

WE SHARE A HEALTHY OBSESSION WITH STROKE PREVENTION AND TREATMENT.

MESSAGING & CAMPAIGN TOOLKIT FOR
HEALTHCARE PROFESSIONALS



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THANK YOU for taking time to share the materials in this toolkit with your patients and staff during American Stroke Month. As a healthcare professional, you're in an ideal position to spread the word about stroke prevention and treatment. Educating your patients on the benefits of self-care — including managing risk factors like high blood pressure and knowing how to spot the signs of stroke F.A.S.T. — is key to achieving a healthier, stroke-free community.

05 FACTS ABOUT HIGH BLOOD PRESSURE & STROKE TREATMENT

FACT #1:

Under recent guidelines, nearly half of all adults in the U.S. have high blood pressure as a reading of 130/80.

FACT #3:

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

FACT #5:

Up to 20 percent of all ischemic stroke patients are currently eligible for mechanical clot removal. New guidelines could increase this number.

FACT #2:

One in four stroke survivors have a second stroke.

FACT #4:

Stroke patients treated with the clot-busting drug alteplase IV r-tPA within 90 minutes of first symptoms are almost three times more likely to recover with little or no disability.

COMMUNICATION MESSAGES

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 you can support 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**
- **PARTICIPATE** in National Cycling Day on May 14th. **#CycleNation**
- **ENCOURAGE** your patients and followers to check their blood pressure by clicking the **I've Checked My Blood Pressure** button.
- **SHARE** our stroke prevention **checklist**.

prevention message 2:

PREVENTION IS THE BEST CURE FOR STROKE.

Educate your patients on ways to prevent a stroke before it happens.



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:

- **JOIN @American_Stroke** on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. **#BrainforLife**
- **PARTICIPATE** in National Cycling Day on May 14th. **#CycleNation**
- **ENCOURAGE** your patients and followers to check their blood pressure by clicking the **I've Checked My Blood Pressure** button.
- **SHARE** our stroke prevention **checklist**.

COMMUNICATION MESSAGES (CONT.)

prevention message 3:



DO A NUMBER ON YOUR PATIENTS

Make sure your patients know what their blood pressure should be. Many don't.

The way high blood pressure is read and managed has changed. This American Stroke Month spread the word and encourage your patients to:

- **JOIN @American_Stroke** on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. **#BrainforLife**
- **PARTICIPATE** in National Cycling Day on May 14th. **#CycleNation**
- **CHECK** their blood pressure and acknowledge it by clicking the **I've Checked My Blood Pressure** button.
- **SHARE** our stroke prevention **checklist**.

treatment message 1:

STROKE HAPPENS SUDDENLY. HELP YOUR PATIENTS THINK F.A.S.T.

Teach them how to spot a stroke with this 4-letter word:

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



How many more lives could be saved if everyone who knows how to spot a stroke passes the knowledge along to others? Let's find out, starting with you. Share the link to the F.A.S.T. Simulator Video with your patients and also make sure to:

- **JOIN @American_Stroke** on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. **#BrainforLife**
- **TEACH** the most common stroke signs by sharing the **F.A.S.T. simulator video** on your channels.
- **SHARE** our 5 F.A.S.T. Facts About Stroke **infographic**.
- **DISTRIBUTE** the **Simulation Event Toolkit** and **AIS Toolkit** to your hospital or office staff.

COMMUNICATION MESSAGES (CONT.)

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.



Not knowing—and not treating—the underlying cause can increase patients' risk of recurrent strokes. Collaboration by cardiologists, neurologists, electrophysiologists and other integral team members could help to potentially find the stroke's cause. Spread the word this American Stroke Month by:

- **JOINING** @American_Stroke on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. **#BrainforLife**
- **DOWNLOADING** cryptogenic stroke resources for your patients and staff.
- **ENSURING** your community knows how to identify the most common signs of stroke. Share the **F.A.S.T. stroke simulator video** with your followers.
- **SHARING** our 5 F.A.S.T. Facts About Stroke **infographic**.

treatment message 3:



NEW GUIDELINES COULD MAKE MORE STROKE PATIENTS ELIGIBLE FOR TREATMENT.

Download the latest acute ischemic stroke resources.

Extending timeframes means more opportunities to lower disabilities from stroke. Share the good news this American Stroke Month by:

- **JOINING** @American_Stroke on May 2nd at 12 p.m. CDT for a nationwide Twitter chat as experts discuss stroke prevention and treatment. **#BrainforLife**
- **TEACHING** the most common warnings signs by sharing the **F.A.S.T. stroke simulator video** with your followers.
- **SHARING** our 5 F.A.S.T. Facts About Stroke **infographic**.
- **DISTRIBUTING** the **Simulation Event Toolkit** and **AIS Toolkit** to your hospital or office staff.

SOCIAL MEDIA MESSAGES AND GRAPHICS



social media is a powerful tool. Please share the following messages and images from the American Stroke Association page at [Facebook.com/AmericanStroke](https://www.facebook.com/AmericanStroke) or retweet us on Twitter @American_Stroke. Download the graphics [here](#).



MAY IS AMERICAN STROKE MONTH. WHAT'S IT TO YOU?

Teach your patients how to spot the signs of stroke F.A.S.T.: (F)ace drooping (A)rm weakness (S)peech difficulty (T)ime to call 911. www.strokeassociation.org/strokemonth #StrokeMonth



WE INVITE YOU TO TEST YOUR READINESS BY HOLDING A STROKE SIMULATION EVENT.

Download our free stroke simulation event toolkit and register your facility to host a stroke simulation event. #StrokeMonth



UP TO 80 PERCENT OF STROKES MAY BE PREVENTABLE.

The most important controllable risk factor for stroke is high blood pressure. Encourage your patients to check their numbers and keep them in check: www.heart.org/hbp #StrokeMonth



TEACH YOUR PATIENTS THE STROKE RISK FACTORS THEY CAN IMPROVE TO HELP THEM PREVENT STROKE. Visit www.strokeassociation.org/strokemonth to learn more. #StrokeMonth



IT'S THE MOST SIGNIFICANT TREATMENT ADVANCEMENT FOR ACUTE ISCHEMIC STROKE

IN DECADES. Put it to work for your patients now — **download** the Acute Ischemic Stroke toolkit. #StrokeMonth



IN ABOUT 1 IN 3 ISCHEMIC STROKES, THE ROOT CAUSE IS STILL UNKNOWN AFTER TESTING.

Download cryptogenic stroke resources to learn more. #StrokeMonth

COMMUNITY IDEAS AND RESOURCES



activate your community

Looking for quick, easy ways to promote American Stroke Month locally? Look no further.

1. Incorporate American Stroke Month into community events. Use these [helpful links](#) to educate others about preventing another stroke and F.A.S.T. treatment.
2. Provide [educational materials](#) to patients. Invite them to distribute to their churches, community centers and schools.
3. Drive stroke awareness within your healthcare system. Provide [educational materials](#) on secondary stroke prevention and F.A.S.T. treatment for patient education.
4. Include [stroke information](#) in patient discharge packets.
5. Volunteer to teach local 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 American Stroke Association's 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.
- [Power Sunday Toolkit](#) - Stroke education, risk factors and prevention tips for African-American and Hispanic audiences.
- [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.
- [Cryptogenic Stroke](#) - Learn more about better diagnoses through collaboration.