

**Texas Department of State Health Services (DSHS)  
Cardiovascular Disease and Stroke Program  
Cardiovascular and Stroke Initiative**

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The DSHS Texas Cardiovascular Disease and Stroke Program will reimburse [Hidalgo County Health & Human Services](#) up to \$5000 to develop a work plan. This work plan will include developing a stroke awareness media and community outreach campaign that will be targeted to the citizens of Hidalgo County, to include the McAllen area. Please submit the work plan with an invoice on or before August 31, 2011.

Activities described in the work plan must be completed no later than August 31, 2011.

Hidalgo County Health & Human Services will implement a stroke awareness campaign for the residents of Hidalgo County and surrounding communities. The target populations are rural and urban, English and Spanish speaking including lower income areas of the County. Intervention is prevention/education by raising awareness of stroke signs and the importance of calling 9-1-1 via paid media advertisements. Community education presentations will consist of stroke prevention education to include blood pressure control and lifestyle choices as well as stroke signs and calling 9-1-1. The desired outcome is to raise stroke awareness in the target population and reduce the number of cases of disability and death caused by stroke.

<b>Goal:</b> Stroke Awareness Media and Community Outreach Campaign.		
<b>Objective:</b> <b>By August 31, 2011:</b>		
A) Create a work plan to develop a stroke awareness media and community outreach campaign that will be targeted to the citizens of Hidalgo County, and		
B) Provide a report to include evaluation of the work plan to the CVD & Stroke Staff.		
<b>Steps/Activities</b>	<b>Timeline</b>	<b>Person Responsible</b>
1. Present the proposed work plan to Hidalgo County Commissioners Court for approval	Before June 29, 2011	Eddie Olivarez/Brenda G. Salazar
2. Provide DSHS with minutes of the agenda item.	Before July 8, 2011	Brenda G. Salazar
3. Provide community outreach and presentations	July 11, 2011 thru August 26, 2011	Brenda G. Salazar
4. Billboard advertisements of stroke signs and symptoms (English & Spanish)	July 18, 2011 thru August 18, 2011	Brenda G. Salazar
5. Submit invoice to DSHS for billboard advertisements	August 1, 2011	Brenda G. Salazar
6. Provide DSHS with an estimated reach of paid media outlets.	August 29, 2011	Brenda G. Salazar

7. Provide a report of individuals reached via community outreach activities/presentations to DSHS.	August 29, 2011	Brenda G. Salazar
8. Provide a report and evaluation of the work plan to DSHS.	August 29, 2011	Brenda G. Salazar

**Submit Invoices to:**

Maria Benedict  
 Program Specialist, Texas Cardiovascular Disease and Stroke Program  
 Texas Department of State Health Services  
 P.O. Box 149347 | MC 1945  
 Austin, TX 78714  
 512.458.7111 x3507  
 512.458.7254 FAX  
[maria.benedict@dshs.state.tx.us](mailto:maria.benedict@dshs.state.tx.us)

Purpose of Expense: The CVD & Stroke Program will reimburse up to \$5000 to the [Hidalgo County Health & Human Services](#) to provide the following service: By August 31, 2011, the local organization will create a work plan to develop a stroke awareness media and community outreach campaign that will be targeted to the citizens of Hidalgo County, and provide a report to include evaluation of the work plan to the CVD & Stroke Staff.

**WORK PLAN REQUIRED FOR REIMBURSEMENT**

Email or fax completed work plan and your invoice to no later than August 31, 2011 to:

Maria Benedict  
 CVD & Stroke Program Specialist  
[maria.benedict@dshs.state.tx.us](mailto:maria.benedict@dshs.state.tx.us)

512.458.7254 fax

Please be sure to address the fax to Maria Benedict. Questions may also be directed to her by telephone at 512.458.7111 x3507.

**Note:** Unless otherwise notified, the contact person aforementioned on page one will be responsible for returning the completed work plan & invoice. In order to receive payment for services provided, the work plan and invoice must be submitted to Maria Benedict no later than August 31, 2011. Allow approximately 4-6 weeks for reimbursement from the date of receipt by the DSHS CVD & Stroke Program.