order to entice others to follow your example.

8. Wrap it up! After the event take a moment to bask in your success. Once you have had your moment, make sure to personally thank those that took time to get involved and especially those that partnered with you to provide support. Finally, were you able to find all of the information needed to help your event be successful? Is there anything that LERN can do to support your efforts? If so, let us know!