Thank you for your continuous support in the American Heart Association/American Stroke Association’s mission and this year’s World Stroke Day campaign. As a healthcare professional, you are the health influencers who make close connections with your community and the key to motivating people to make lifestyle changes and taking action towards their health.

We ask that you join our World Stroke Day Campaign to elevate awareness of stroke signs and treatment to help save lives from stroke. Use the messages and resources from this toolkit in your communication channels.

Stroke is a global issue claiming 6.5 million lives each year – that’s about as many people as the total population of Tennessee. Fortunately, stroke is largely treatable when you respond fast.

Stroke won’t wait and neither should you. Together, we can end stroke™.

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ABOUT WORLD STROKE DAY

WORLD STROKE DAY IS OCTOBER 29TH
Established by the World Stroke Organization in 2006, World Stroke Day is observed worldwide on October 29th to underscore the serious nature and high rates of stroke, raise awareness of the prevention and treatment of the condition, and ensure better care and support for survivors.

ABOUT OUR CAMPAIGN
Whether you’re in the middle of a church service or are about to finally reach the front of the line at the DMV, the second you notice a stroke sign in yourself or someone else, it’s time to act. Stroke won’t wait and neither should you. Stroke is largely treatable but even a small delay can mean the difference between recovery and disability, life and death. Every second counts during a stroke and no excuse is worth risking a life.

WHY PARTICIPATE
- Stroke is the No. 2 cause of death worldwide.
- In the U.S., someone has a stroke every 40 seconds and dies from one every 4 minutes.
- Only 9% of Americans can define the F.A.S.T. acronym.
- Stroke is largely treatable, but many Americans overlook the warning signs or fail to call 911, causing them to miss the narrow treatment window.

WORLD STROKE DAY COMMUNITY MESSAGES

**Headline: Stroke won’t wait. Neither should you.**

Stroke is largely treatable, but even a small delay can mean the difference between recovery and disability, life and death.

Stroke is the No. 2 cause of death worldwide. In the U.S., someone has a stroke every 40 seconds and someone dies from one every 4 minutes. Learn the acronym **F.A.S.T.** for stroke: If you spot common stroke signs like **Face drooping**, **Arm weakness**, or **Speech difficulty** it’s **Time** to call 911. Studies show stroke patients arriving by ambulance are more likely to receive treatment in the recommend amount of time. Nothing is more important than a life. Call 911 at the first sign of stroke.
3 Ways to Support Stroke Education for World Stroke Day:

- Share the 2016 World Stroke Day Infographic
- Play a fun word game to create your unique stroke hero story
- Join the Twitter Chat with @American_stroke and ABC News’ Richard Besser on October 25th @ 1PM EDT using #abcDrBChat

Visit StrokeAssociation.org/WorldStrokeDay to learn more ways to support. Stroke won’t wait and neither should you!

**Headline: Quick Stroke Treatment May Reduce Disability**

Stroke is largely treatable.

Thanks to game-changing research advancements in recent years, a growing number of people are recovering from stroke with little to no disability. But treatment for stroke – and outcomes – are heavily impacted by time. Even a small delay can mean the difference between recovery and disability, life and death.

This World Stroke Day, join the American Stroke Association in sharing the important message that stroke is largely treatable when we act F.A.S.T.

The American Stroke Association also offers resources to help understand updated guidelines and time-sensitive treatment options for acute ischemic stroke.

For more information about stroke warning signs, treatment and how to get involved, visit StrokeAssociation.org/WorldStrokeDay
Headline: A Few Seconds Could Save a Life, Possibly Your Own

Nearly 2 million brain cells die every minute a stroke goes untreated.

Responding quickly to stroke gives someone the best chance of minimizing disability and preserving their quality of life.

This World Stroke Day, learn to spot a stroke F.A.S.T. If you see Face drooping, Arm weakness, or Speech difficulty, it’s Time to call 911. Knowing the signs of stroke and what to do may save a life – possibly your own.

This World Stroke Day, spread the word that stroke is largely treatable:

- Share the 2016 World Stroke Day Infographic
- Play a fun word game by yourself or with a friend to create a unique stroke hero story
- Join the Twitter Chat with @American_stroke and ABC News’ Richard Besser on October 25th @ 1PM EDT using #abcDrBChat

For more ways on how you can get involved, visit StrokeAssociation.org/WorldStrokeDay.

CAMPAIGN ACTIVATION IDEAS

SHARE SOCIAL MESSAGES IN YOUR COMMUNITIES
- Share as many of the following social media messages as you can. You can always share posts from the American Stroke Association page at Facebook.com/AmericanStroke or retweet us on Twitter @Twitter.com/American_Stroke. Tag us in your post so we can see what you taking action this World Stroke Day.

ACTIVATE LOCAL EVENTS
- World Stroke Day resources provide great assets for community events. Considering printing posters of the infographic or making copies of the word game handout.
ADVOCATE FOR STROKE
• Ask an elected official to issue the World Stroke Day Proclamation.

MEET COMMUNITY INFLUENCERS WHERE THEY ARE
• Invite local churches, community centers, salons, etc. to share World Stroke Day resources and conduct health outreach around stroke to their members.

WORK PERKS
• Send out an email to staff and customers using the suggested messaging in this toolkit. Encourage your employer and peers to drive stroke awareness at community events. Set up a booth and distribute stroke educational resources to come together to end to stroke.

GO THE EXTRA MILE
• 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.

SOCIAL MEDIA MESSAGES

Help us raise stroke awareness by sharing our World Stroke Day messages all October!

October 1st – October 29th
• Stroke Won’t Wait. Neither should you. Even if the kids’ soccer practice starts in 15 minutes, nothing is more important than your life. At the first sign of stroke, call 911. Stroke is largely treatable when you recognize the signs and respond F.A.S.T. StrokeAssociation.org/WorldStrokeDay
• Stroke won’t wait for you to finish your errands. No excuse is good enough to delay treatment, so call 911 at the first sign of stroke. This #WSD16, spread the word -- Stroke Won’t Wait. Neither should you. StrokeAssociation.org/WorldStrokeDay
• Stroke is largely treatable and time can make the difference between permanent disability and death, or recovery. If you see or experience Face drooping, Arm weakness, or Speech difficulty. Call 911 immediately. StrokeAssociation.org/WorldStrokeDay #WSD16
• Delay of game in football results in a loss of 5 yards. Delaying stroke treatment may cause permanent disability or death. Spot the signs of stroke- Face drooping, Arm weakness, Speech difficulty. Time to call 911. If you spot a stroke, do not delay! StrokeAssociation.org/WorldStrokeDay
October 16th – October 29th

- When faced with unusual, even nonsensical circumstances, will you be able to spot a stroke and help someone in need? Play a fun word game and see how you might save a life at StrokeAssociation.org/StrokeWontWait

How to Play? Choose a theme - Pets, Halloween, Friendship or Sports and create a unique stroke story, then share it to encourage others to do the same! Use words relating to your audience!

Play at StrokeAssociation.org/StrokeWontWait

October 29th (World Stroke Day)

- Today is world Stroke Day! Did you know stroke is largely treatable but even a small delay can mean the difference between recovery and disability, life and death? Learn F.A.S.T. and spread the word to help end stroke #WSD16 StrokeAssociation.org/WorldStrokeDay

October 31st (Halloween)

- Stroke is less spooky when you’re surrounded by stroke heroes! Play this fun word game to generate your Halloween-themed heroic stroke story at StrokeAssociation.org/StrokeWontwait

- Whether you’re a witch or a monster, you can be a Stroke Hero too. Know the signs. Recognize the signs. Call 911 if you spot a sign. StrokeAssociation.org/WorldStrokeDay

CYCLE NATION MESSAGES

- Stroke affects nearly 800,000 people in the U.S. every year. Grab your team of 4 and register for CycleNation to fund live-saving stroke research. Pedal to end stroke and register today! #cyclenation #togethertoendstroke #ridetherevolution #cyclebar

- Bill Lister, stroke survivor and 2016 Rio Paralympian, shared his amazing story this past weekend at the CycleNation event in Denver, CO about how riding gave meaning to his life. Join us in Cincinnati, Dallas and Atlanta this fall to support stroke research and help others, like Bill, beat stroke! #cyclenation #togethertoendstroke #ridetherevolution #cyclebar #togethertoendstroke

- What’s good for your heart is good for your brain, too! Pedal to end stroke while getting a great work out in. Grab your team of 4 and register for CycleNation today! #cyclenation #togethertoendstroke #ridetherevolution #cyclebar #togethertoendstroke

- Did you know that more women die from stroke than from breast cancer? Grab your team of 4 and register for CycleNation to ride for the women in your life. The money you raise will fund life-saving stroke research. Pedal to end stroke and register today! #cyclenation #togethertoendstroke #ridetherevolution #cyclebar #togethertoendstroke

- 80% of all strokes are largely preventable, yet stroke is the leading cause of long-term disability in the U.S. It’s time to take action and join the CycleNation revolution. The money you raise will go toward life-saving stroke research. Register today! #cyclenation #togethertoendstroke #ridetherevolution #cyclebar #togethertoendstroke
HELPFUL RESOURCES

- **2016 World Stroke Day Landing Page** | Find World Stroke Day campaign elements and messages:  
  2016 WSD Infographic | Create Your Own Stroke Story Word Game | Digital Graphics | One Pager | WSD Community Resource Page | Messaging Platform
- **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 [join the movement](#) to teach Americans that stroke is largely preventable, treatable and beatable.
- **Support Network** | 24/7 online support for stroke survivors, caregivers, family and friends.
- **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** | Join the AHA/ASA as we unleash the power of cycling to raise awareness for stroke.
- **Stroke Family Warmline** | ASA team members are standing by to visit with you and answer your questions.
- **Stroke Connection** | Read our digital, award-winning magazine for stroke support, information and inspiration.
- **Shop Heart** | Shop for a cause and show your support.
- **Donate** | Support life-saving research by making a gift.