May is
American Stroke Month

Love Your Heart, Help Your Brain

Prevent • Treat • Beat

 Together to End Stroke™
Overview

The American Heart Association and American Stroke Association’s American Stroke Month Campaign (ASM) is a national campaign dedicated to educating Americans that stroke is largely preventable, treatable and beatable to reduce the overall impact of the disease in the U.S.
Primary - Individuals at high risk for stroke:
- hypertensive,
- African Americans & Hispanics
- women 55-75 years,
- TIA,
- Afib,
- smokers, and
- individuals with family history of stroke

Secondary - Healthcare professionals:
- Physicians
- EMS/EMTs
- Nurses
- Stroke Coordinators

Primary - Stroke Survivors, Loved Ones and Caregivers

Secondary - Healthcare professionals:
- Rehabilitation Specialists - Physical Therapists, Occupational Therapists
- Neurologists
AMERICAN STROKE MONTH

Campaign Objectives & Outcomes

• **Increase nationwide awareness of the campaign**
  o Local and national media outreach
  o American Stroke Month landing page visits

• **Increase nationwide support and engagement with the campaign**
  o Partnerships
  o Social media posts with #strokemonth
  o American Stroke Month registrations “Join the Campaign”
  o American Stroke Month events

• **Increase stroke prevention literacy**
  o Stroke risk quizzes taken/distributed

• **Increase stroke treatment literacy**
  o F.A.S.T. app downloads
  o Warning signs page visits

• **Increase post-stroke engagement**
  o Tips for daily living library submissions
**Calendar**

**ASM Day of Action**
- May 1
- Call to action (CTA): Know your stroke risk
- Media Drops, local events, SoMe push, or volunteer activities

**Weekly Messaging, Content Focus & Twitter Chats**

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<tr>
<th>Dates</th>
<th>Focus</th>
<th>Call to action</th>
<th>Twitter Chat</th>
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<tr>
<td>May 1</td>
<td>Day of Action</td>
<td>Stroke Risk Quiz</td>
<td>NA</td>
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<tr>
<td>May 2-11</td>
<td>ASM Launch</td>
<td>Get Involved</td>
<td>N/A</td>
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<td>May 12-18</td>
<td>Prevent</td>
<td>Know Your BP Reading</td>
<td>May 14, 2-3pm CST</td>
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<td>May 19-25</td>
<td>Treat</td>
<td>Learn F.A.S.T.</td>
<td>May 21, 2-3pm CST</td>
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<td>May 26-31</td>
<td>Beat</td>
<td>Visit TDLL and Submit</td>
<td>May 28, 2-3pm CST</td>
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Media Relations

Focus
• Quality local earned media

Strategy
• Work with affiliate communications staff to leverage local media relationships and volunteers and elevate local stroke priorities
• **Pitch materials**
  o Provide patient stories and potential local experts (7 Covidien sponsorship markets and beyond)
  o Media Kit (Pitch email, news release(s), recent science news round-up, fact sheet, key messages, graphics, b-roll)
  o Ideas for local media outreach
• **Extra tactics and resources, executed by National**
Get Involved with the Twitter Chats

• Three Twitter chats
  o Week of May 12: Prevention
    - Moderated by DailyRX, multicultural media may co-moderate (Ebony, Holadocotor)
  o Week of May 19: Treatment/FAST
    - Moderated by DailyRX, multicultural media may co-moderate (Ebony, Holadocotor)
  o Week of May 26: Beating Stroke
    - Moderated by DailyRX
• Follow the conversation and participate!
Marketing Resources (for your use/partner’s use)

- American Stroke Month Website: StrokeAssociation.org/strokemonth
  - General Public
  - Partners
    - ASM Planning Toolkit
    - ASM Partner Presentation
  - Healthcare Professionals
    - Links HCPs to the Stroke Resource Center
  - Media
    - Fact Sheet
    - News Release
  - Event Submission form
Marketing Resources (for your use/partner’s use)

- ASM emblem
- ASM email badge
- F.A.S.T. badge tag
- ASM web banners
- Infographics
  - **Launch**: ASM & Day of Action Awareness
  - **Prevent**: What is Stroke
  - **Treat**: ‘Save a Minute, Save a Day’ & ‘Women’s Stroke Sign Knowledge’
  - **Beat**: Physical Activity
Marketing Resources (for your use/partner’s use)

- Health Education Graphics
  - April – ramp up
  - May
    - Launch
      - ASM Day of Action
      - Stroke Risk Quiz
      - Mother’s Day
    - Prevent: HBP
    - Treat
      - FAST app download
      - EMS Recognition Week
    - Beat: Tips for Daily Living Library
Marketing Resources (for your use/partner’s use)

• **ASM Toolkit**
  - Sample Newsletter Copy (General Public and HCP)
  - Sample Email Copy (General Public and HCP)
  - Event Invite Template

• **Videos**
  - Launch: ASA Advancements, TTES Sizzle Reel
  - Prevent: 140/90 is Too High
  - Treat: Julie Voigt – “I Did Not Have a Stroke”
  - Beat: Tips for Daily Living
Dear Mama Contest in conjunction with BlackDoctor.org (prevent messaging only)

Most Powerful Voices finale and participant messaging

Power Sunday events during May

PTES and Vida Saludable social media weekly messaging

Spanish language translated materials
  
  Stroke Education Handout
  
  “What is Stroke Infographic”
  
  F.A.S.T. App
  
  Hispanic F.A.S.T. Videos
    
    Expert: Explains the F.A.S.T warning signs and calling 9-1-1
    
    Survivor: Spotlighting the importance knowing the warning signs
How Can You Help?

- Raise Stroke Awareness!
  - Share the **Stroke Risk Quiz** on the Day of Action (May 1)
  - Conduct special **stroke awareness activities and events** in May during American Stroke Month
  - **Share the canned social media posts** *(coming soon)* on your social properties throughout May
  - Follow the **twitter chats** and participate!
Why We Need Partnerships

• Our goal is to build partnerships with individuals and groups like YOURS to strengthen stroke outreach activities and maximize national stroke awareness.

• Partnering together can best optimize American Stroke Month activities – which is critical to making a greater impact on stroke within OUR community.
AMERICAN STROKE MONTH

Benefits of Partnering with the American Stroke Association

- Showing your commitment to participating in a positive change for community residents and families
- Working with the community to promote healthier lifestyles
- Raising your profile as an organization that is involved with, and supports, local community programs
For More Information

See the American Stroke Month website and at: StrokeAssociation.org/strokemonth.

You may also contact Kara Stephens at Kara.Stephens@heart.org for specific questions.

Together we can end stroke!