

THE SPEEDO PROJECT Presented by the Pilot Club of Winnfield, LA at Best of the Best at the 2009 International Convention, San Diego, CA

I. Note: I was wearing a bikini t-shirt purchased from www.prankplace.com and opened with "Although the rumor has been spreading that the co-pilots will be presenting a speedo style show, that's not true. The most you'll get bikini wise is this shirt. But the Pilot Club of Winnfield, LA is proud to present the Speedo Project..."

Joan, a rather well-proportioned and nearsighted secretary, spent almost all of her vacation sunbathing on the roof of her hotel. She wore a bathing suit the first few days, but always removed her glasses for an even facial tan.

After several days she decided that no one could see her way up there, so she slipped out of her suit for an overall tan. She'd hardly begun when she heard someone running up the stairs; she was lying on her stomach, so she just pulled a towel over her rear.

"Excuse me, miss," said the flustered little assistant manager of the hotel, out of breath from running up the stairs. "The hotel doesn't mind your sunbathing on the roof, but we would very much appreciate your wearing a bathing suit as you have for the past week."

"What difference does it make?" Joan asked rather calmly. "No one can see me here, and besides, I'm covered with a towel."

"Not exactly," said the embarrassed little man. "You're lying on the dining room skylight."

This little story teaches us that tho' our intentions may be honorable, if we don't pay attention to the details, we may get caught with our pants down.

II. One of the major details in finding a successful project is to know your members.

We, the Pilot Club of Winnfield, found there are four types of members:

1. The Paris Hilton Bikini Pilot: That's the showoff who only comes when pictures are being taken
2. The Skinny Dipper Pilot: Tends to jump in with both feet and makes a big splash, but doesn't ever cover the essentials
3. The Thong Pilot: That's the one who disappears when the work needs to be done
4. The Two Piece Pilot: That's what we want...each part fits just right in all the right places...

III. After assessing our Pilots' talents, we decided to be like a woman in a Speedo, "cutting off strokes", but we'd "Cut Off Strokes" in another way...by training barbers and beauticians in a stroke seminar to teach their customers the signs of a stroke...F.A.S.T. Since both men and women chat with their barbers and beauticians more often than with their physicians, salons usually overflow with health concerns. So, while patrons get

haircuts, shaves, or perms, they'll see the acronym poster F.A.S.T. on the mirror, and the owners will have a captive audience to explain the meaning.

- ❖ Did you know that 75% of Americans can't name the warning signs of a stroke?
- ❖ Did you know that 1 in 15 people in the US will develop a brain aneurysm during their lifetime?
- ❖ Did you know that someone in the U.S. dies every 3 minutes from a stroke?
- ❖ Did you know that women account for 43% of strokes each year but 61% of stroke deaths?

Here are the stroke symptoms with the acronym F.A.S.T....easy to learn, easy to teach, easy to remember, easy to survive...

(Use 4 cardstock sheets of paper with the initials F,A,S,T in large letters on each of 4 sheets with a matching picture of a face, arm, mouth, clock)

1. Face: an individual experiencing stroke symptoms may have one side of his/her face distorted and there may be a loss or blurring of vision
2. Arm: one side of the body experiences numbness or paralysis - ask the patient to raise both hands...usually they can raise only one.
3. Speech: speech can be slurred or lost altogether - ask the patient to speak in a coherent sentence. Ex.: I am in pain. (Can also stand for "smile" because if you ask the patient to smile, the mouth usually droops on one side)
4. Time: The 3 hour window after onset of the stroke is critical. It is only during that time that the clot buster t-PA can be administered. (Can also stand for "tongue" which can be crooked when stuck out if a stroke has occurred.) This time frame is particularly critical for women who tend to wait several hours or overnight before seeking help.

V. This project to teach beauticians and barbers is FAST. These fun names are ways we rev up our committees:

1. Sunscreen Committee covered all the local shops with stroke seminar invitations (personal contact is always best).
2. Spandex Committee spread laminated cards with the F.A.S.T. symptoms among the seminar attendees to post in their shops and gave them wallet size cards for distribution to their patrons.
3. The Lifeguard was a local physician specializing in internal medicine and nephrology tossed a lifeline of answers to health-related questions and stressed the importance of being pro-active in recognizing stroke symptoms in you and in others.
4. The Blue Ribbon Panel will tabulate the results of each salon's responses in a year, but immediate feedback says the Speedo Project is going swimmingly.

Now what we have been amazed to learn is that while major emphasis is placed on strokes in adults and particularly those over 50, the odds are 6 out of 100,000

that a stroke will occur in children from birth to 18 years. Strokes occur in infants at a rate of one in 4,000 live births. If that doesn't sound like much, what if that one were your child or your grandchild? 5-10% of children will die from their stroke.

There are over 100 risk factors for stroke in newborns and children, but in 1/3 of newborns and 1/10 of children, no cause is found. We need to put our considerable energies also in the aid of further research in perinatal and childhood stroke to identify risk factors and determine the best treatment and prevention.

The founder of a highly successful company was asked what it took to succeed. "The same thing it took to get started," he said, "sense of urgency about getting things done." We Pilots need to promote that sense of urgency and realize that every project we undertake and every fundraiser we work our hearts out for matters to some family and saves lives.

We at Pilot have a mission, and a sense of urgency, and all the talent and gifts we have been given to make a difference. We hope the Speedo Project will help you make miracles happen because of what your club does...be a possibilitarian. You'll be amazed what you can do. And the only sunburn you'll get is the glow of knowing you save lives.

PLAN OF ACTION FOR SPEEDO PROJECT

1. Make a list of potential attendees for the Stroke Seminar from the yellow pages, asking both barbers and beauticians.
2. Set a date and time that best suits your city's beauty and barber shop schedules. (Our city's beauty and barber shops close on Monday since they are open on Saturdays.) Give an starting and ending time so they don't feel they'll be at the seminar more than an hour (90 minutes at the max).
3. Choose a "friendly" site for the seminar...not a school room type atmosphere.
4. Choose a personable, outgoing physician for your "lifesaver" to explain the key points of FAST and to answer any questions the attendees will have. From our experience, they will have many questions.
5. Have Pilot members speak in person to their own beauticians, explaining that because beauticians on a regular basis look into the faces of clients and hear them speak, the beauticians are the perfect choice to recognize irregularities related to strokes and to explain the meaning of FAST. If beauticians ask why they are being chosen to give this information, explain that statistics show that people see their beauticians/barbers far more than their own physicians. Records on the success of the program have shown that beauticians have recognized stroke symptoms and have gotten customers to the hospital within the 3 hour time frame and have even recognized voice changes in speaking with customers calling in to make an appointment. Pilots save lives!!!
6. Sent out personal invitations as a follow-up to the one-on-one contacts. Women who feel comfortable going into the men's domain of a barber shop or co-Pilots may need to be the ones to speak to the barbers.
7. Have a Pilot (in a Pilot shirt) greet the attendees at the door. (Name tags optional...our town is small enough that everyone knows everyone.)
8. Set up chairs in a semi-circle so all can contribute and exchange ideas. Pilots introduce the physicians and the program, explaining why beauticians and barbers are so important in the sharing of this information, and begin with the explanations of F.A.S.T.
9. Q&A Period (Pilot moderator needs to keep questions on stroke problems...not on losing weight, etc.)
10. Distribute small laminated sheets (1/2 of 8 1/2X11) with F.A.S.T. acronym for beauticians/barbers to put on the mirrors in front of clients.
11. Refreshments...would be nice if they were heart- and brain-healthy (so don't use Paula Deen's Krispy Kreme bread pudding).

As always, if you have questions email Mimi Wold at woldinco@wmconnect.com.
Always glad to help Pilots save lives!