

STROKE HERO

American Stroke Month 2016

Messaging and Campaign Activation Toolkit

Thank you for supporting [American Stroke Month](#) in May.

In the U.S. someone has a stroke every **40 seconds**. We won't stand idly by as this menacing disease claims our loved ones and independence, because...

Most strokes are preventable.

- 80% of strokes are preventable.
- What's good for your heart is good for your brain.

Stroke is largely treatable.

- The faster you are treated, the more likely you are to recover without permanent disability.
- Most patients must be evaluated and treated within 3 to 4.5 hours of symptom onset.

You don't need superpowers to be a Stroke Hero, but you do need to pay attention to the risk factors and know the warning signs. This toolkit will help you create a legion of stroke heroes in your community, ready to act at the first sign of danger.

Together, we can end stroke.

Table of Contents

Communication Messages.....	2
Social Media Content and Graphics.....	5
Community Ideas.....	5
Helpful Resources.....	6

Communication Messages for the Community

Copy 1:

Follow Life's Simple 7 and Help Prevent a Stroke

80% of strokes can be prevented



Every 40 seconds, someone has a stroke in the U.S., but 80% of all strokes are preventable. You have the power to prevent stroke and be a Stroke Hero by controlling your high blood pressure and taking steps to live a healthier lifestyle.

Join the American Heart Association/American Stroke Association in educating Americans on how to prevent stroke by following [Life's Simple 7 tips](#) with your loved ones and your community.

- 1.) Manage Blood Pressure
- 2.) Control Cholesterol
- 3.) Reduce Blood Sugar
- 4.) Get Active
- 5.) Eat Better
- 6.) Lose Weight
- 7.) Stop Smoking

- ➔ Share our [Prevention](#) tips with your loved ones.
- ➔ Learn more about stroke by joining our live Twitter chat on May 18th at 12 PM CDT [#StrokeChat](#)
- ➔ Share additional [American Stroke Month](#) social messages with your followers.

Be a Stroke Hero by learning more about prevention at [StrokeAssociation.org/StrokeHero](#)

Copy 2:

You Don't Need Super Powers to Be A Stroke Hero

Start By Controlling Your High Blood Pressure

Nearly 80 million Americans have high blood pressure, the leading-controllable risk factor for stroke, but you don't have to!

During [American Stroke Month](#) teach and take the following steps to manage your blood pressure and protect your health:

- ➔ May 17th is World Hypertension Day and we need you to be a key influencer. Be counted as someone who knows their numbers at [heart.org/hbp](#). Knowing your numbers is an important step in protecting your brain.
- ➔ Controlling blood pressure is just one of the ways to prevent a stroke. [Discover the other tips](#) and share them with your loved ones.

Visit [StrokeAssociation.org/StrokeHero](#) for more information on how to be a Stroke Hero.

StrokeAssociation.org/StrokeHero

Copy 3:

Do You Have What It Takes To Be A Stroke Hero?

5 Things Every Stroke Hero Should Know



Someone in the United States have a stroke every 40 seconds. Fortunately, stroke is largely treatable if stroke patients receive rapid access to stroke care.

You don't need superpowers to be a Stroke Hero. You just need to know the [stroke warning signs](#) and the [risk factors of stroke](#). Join the American Heart Association/American Stroke Association in the effort to teach all Americans when to respond fast to a stroke and 5 important facts you should know about stroke.

5 Things Every Stroke Hero Knows

- 1.) **EVEN SUPERHEROES ARE IN DANGER.** Stroke risk increases with age, but young adults, children, and even babies in the womb can suffer strokes.
- 2.) **HIGH BLOOD PRESSURE IS STROKE'S PUBLIC ENEMY #1.** About three out of four people who suffer first strokes have high blood pressure.
- 3.) **ANYONE CAN HAVE A STROKE, BUT SOME ARE AT INCREASED RISK.** African Americans have nearly twice the risk for a first-ever stroke than Caucasians.

To learn the other 2 important stroke facts, visit StrokeAssociation.org/5things.

Go to StrokeAssociation.org/StrokeHero to learn ways you can get involved with American Stroke Month.

Copy 4

You Don't Need Super Powers to be a Stroke Hero

You just need to know how to spot a stroke F.A.S.T.

When it comes to stroke, every second counts! Nearly 2 million brain cells die each minute a stroke remains untreated! This is why rapid access to medical treatment often times make the difference between full recovery and permanent disability.

Learn how to identify the [warning signs of stroke using the acronym F.A.S.T.](#) (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1).

Knowing and sharing [F.A.S.T.](#) not only makes you a stroke hero, but it provides stroke survivors with the opportunity to have a lifestyle of quality.

Follow the orders of stroke heroes across the nation. Here is how:

StrokeAssociation.org/StrokeHero

- ➔ Learn [F.A.S.T.](#) and take [Stroke Hero- Superpower Quiz](#). Encourage your loved ones to take the quiz in effort to end stroke.

Learn more about how you can be a stroke hero at [StrokeAssociation.org/StrokeHero](#).

Copy 5

Activate Your Stroke Hero Knowledge

Test your superpowers in effort to reduce stroke in America.

Fewer than 1 in 10 people know all the letters of [F.A.S.T.](#), (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) the simple acronym used to teach stroke warning signs and save lives.

This is why the American Heart Association/American Stroke Association need you to be a Stroke Hero and teach why responding rapidly to a stroke emergency is important. Rapid treatment allow stroke patients to receive treatment options such as the clot busting drug tPA and highly-recommended stent retrievers for the allotted time window. Studies show that patients who receive treatment fast have a higher chance at full recovery and preventing permanent disability.

Will you help us teach America that stroke is largely treatable?

Here is how you can join forces:

- ➔ Test your [stroke warning signs](#) knowledge by taking the [Stroke Hero-Super Power Quiz](#).
- ➔ Learn and share the [“5 things every Stroke Hero should know” infographic](#) with your family and friends.

For more ways to participate in American Stroke Month, visit [StrokeAssociation.org/StrokeHero](#).

Social Media Messages and Graphics

Share as many of the following social media messages as you can throughout May! You can always share posts from ASA’s National page at Facebook.com/AmericanStroke or retweet us on Twitter @AmericanStroke. Be sure to tag us in your messages!

Remember to include #StrokeMonth and #StrokeHero in all of your posts!

We need you to help us share the [Stroke Hero- Superpower Quiz](#) and Stroke Hero [“5 Things You Should Know About Stroke”](#) Infographic.

Social Media Resources

Find and share social media copy and graphics on: stroke prevention, stroke treatment, risk factors, warning signs, stroke and women, F.A.S.T. Act, Cycle Nation, Stroke in Children and more.

1. American Stroke Month Social Media Social Media Messages | [English](#) | [Spanish](#) |

StrokeAssociation.org/StrokeHero

2. [“5 Things to Know about Stroke” infographic](#)
 3. American Stroke Month Memes | [English](#) | [Spanish](#) |
 4. Stroke Hero Social Media Cover Photos | [Facebook](#) | [Twitter](#) |
 5. Stroke Hero Social Media Profile Photos | [Facebook](#) | [Twitter](#) |
-

Community Ideas

Looking for some quick and easy ways to promote American Stroke Month locally? Check out these tips!

1. Integrate American Stroke Month into community events. Encourage attendees to take the [Superpower Quiz](#) and use other [American Stroke Month](#) resources to inform your community about how they can prevent a stroke and what to do in case of a stroke emergency.
 2. Ask an elected official to issue the [American Stroke Month Proclamation](#).
 3. Invite local churches, community centers, salons, etc. to conduct stroke outreach to their members. Provide them with [educational materials](#) and encourage them to take preventive measures.
 4. Encourage your employer and peers to drive stroke awareness at community events. Set up a booth and distribute stroke [educational resources](#) to teach your community how they can help put an end to stroke.
 5. Raise stroke awareness by requesting to place the [Stroke Hero mirror clings](#) in public high traffic areas.
 6. Do you know a real live Stroke Hero? Nominate them to be a Stroke Hero on our [Facebook Page](#). Use #StrokeHero
 7. Coordinate with health education programs and healthcare systems. At your next doctor’s visit, stop by the receptionist and request to leave [stroke patient information](#) to be included in discharge packets.
-

Helpful Resources

- [2016 American Stroke Month Landing Page](#) | Find American Stroke Month campaign messages and elements: [Stroke Hero 1-Pager](#) (prevention and treatment) | [5 Things to Know About Stroke Infographic](#)
- [Power Sunday Toolkit](#) | Utilize this toolkit to teach stroke education, risk factors and prevention tips to African American and Spanish audiences in your community.
- [ASA Stroke Resource Center](#) | Digital library for stroke resources on prevention, treatment and recovery.
- [Together to End Stroke](#) | Learn about the ASA’s national initiative and how you can teach Americans that stroke is largely preventable, treatable and beatable.

- [High Blood Pressure](#) | Learn ways you can manage high blood pressure and decrease stroke risks.
- [Support Network](#) | Find online support for stroke survivors, caregivers and family members.
- [Stroke Warning Signs](#) | Learn and share F.A.S.T- the simple acronym used to teach the warning signs of stroke.
- [F.A.S.T. Act](#) | Advance stroke care by supporting telestroke.
- [Go Red for Women](#) | Women face a higher risk of stroke. Learn ways you can get involved.
- [Cycle Nation](#) | This summer, the AHA/ASA will unleash the power of cycling. Join the pack.
- [Stroke Family Warmline](#) | Receive helpful information from ASA live team members.
- [Stroke Connection](#) | Connect and share our stories of stroke survival.
- [Shop Heart](#) | Raise stroke awareness with our Stroke Hero paraphernalia.