STROKE IS PREVENTABLE AND TREATABLE. PASS IT ON.

MESSAGING & CAMPAIGN TOOLKIT
THANK YOU for your interest in spreading the word about stroke prevention and treatment. Use this toolkit during American Stroke Month — or any time — to promote healthy prevention measures like controlling high blood pressure, and to teach others how to spot stroke F.A.S.T.

05 FACTS ABOUT HIGH BLOOD PRESSURE & STROKE TREATMENT

FACT #1: High blood pressure is now defined as 130/80 or above.

FACT #2: Stroke deaths have decreased, due in part to earlier and better treatment of high blood pressure.

FACT #3: About three out of four first strokes are associated with high blood pressure.

FACT #4: Calling 911 is the fastest proven way to access treatment because hospitals are set up to treat stroke patients arriving by ambulance.

FACT #5: Someone other than the patient makes the decision to seek stroke treatment, in 66 percent of cases.
1 in 4 stroke survivors has another. Learn ways to manage stroke risk.

**MESSAGE FOR THE COMMUNITY**

**prevention message 1:**

**HAD A STROKE? PREVENT A SECOND ONE.**

1 in 4 stroke survivors has another. Learn ways to manage stroke risk.

Up to 80% of clot related strokes (ischemic) may be preventable. That means the vast majority of stroke deaths and disabilities never had to happen. It’s a missed opportunity we can turn around together. Here’s how:

- SHARE our stroke prevention checklist.
- JOIN @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife
- PARTICIPATE in National Cycling Day on May 14th. #CycleNation
- CHECK your blood pressure and click the I’ve Checked My Blood Pressure button.

**prevention message 2:**

**06 MINUTES OF SILENT READING CAN LOWER YOUR BLOOD PRESSURE.**

And lowering your blood pressure may lower your risk for stroke.

The stroke prevention checklist explains how members of your community can get a clear understanding why controlling blood pressure and other significant risks are important. Here is how you can spread the word on stroke prevention this American Stroke Month:

- SHARE our stroke prevention checklist.
- JOIN @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife
- PARTICIPATE in National Cycling Day on May 14th. #CycleNation
- CHECK your blood pressure and click the I’ve Checked My Blood Pressure button.
prevention message 3:

What’s up with your blood pressure?

High blood pressure is the leading controllable cause of stroke. If it’s up, get it down. If you don’t know it, find out. Learn more.

The way high blood pressure is read and managed has changed. Spread the word and encourage others to:

- SHARE our stroke prevention checklist.
- JOIN @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife
- PARTICIPATE in National Cycling Day on May 14th. #CycleNation
- CHECK your blood pressure and click the I’ve Checked My Blood Pressure button.

treatment message 1:

Stroke can happen suddenly. Think F.A.S.T.

Learn the 4-letter word that can help spot stroke quickly and save brain loss.

F | Face Drooping
A | Arm Weakness
S | Speech Difficulty
T | Time to Call 911

When it comes to spotting stroke and getting help, the faster, the better. That’s because prompt treatment may make the difference between life and death — or the difference between a full recovery and long-term disability. If you already know how to spot a stroke F.A.S.T., American Stroke Month is your chance to teach others. Here’s how:

- JOIN @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife
- EXPERIENCE the F.A.S.T. Room. Enter and share the stroke simulation video on your social channels.
treatment message 2:

WHEN UNDERLYING CAUSE IS THE QUESTION, COLLABORATION IS THE ANSWER.

About one-third of ischemic strokes in the U.S. are classified as cryptogenic, or unknown cause.

What you don’t know can hurt you. If you or someone has had a stroke, make sure the cause is known. Here is how you can spread the word this American Stroke Month:

- JOIN @American_Stroke on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. #BrainforLife
- DOWNLOAD cryptogenic stroke resources.

treatment message 3:

HOW TO MAKE THE CALL ABOUT STROKE.

Learning F.A.S.T. is the best way to spot a stroke. If you’re still not sure, call 911 anyway.

Stroke is largely treatable. The key is getting immediate, appropriate treatment. That begins with knowing the most common warning signs of stroke and knowing when to call 9-1-1. Pass this knowledge along to as many people as possible. Here are other ways you can get involved this American Stroke Month:

- JOIN @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife
- EXPERIENCE the F.A.S.T. Room. Enter and share the stroke simulation video on your social channels.
social media is a powerful tool. Please share the following messages and images from the American Stroke Association page at Facebook.com/AmericanStroke or retweet us on Twitter @American_Stroke. Download the graphics here.

**MAY IS AMERICAN STROKE MONTH. WHAT’S IT TO YOU?**
You can learn and share the F.A.S.T. way to spot a stroke, that’s what.
www.strokeassociation.org/strokemonth #StrokeMonth

**DON’T JUST SIT THERE. IT’S AMERICAN STROKE MONTH.**
Don’t know how to take a stand? Start by learning the F.A.S.T. way to spot a stroke, then share with others. www.strokeassociation.org/strokemonth #StrokeMonth

**LET’S TALK ABOUT STROKE. (IT’S EASIER THAN YOU THINK.)**
Join @American_Stroke via Twitter on May 2nd at 12 p.m. CDT to learn about stroke prevention and treatment from key experts. #BrainforLife

**DID YOU KNOW THAT MOST CLOT-RELATED STROKES MAY BE PREVENTABLE?**
The #1 controllable risk factor for stroke is high blood pressure. Learn more here. #StrokeMonth

**STROKE AFFECTS EVERYONE.**
If you think stroke is just for seniors, think again. Anyone can have a stroke at any age. Learn how to prevent stroke and how to spot the warning signs F.A.S.T. www.strokeassociation.org/strokemonth #StrokeMonth
Looking for quick, easy ways to promote American Stroke Month locally? Look no further.

2. Provide educational materials to churches, community centers, schools and your local library. Invite them to distribute to their members and constituents.
3. Encourage your employer to drive stroke awareness at work. Post educational materials.
4. Ask your doctor’s receptionist if you may leave stroke information to be included in discharge packets.
5. Volunteer to teach elementary school kids the F.A.S.T. way to spot a stroke.

helpful links

- 2018 American Stroke Month Landing Page – Get involved in this year’s campaign and find resources to help you spread the word on stroke prevention and treatment.
- AHA/ASA 20th Anniversary Infographic – Learn more about key milestones in stroke treatment and recovery.
- ASA Secondary Stroke Prevention Page – One in four survivors has another. Learn how to prevent a second stroke.
- 5 F.A.S.T. Facts about Stroke Infographic – Find hard hitting stroke facts to support your messages and American Stroke Month efforts.
- ASA Stroke Resource Center – Find additional resources on stroke prevention, treatment and recovery. Spanish resources are also available.
- Together to End Stroke® – Learn about the ASA’s national initiative and how to teach others that stroke is largely preventable, treatable and beatable.
- High Blood Pressure – Learn ways you can manage high blood pressure and decrease stroke risks.
- Advocacy – Find out how you can support federal and state stroke advocacy work.
- Donating – Your support today can go a long way toward promoting healthy living, funding new research and advocating for legislation.
- 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 to teach the most common warning signs of stroke.
- Go Red For Women® – Women face a higher risk of stroke. Learn how to get involved.
- CycleNation™ – Unleash the power of cycling. Join the pack.
- Stroke Connection – Enjoy a free subscription to our award-winning digital magazine.
- Life After Stroke – Recent Stroke? We can help you find your path forward. Download rehab resources for patients and professionals.
- AIS Toolkit – Download stroke simulation event tools and resources that translate the AHA/ASA 2018 AIS Guidelines.