

Joseph B. Jr. and Mary Anne O'Neal Stroke Center

**Attendance Update Report
March 5, 2019**

Accomplishments

- Joseph B. Jr. and Mary Anne O'Neal Stroke Center opened in 2004
- Attendance began to increase dramatically in 2013
- Stroke Center was a featured component for the All-America City Award (2015)
- Zeta Phi Beta Sorority Award for Outstanding Service winner (2016)
- CSHA Public Service Award winner (2016)
- SCMAF Award winner (2017)
- CPRS Award of Excellence winner (2017)
- Kaiser Permanente partnered with the Stroke Center to develop a very detailed database to track measureable progress in OT, Speech Therapy, and ongoing activities (2016-present)
- Awarded \$15,000 in grants from Kaiser Permanente (2017-2018)

Fee Implementation

- In June of 2017, City Council voted to implement a fee for non-residents
- The fee is \$70.00 per month
- Carson residents are free
- The fees were first applied in November 2017

Changes in Service Since Implementation

- The Thanksgiving Luncheon in 2017 was canceled due to a lack of participation.
- The Holiday Party in 2018 had the lowest attendance in the past five years (70 people compared to 120+ in recent years).
- Thursday chair volleyball is occasionally canceled due to a lack of players.
- Occasionally Zumba attendance has been reduced to a few attendees.
- As of December 2018, 14 non-residents quit the program permanently due to an inability to pay.

Active Members 2016-2018

(Active members are defined as members who attend the Stroke Center at least once a month.)

	2016	2017	2018
Res	37	40	24
Non	41	42	19
Total	78	82	43

There is a 48% decline in total attendance from 2017-2018.



2018 Attendance by Month

	Jan*	Feb*	Mar*	Apr	May*	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Res	22	24	23	22	24	23	24	24	26	25	24	26
Non	19	23	26	17	25	17	14	15	18	18	18	16
Total	41	47	49	39	49	40	38	39	44	43	42	42

*Denotes a free month:

Non-resident fees were covered by donations during this time period.

Conclusion

Based on the decline of attendance at the Stroke Center, staff has produced a marketing strategy to reach out to Carson residents. This plan includes:

- Increase the use of social media outlets through PIO
- Attend major city events and providing marketing materials
- Reach out to local churches and service organizations
- Collaborate further with local hospitals and clinics to assist with referrals of stroke survivors
- Utilize the Walking Man service to deliver Stroke Center flyers to all Carson residents