

# KPNC Administrative Core Update

Stroke Prevention/Intervention Research Program

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# Using Media to Amplify Program Impact

## Traditional Media

- San Francisco Chronicle
- California Health Report
- The Examiner

Screenshot of the SFGATE news website. The main article is titled "Kaiser study looks to help blacks manage blood pressure" by Victoria Collier, published on Tuesday, April 22, 2014. The article is part of a "TRENDING NOW" section. The website header includes navigation links for NEWS, SPORTS, BUSINESS, A&E, FOOD, LIVING, TRAVEL, REAL ESTATE, CARS, JOBS, SFCHRONICLE, and FIND&SAVE.



Photo: Michael Short, The Chronicle Image 1 of 3

Chuck and Priscilla Harlins of Oakland are among 600 black patients taking part in a study on reducing high blood pressure.

Chuck and Priscilla Harlins of Oakland are among 600 black patients taking part in a study on reducing high blood pressure.

Chuck Harlins was going to the gym four days a week, running two days and regularly making almond milk, vegetable and fruit smoothies. His wife, Priscilla, was doing her best to reach her goal of 15,000 steps a day and, like her husband, had lost weight and worked to keep it off.

But even after maintaining a healthy lifestyle for several years, the African American couple from Oakland still had high blood pressure. That qualified them for a Kaiser Permanente study designed to narrow the gap in hypertension control between black and white people.

Two screenshots of news websites. The top one is from "California Health REPORT" with the article "Controlling the Silent Killer" by Heather Trause Gilligan, dated October 8, 2013. The bottom one is from "The Examiner" with the article "S.F. researchers hope to improve stroke disparity in black population" by Paul Gackie, dated Thursday, Mar 27, 2014. The article discusses a grant from the National Institute of Neurological Disorders and Stroke awarded to Kaiser Permanente Northern California and UC San Francisco to support a research program targeting high blood pressure among black people and young adults.

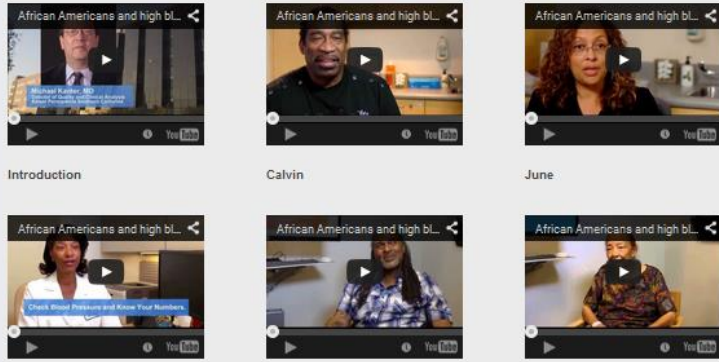
# Using Media to Amplify Program Impact

## Program Website – Bring It Down

- Public and Research Audience
- Co - Branded KP and UCS
- Informational Videos (SIY, Salt, Meds)
- Voices of Hypertension

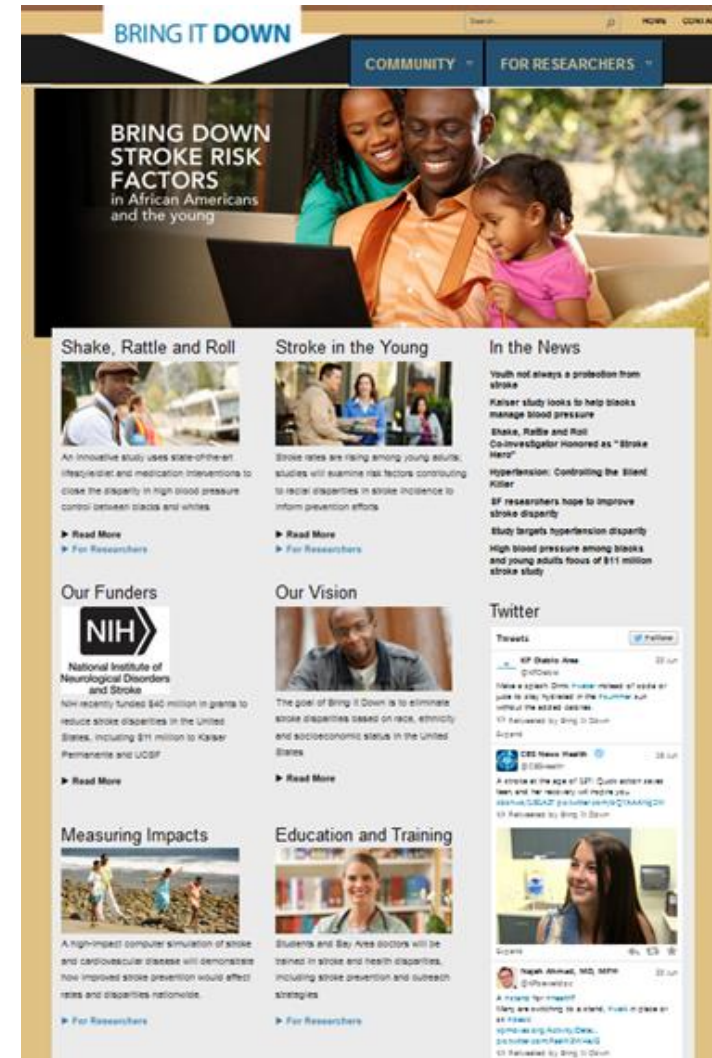
### Voices of Hypertension

Kaiser Permanente members share their stories of how they were able to bring their blood pressure under control. Additional videos provide information and strategies to lower your blood pressure by making small changes in your lifestyle.



Introduction Calvin June

What is high blood pressure? Shedrick Marie



### BRING IT DOWN

COMMUNITY FOR RESEARCHERS

## BRING DOWN STROKE RISK FACTORS in African Americans and the young

#### Shake, Rattle and Roll

An innovative study uses state-of-the-art liposuction and medication interventions to close the disparity in high blood pressure control between blacks and whites.

► Read More  
► For Researchers

#### Stroke in the Young


Stroke rates are rising among young adults, studies will examine risk factors contributing to racial disparities in stroke incidence to inform prevention efforts.

► Read More  
► For Researchers

#### In the News

Youth not always a protection from stroke  
Kaiser study looks to help blacks manage blood pressure  
Shake, Rattle and Roll Co-investigator Honored as "Stroke Hero"  
Hypertension: Controlling the Silent Killer  
If researchers hope to improve stroke disparity  
Study targets hypertension disparity  
High blood pressure among blacks and young adults focus of \$11 million stroke study


#### Our Funders



National Institute of Neurological Disorders and Stroke  
NIH recently funded \$40 million in grants to reduce stroke disparities in the United States, including \$11 million to Kaiser Permanente and UCSF.

► Read More


#### Our Vision



The goal of Bring It Down is to eliminate stroke disparities based on race, ethnicity and socioeconomic status in the United States.

► Read More


#### Measuring Impacts



A high-impact computer simulation of stroke and cardiovascular disease will demonstrate how improved stroke prevention would affect rates and disparities nationwide.

► For Researchers

#### Education and Training



Students and Bay Area doctors will be trained in stroke and health disparities, including stroke prevention and outreach strategies.

► For Researchers

#### Twitter

Twitter feed showing tweets related to stroke prevention and research.

# Using Media to Amplify Program Impact

## Social Media

- Twitter Feed @strokestudy
- SF 49ers
- Twitter Chat KPNC and AHA





Moderator: Nancy Brown, CEO, AHA

Reach: 25.1 Million

We Trended!



Trends - Change

**#BGTlive**  
Britain's Got Talent, semi-final 2, review: "Ordinary people doing..."  
16.7K Tweets about this trend

**#911well**  
1,438 Tweets about this trend

**#FIFA**  
BREAKING NEWS BREAKING NEWS - BBC News  
347K Tweets about this trend

**#HBPLLeaderChat**  
1,437 Tweets about this trend

**Rick Santorum**  
Rick Santorum launches 2016 presidential campaign  
27.8K Tweets about this trend

**#TeenChoice**  
707K Tweets about this trend

**I-30**  
Chase on EB I-30 in Fort Worth  
90.7K Tweets about this trend

**Sevilla**  
Dnipro 2-3 Sevilla: Five talking points from the Europa League final  
396K Tweets about this trend

**Douglas Garland**  
Douglas Garland to stand trial for murders of Calgary couple and...  
Just started trending

**Ethiopia**  
Ethiopia: Ruling Party Wins Polls as Opposition Cries Foul  
6,651 Tweets about this trend

