

**STBIAB 01.14.2025**

event and activity updates



# Brain Injury Association of Hawaii

FOR ADDITIONAL INFORMATION:

[braininjuryofhawaii@gmail.com](mailto:braininjuryofhawaii@gmail.com)

BJ Wade (808) 221-8330

## BRAIN INJURY OAHU SUPPORT GROUP

EVENT	LOCATION	PUBLIC OR PRIVATE	DATES	TIME OF EVENT
Hawaii Disability Rights Center	Catholic Charities	Public	12/30/2024	10am - 12 noon
Art Therapy	Catholic Charities	Public	1/25/2025	10am - 12 noon
To Be Announced	Catholic Charities	Public	2/22/2025	10am - 12 noon

## ASSOCIATION ACTIVITIES

EVENT	LOCATION	PUBLIC OR PRIVATE	DATES	TIME OF EVENT
Bike Rodeo/Helmet Giveaway	Boys & Girls Club (Leeward side)	Private	March 2025	TBD
Education & Resources Conference	Hilo, Hawaii	Public	March 2025	TBD



# Kona Brain Injury Support Group

FOR ADDITIONAL INFORMATION:  
[kklemme@hawaii.rr.com](mailto:kklemme@hawaii.rr.com)

EVENT	LOCATION	PUBLIC OR PRIVATE	DATES	TIME OF EVENT
Orthogonal Chiropractic Technique	75-1000 Henry Street, Suite 200 & Zoom	Public	12/11/2024	4:00pm
Scams	75-1000 Henry Street, Suite 200 & Zoom	Public	1/8/2025	10:00am
Stroke - BEFAST	75-1000 Henry Street, Suite 200 & Zoom	Public	2/12/2025	6:00pm



# Pacific Disabilities Center

FOR ADDITIONAL INFORMATION:  
[vhorvath@hawaii.edu](mailto:vhorvath@hawaii.edu)

EVENT	DETAILS	PUBLIC OR PRIVATE	DATES	TIME OF EVENT
Medical Gaslighting	Tutu's House, Waimea Business Center	Public	11/13/2024	11:30 am - 1:00 pm
The Basics of Advocacy	Kona Brain Injury Support Group	Public	11/13/2024	4:00 pm - 5:30 pm
Hawaii Community Caregiver Network Education Workshop	Royal Kona Resort, Ali'I Surf Room	Public	11/14/2024	8:00 am - 9:30 am
FEMA Civil Rights Summit 5.0: Gender-Based Violence and Accessibility During Disaster Response	Panel member appearing virtually	Private	12-5-24	9:10 am - 11:10 am
Hawaii Disabilities and Healthcare Coalition Meeting	<a href="https://zoom.us/j/97356087356?pwd=ZXdl dHd5ZHV3aUYvRmJreitVUEg5UT09">https://zoom.us/j/97356087356?pwd=ZXdl dHd5ZHV3aUYvRmJreitVUEg5UT09</a>	Public	1-15-25	2:00 pm - 4:00 pm
YSEALI/ACS Reciprocal Project on Disabilities and Employment	Bandung and Jakarta, Indonesia	Private	TBD	N/A

**To facilitate this work I could really use....** a small amount of funding to allow me to travel to sites around the state and deliver hybrid sessions from the organization's site.



# The Queen's Medical Center: Trauma Service

FOR ADDITIONAL INFORMATION:

[cdonayri@queens.org](mailto:cdonayri@queens.org)

## QMC COMMUNITY OUTREACH

Date	Event	Location
November 9, 2024	North Shore Disaster Preparedness: Stop the Bleed	Waiialua
November 22, 2024	Turkey Trot Health Fair: STB & Helmet Distribution	
November 24, 2024	Super Skate Posse: Community Skate Event	Honolulu



# Hawaii Stroke Coalition – Community Outreach (Media)

## Broadcast TV Data Recap

### Messages

BE FAST & Care Begins in the Ambulance  
:30 Videos

### Broadcast TV Results – Overall

4/29 – 7/28	May – July
734	Total Number of Spots
4,048,835	Impressions or Views
917,400	Population in Target Audience
75.4%	Reach of Target Audience
<b>~691,469</b>	<b>Net Reach of Target Audience</b>
<b>6.0x</b>	<b>Frequency</b>



### KHON2

TV Spot	Air Times
Morning News (M-f 5a-9a)	14x
Hawaii's World Report (M-F 5:30-6:00pm)	4x
KHON2 News@ 9 (M-Fri 9-9:30pm)	4x
Afternoon/Early Fringe (M-f 12p-5pm)	10x
News/Prime Rotator (M-F 5-11:00pm)	5x
Makegood Rotator (M-Su 4am-4am)	32x
Rotator (M-Su 4am-4am)	101x
Tune-in Promo	30x
Kamehameha Day Parade	3x

### KHII

TV Spot	Air Times
News/Prime Rotator (M-Su 5-11:00pm)	33x
Makegood Rotator (M-Su 4am-4am)	42x
Rotator (M-Su 4am-4am)	131x
Tune-in Promo	36x
Kamehameha Day Parade	5x

### CW

TV Spot	Air Times
Rotator	157x
Makegood Rotator (M-Su 4a-4a)	93x
Primetime Rotator (M-Su 7p-9p)	34x



# Hawaii Stroke Coalition – Community Outreach (Media)

## Digital Data Recap

### Digital Video Message

BE FAST

:15 Video

### Paid Social | FB & IG Overall

6/20 – 8/16 June – August

787,958 Impressions

2,257 Clicks = 0.29%

2,436 Completions = 0.31%

### Pre-Roll Overall

6/17 – 8/16 June – August

136,812 Impressions

136 Clicks = 0.10%

106,019 Completions = 77.49%

A screenshot of a Facebook post from the Hawaii Stroke Coalition. The post is a sponsored demo. It features a video thumbnail on the left with a blue background and white text that reads "CALL 9-1-1 Know the signs of a stroke! Eyesight Problems". To the right of the thumbnail is a video frame showing a man in a white EMS uniform. Below the video, the text reads "BEFAST.HAWAII.GOV BE FAST. Call 9-1-1. Know the signs of stroke." and a "Learn more" button is visible in the bottom right corner.

Hawaii Stroke Coalition  
Sponsored (demo) · 🌐

Strokes can happen to anyone, anytime due to bleeding or blockage in the brain. Time is critical, millions of brain cells can die.

**CALL 9-1-1**  
Know the signs of a stroke!  
**Eyesight Problems**

BEFAST.HAWAII.GOV  
BE FAST. Call 9-1-1.  
Know the signs of stroke.

Learn more



# Hawaii Stroke Coalition – Community Outreach (Media) Cont...

## DOH Website Data Recap

DOH Website → BEFAST.HAWAII.GOV

Report Period April 1 – August 1, 2024

Campaign Period April 29 – August 16, 2024

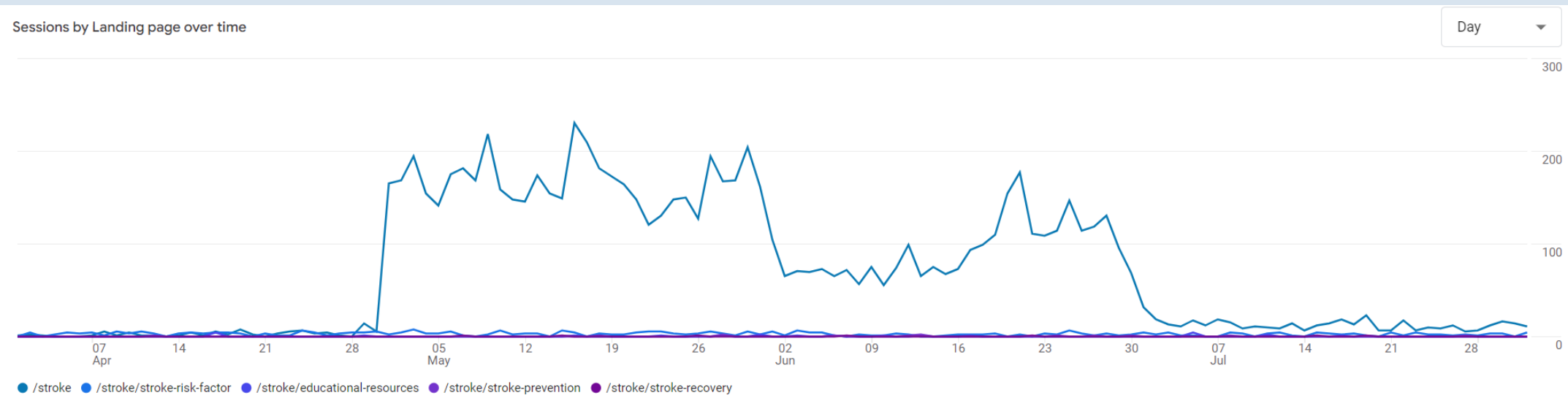


### Results – Stroke Landing Page

8,949 Sessions = 28.41%

7,571 Users = 30.53%

7,451 New Users = 30.69 %





# Hawaii Stroke Coalition – Retreat 2024

**Saturday, 10/26**

Intracerebral Hemorrhage Navi Sangha, MD (KP)

Stroke Rehab | Joel Stein, MD (Columbia)

Aneurysm Management | Ferd Hui, MD & Sam Tsappidi, MD



# Queen's Neuroscience Institute – Community Outreach

## World Diabetes Day – QMC West O'ahu

Thursday, 11/14

75+ Interaction



# Queen's Neuroscience Institute – Community Outreach – Cont...

## Moanalua High School – Annual Turkey Trot

Friday, 11/22

75+ Interaction



# Queen's Neuroscience Institute – Upcoming Community Outreach

## Future Outreach Opportunities

### ROCKING AROUND HEALTH & RESOURCE FAIR

Kuhio Park Terrace Community Hall – Kalihi

Friday, 12/13

1:00 pm – 3:00 pm

### CENTRAL DISTRICT HEALTH FAIR

Leilehua High School – Wahiawa

Saturday, 1/11

9:00 am – 12:00 pm



**THE QUEEN'S  
HEALTH SYSTEMS**

