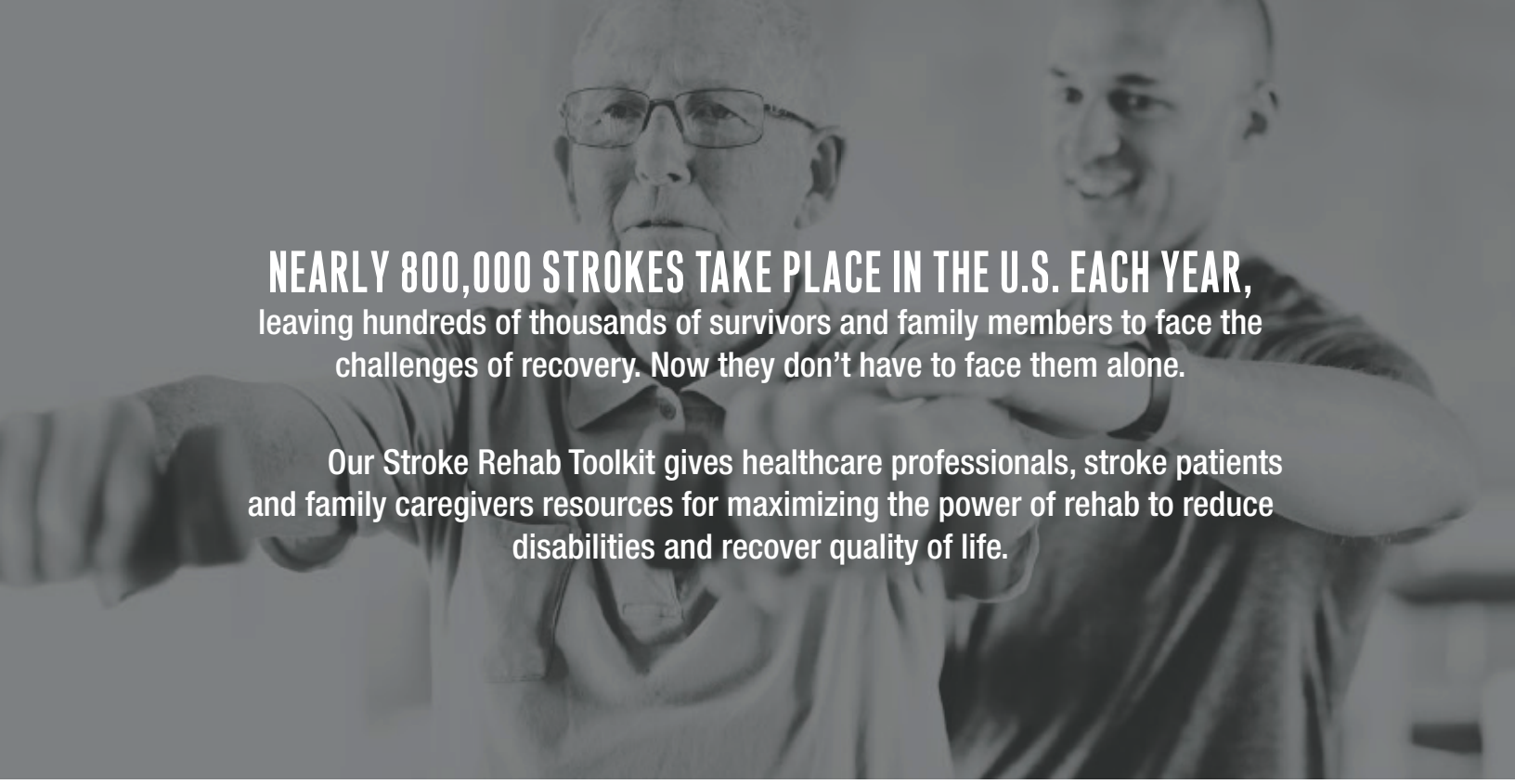


STROKE REHAB RESOURCES ACTIVATION KIT

GETTING THE MOST OUT OF STROKE REHAB LEADS TO GETTING THE MOST OUT OF LIFE.

Together to End Stroke® is nationally sponsored by



NEARLY 800,000 STROKES TAKE PLACE IN THE U.S. EACH YEAR, leaving hundreds of thousands of survivors and family members to face the challenges of recovery. Now they don't have to face them alone.

Our Stroke Rehab Toolkit gives healthcare professionals, stroke patients and family caregivers resources for maximizing the power of rehab to reduce disabilities and recover quality of life.

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TOGETHER, WE CAN
make stroke rehab work harder.

Whether you're a healthcare professional, stroke survivor, family caregiver or member of the community at large, you can help. We're asking you to spread the word and share our resources for making the best possible stroke rehab decisions and improving patient outcomes.



COMMUNICATION MESSAGES FOR THE COMMUNITY

MESSAGE 1

Good rehab questions lead to good rehab choices.

The right rehab program can be a big plus in recovering from a stroke. So, how do you find out which program is right for you or your family member? By asking the care team and prospective rehab facilities the right questions. You'll find a question list and much more with our complimentary stroke rehab resources.

MESSAGE 2

What to expect from stroke rehab.

The goal is to regain functions affected by stroke or learn adjustments that make lingering effects easier to deal with. The results depend on the individual, the nature of the stroke damage and how well the program fits the patient's needs. Our stroke rehab resources can help you make wise rehab choices.

MESSAGE 3

Stroke rehab. It's a family affair.

One person's stroke involves the whole family. That's why rehab decisions should involve them as well. Our stroke rehab resources explain how family members can help make sure the rehab program fits the needs of the patient and family caregivers, too.



COMMUNICATION MESSAGES FOR HEALTHCARE PROFESSIONALS

MESSAGE 1

Help stroke patients take a big step towards recovery.

The AHA/ASA **Stroke Rehab Toolkit** helps you and your patients put the first-ever stroke rehab guidelines into practice. Use it to get a clear understanding of the evidence-based recommendations and to educate survivors and family members about rehab options.

MESSAGE 2

The when, where and what of stroke rehab.

The **Stroke Rehab Toolkit** helps you find the answers. It turns the first-ever scientific guidelines for stroke rehabilitation into actionable recommendations about when your patient should to start rehab, what type of facility is most appropriate and what should be included in the rehab plan.

MESSAGE 3

Putting stroke rehab guidelines into practice.

In 2016, the AHA/ASA released the first-ever guidelines for stroke rehabilitation. The **Stroke Rehab Toolkit** includes healthcare professional quick sheets that turn the guidelines into actionable recommendations you can use to start helping your stroke patients now.



ACTIVATION IDEAS

Looking for some quick and easy ways to help promote a guidelines-based approach to stroke rehab? Try these:

1 Focus health education programs within your healthcare system on stroke rehabilitation recommendations and resources.

2 Share professional materials from our Stroke Rehab Toolkit with colleagues.

3 Encourage clinics and physician offices to print copies of the patient resources and distribute them to stroke survivors and their families.



SOCIAL MEDIA MESSAGES

ALL PLATFORMS

HCP messages

Help your stroke patients get the most out of recovery by putting stroke rehab guidelines to work. The Stroke Rehab Toolkit shows you how.

Quality of life for stroke survivors takes quality stroke rehab. Use the Stroke Rehab Toolkit to help your patients make informed choices.

FACEBOOK / INSTAGRAM

Community messages

Recent stroke? Take the first step to recovery by using American Heart Association/American Stroke Association resources to make informed decisions about rehabilitation facilities and programs.

Every stroke is unique. That's why rehab should be individualized. American Heart Association/American Stroke Association stroke rehab resources offer knowledge about different types of facilities, therapies and levels of care, so you can make the best decisions for the best possible recovery.

TWITTER

Community messages

Recent stroke? Take the first step to recovery by using AHA/ASA resources to make informed decisions about rehabilitation.

Every stroke is unique. That's why rehab should be individualized. AHA/ASA stroke rehab resources can help you find the right program.



STROKE REHAB TOOLKIT

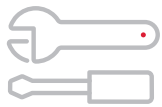
A REHAB PLANNING CHECKLIST
(PATIENT QUICK SHEET)

B MAKING REHAB DECISIONS
(PATIENT GUIDE)

C GUIDELINES SLIDE DECK

D QUICK SHEETS HIGHLIGHTING
GUIDELINES

E TOP THINGS TO KNOW ABOUT
THE REHAB GUIDELINES



HELPFUL RESOURCES

Life After Stroke

Recent stroke? We are here to help you every step of the way.

Stroke Warning Signs

Learn and share F.A.S.T.- the simple acronym used to teach the most common stroke warning signs.

Stroke Prevention

Learn ways you can manage high blood pressure and decrease stroke risks.

Stroke Treatment

The type of treatment depends on the type of stroke. Learn about the latest medical treatment advances.

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.

Advocacy

Find out how you can support federal and state stroke advocacy work.

Support Network

Find online support for stroke survivors, caregivers and family members.

Stroke Family Warmline

Receive helpful information from ASA live team members. Call us at 1-888-4-STROKE.

Stroke Connection

Enjoy a free subscription to our award-winning digital magazine.