



STROKE EDUCATION TOOLKIT

INTRODUCTION

The purpose of the Stroke Education Toolkit is to have stroke education resources in one easy to find place for use during Stroke Month (May) and throughout the year to educate patients, the public, and staff about stroke. Intended users are staff at healthcare facilities and services, emergency medical services, and community services. The emphasis is on acute stroke but some information about risk factors and prevention is included. It is not intended to include every stroke education resource available.

Thanks go to Valerie Lyttle, RN, MSN, CEN, CNRN, SCRNP, Stroke Program Coordinator, MultiCare Good Samaritan Hospital, for the original Toolkit produced in 2012. This update is provided by the WA State Department of Health, WA Coverdell Acute Stroke Program, supported by Cooperative Agreement Number 1 NU58DP006075-01, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention, the Department of Health and Human Services, or the WA State Department of Health.

For information about the Toolkit, contact:

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KEY MESSAGES

- According to the American Stroke Association, every 40 seconds someone has a stroke — and if a stroke doesn't kill, it may cause physical or mental disability. Call 9-1-1 if you think you or someone you're with is having a stroke.
- Stroke is a leading cause of preventable disability in adults.
- Think F.A.S.T for the most common signs and symptoms of stroke, and call 9-1-1 immediately if you or someone you're with has signs of a stroke

FACE Ask the person to smile. Does one side of the face droop?

ARMS Ask the person to raise both arms. Does one arm drift downward or not move?

SPEECH Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak?

TIME Time to call 911 if you see any one of these signs. Note the time symptoms started, or when the person was last known to be normal and tell the medics.

- A stroke can happen to anyone, at any time and at any age. Learn to recognize a stroke, because in a stroke emergency, time lost is brain lost. For every minute you don't get help, more brain cells die.
- **High blood pressure** is the leading cause of stroke and the most important controllable risk factor for stroke.
- You can **reduce your risk** of stroke by addressing these modifiable risk factors:
 - High blood pressure
 - Overweight
 - Cigarette smoking
 - High cholesterol
 - Diabetes
 - Physically inactive
 - Poor diet
- Many people in Washington die or are disabled from stroke because they do not get lifesaving treatment in time. The sooner you're treated, the better your chances of recovery and getting back to your normal activities. Calling 9-1-1 when you or someone else is experiencing stroke symptoms activates the Washington State Emergency Cardiac and Stroke System. The system is designed to get you to the right place, in time for the right treatments.
- To learn more about Washington's Emergency Cardiac and Stroke System, visit www.doh.wa.gov/ecs.

STROKE FACTS

STROKE IS A 'BRAIN ATTACK'

Stroke is often called a “brain attack” because it affects the arteries leading to and within the brain. A stroke happens when an artery that carries oxygen and nutrients to the brain is either blocked by a clot or bursts. When that happens, part of the brain cannot get the blood (and oxygen) it needs and starts to die.

Ischemic stroke, about 80 percent of all strokes, is caused by a severe blockage of blood to part of the brain. Most commonly, blood flow through an artery is blocked by atherosclerosis (narrowed arteries).

Hemorrhagic stroke occurs when arteries break, causing bleeding into or around the brain.

Think F.A.S.T!

F.A.S.T is an acronym for the most common signs and symptoms of stroke. Call 9-1-1 immediately if you or someone you're with has signs of a stroke.

- FACE** Ask the person to smile. Does one side of the face droop?
- ARMS** Ask the person to raise both arms. Does one arm drift downward or not move?
- SPEECH** Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak?
- TIME** Time to call 911 if you see any one of these signs. Note the time symptoms started, or when the person was last known to be normal and tell the medics.

Signs of stroke

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden severe headache with no known cause.

If you see even one of these signs, call 9-1-1 immediately! Minutes matter!

Some strokes can't be prevented. Most strokes can be avoided by treating risk factors, such as high blood pressure, high blood cholesterol and diabetes. It is very important to get medical treatment quickly. The best way to do that is by calling 9-1-1.

Treatments can be given in an ambulance or shortly after arriving at a hospital that can stop a stroke by quickly dissolving a blood clot in an ischemic stroke, or stopping the bleeding of a hemorrhagic stroke.

Time is brain – there is a short period of time after the symptoms start, when serious damage can be prevented. Rehabilitation after a stroke helps people overcome disabilities that result from damage to the brain.

NATIONAL STATISTICS

Source: American Stroke Association & CDC 2015

- About 795,000 people have a stroke every year in the United States.
- Stroke is the No. 5 cause of death in the United States, killing nearly 129,000 people a year.
- Stroke was the second-leading global cause of death behind heart disease in 2013, accounting for 11.8% of total deaths worldwide.
- African-Americans have nearly twice the risk for a first-ever stroke than white people, and a much higher death rate from stroke.
- Over the past 10 years, the death rate from stroke has fallen about 34 percent and the number of stroke deaths has dropped about 18 percent.
- Stroke is the leading preventable cause of disability.
- Stroke prevalence is projected to increase by 20.5 percent between 2016 and 2030* and the direct medical costs for treating stroke are expected to almost triple, from \$71.6 billion to \$184.1 billion by 2030*;

*Find more from the 2016 Statistical Update http://www.heart.org/HEARTORG/General/Heart-and-Stroke-Association-Statistics_UCM_319064_SubHomePage.jsp

WASHINGTON STATE STATISTICS

Source: WA State Department of Health (CHARS 2012 & 2014)

- Stroke is the fifth leading cause of death in the U.S. and the sixth leading cause in Washington State. Stroke is a leading cause of serious, long term disability in both the United States and Washington State.
- Washington State stroke mortality rates have decreased from 37 deaths per 100,000 people in 2011 to 34.70 deaths per 100,000 people in 2014.
- Age-adjusted stroke death rates in 2014 were highest among Washington's African Americans (50.21 deaths per 100,000 people) and American Indian and Alaska Native (45.65 deaths per 100,000 people) residents. Age-adjusted rates for Washington's black, white and Hispanic residents were all similar to the national rates for these groups.
- Stroke caused 2,089 deaths in 2014.
- In 2014, 15,199 hospitalizations were due to stroke.
- Four counties had stroke death rates higher than the state average: Asotin, Grant, Pierce, and Spokane. Three counties had stroke death rates lower than the state average: San Juan, King & Franklin.

STROKE PROCLAMATION LANGUAGE

Sample Proclamation Language

WHEREAS, stroke is a **brain attack**, cutting off vital blood flow and oxygen to the brain. Stroke is the leading cause of preventable disability in adults, and the 6th leading cause of death in Washington State. In 2014, 15,199 Washingtonians were hospitalized for stroke, and 2,089 died from stroke (about 6 deaths per day); and

WHEREAS, few Americans know the signs of stroke. Learning them – and acting F.A.S.T. when they occur – could save a life and prevent devastating disability. Use the following tool to help recognize stroke symptoms and act F.A.S.T.:

- FACE** Ask the person to smile. Does one side of the face droop?
- ARMS** Ask the person to raise both arms. Does one arm drift downward or not move?
- SPEECH** Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak?
- TIME** Time to call 911 if you see any one of these signs. Note the time symptoms started, or when the person was last known to be normal and tell the medics.

WHEREAS, stroke is preventable. High blood pressure, high cholesterol, diabetes, heart disease, smoking, being overweight, inactive, and drinking too much alcohol can increase the risk of stroke.

WHEREAS, Stroke Awareness Month is a national call to increase awareness of stroke and to inspire citizens to learn about the signs of stroke and how to prevent a stroke.

NOW, THEREFORE, I, [Governor's name], Governor of the State of Washington, in recognition of the importance of the ongoing fight against stroke, do hereby proclaim May 2016 as

“Stroke Awareness Month”

in Washington State. I urge all citizens to learn the signs and symptoms of stroke, the F.A.S.T. test, and to call 911 immediately if you think someone's having a stroke. Even better, let's prevent stroke in the first place by making healthy choices and reducing our risks.

AHA Proclamation 2016

WHEREAS, stroke is a leading cause of serious long-term disability and the fifth leading cause of death in the United States, killing about 130,000 people nationwide* and [X] citizens of [STATE] each year; and

WHEREAS, stroke prevalence is projected to increase by 20.5 percent between 2016 and 2030* and the direct medical costs for treating stroke are expected to almost triple, from 71.6 billion to 184.1 billion by 2030*; and

WHEREAS, nearly 80 million Americans have high blood pressure* which is a major controllable risk factor for stroke, including 44 percent of African American adults* – among the highest prevalence of any population in the world; and

WHEREAS, more than half (58%)* of Americans don't know if they are at risk for stroke; and

WHEREAS, one in three Americans* can't recall any stroke warning signs or symptoms; and

WHEREAS, the F.A.S.T. warning signs and symptoms of stroke include face drooping, arm weakness, speech difficulty and time to call 9-1-1; and beyond F.A.S.T., additional stroke warning signs and symptoms include sudden numbness or weakness of the face, arm or leg, especially on one side of the body; sudden confusion, trouble speaking or understanding; sudden trouble seeing in one or both eyes; sudden trouble walking, dizziness, loss of balance or coordination; and sudden severe headache with no known cause; and

WHEREAS, on the American Stroke Month Day of Action May 1, 2016, throughout May and year-round, the American Stroke Association's *Together to End Stroke* initiative encourages Americans to learn their personal stroke risk, memorize and share the stroke warning signs, and call 9-1-1 at the first sign of a stroke; and

WHEREAS, new and effective treatments have been developed to treat and minimize the severity and damaging effect of strokes, but much more research is needed;

NOW, THEREFORE, I Governor [NAME], do hereby proclaim May 2016 to be

AMERICAN STROKE MONTH

in [STATE] and urge all the citizens of our state to familiarize themselves with the risk factors associated with stroke, recognize the warning signs and symptoms, and on first sign of a stroke dial 9-1-1 immediately so that we might begin to reduce the devastating effects of stroke on our population.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of [STATE] this ____ day of May 2016.

[Governor Name]_____

[*2016 American Heart Association Heart Disease and Stroke Statistical Update](#)

SAMPLE PRESS RELEASES

FOR IMMEDIATE RELEASE

Date

MEDIA CONTACT:

Name

Phone

Email

Think and act F.A.S.T. in case of a stroke

Strokes kill more than 2,000 Washington residents each year. Others survive, but with significant, costly disabilities. That's why it's important to think and act F.A.S.T. when someone near you displays stroke symptoms.

What does F.A.S.T. mean? It's an acronym for a simple way to determine whether a person might be having a stroke:

- Face* Ask the person to smile. Does one side of the face droop?
- Arms* Ask the person to raise both arms. Does one arm drift downward or not move?
- Speech* Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak?
- Time* Time to call 911 if you see any one of these signs. Note the time symptoms started, or when the person was last known to be normal and tell the medics or hospital staff.

The signs and symptoms of a stroke include:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body.
- Sudden confusion, trouble speaking or understanding.
- Sudden trouble seeing in one or both eyes.
- Sudden trouble walking, dizziness, loss of balance or coordination.
- Sudden, severe headache with no known cause.

Acting fast is crucial. Many people experiencing stroke die or are disabled because they don't get the appropriate medical treatment in time. For stroke, that means within three hours, or in some situations up to six hours. The sooner people are treated, the higher the chances they'll recover and return to normal activities. Activating Washington's [Emergency Cardiac and Stroke](#)

[System](#) by calling 9-1-1 speeds treatment, but fewer than half of stroke patients use 9-1-1 to get to the hospital. Patients arriving by ambulance get treated faster in part because medics call ahead so the hospital is ready for the patient when they arrive.

“Calling 9-1-1 is essential,” said State Health Officer Dr. Kathy Lofy. “Friends and family members may have good intentions when they take people with stroke symptoms to the hospital, but it’s much better to get emergency medical personnel on the scene as soon as possible. Lost time often leads to a worse outcome.”

The Washington State Department of Health recently received funding to participate in the [Paul Coverdell National Acute Stroke Program](#). This initiative will build on the improvements achieved through the Emergency Cardiac and Stroke System, and will further improve stroke care and outcomes. Initial efforts focus on Pierce and Pacific counties, one urban and one rural, both with higher stroke rates and numbers of people at risk for stroke.

Stroke is the fifth leading cause of death nationwide, and the sixth leading cause in Washington. It is also a leading cause of severe, long-term disability. The number of strokes is projected to increase by 20.5 percent between 2016 and 2030, and the direct medical costs for treating stroke are expected to almost triple, from \$71.6 billion to \$184.1 billion by 2030, according to the American Stroke Association, a division of the American Heart Association.

May is Stroke Awareness Month, with a focus on improving the number of stroke patients who receive lifesaving treatment in time. Stroke Awareness Month is the American Stroke Association’s and the National Stroke Association’s call to increase awareness of stroke, and to inspire citizens to learn about the signs of stroke and how to react.

FOR IMMEDIATE RELEASE**Date****MEDIA CONTACT:****Name****Phone****Email****May is American Stroke Month – think and act F.A.S.T. in case of a stroke**

CITY, WA — Washington Governor [name] has proclaimed May as "Stroke Awareness Month" as part of a statewide call to increase awareness of stroke warning signs and improving the number of stroke patients that receive lifesaving treatment in time.

Many people in Washington die or are disabled from stroke because they do not get the appropriate medical treatment within the recommended time window, which is three hours for the most common type of stroke. Increasing the number of stroke patients who get timely treatment is one of the goals of Washington's Emergency Cardiac and Stroke System. To activate the system, citizens must be more vigilant about recognizing the stroke warning signs and immediately calling 9-1-1 when they or someone else is experiencing stroke symptoms.

Stroke is the fourth leading cause of death nationwide and a leading cause of severe, long-term disability, according to the American Stroke Association. "Stroke is a life-threatening medical emergency. For every minute you don't get help, more brain cells die, increasing the likelihood of permanent disability or even death. The best way to get medical treatment quickly is to call 9-1-1," said SPOKESPERSON NAME, TITLE.

An easy way to recognize stroke is to think F.A.S.T.:

- FACE** Ask the person to smile. Does one side of the face droop?
- ARMS** Ask the person to raise both arms. Does one arm drift downward or not move?
- SPEECH** Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak?
- TIME** Time to call 911 if you see any one of these signs. Note the time symptoms started, or when the person was last known to be normal and tell the medics.

Face droop, **A**rm weakness, and **S**peech difficulty are the most common signs and symptoms of stroke. Additional signs and symptoms are sudden numbness or weakness of the face, arm or leg, especially on one side of the body; sudden confusion or trouble understanding; sudden trouble seeing in one or both eyes; sudden trouble walking, dizziness, loss of balance or coordination; and sudden severe headache with no known cause.

Washington has changed the way emergency medical services (EMS) respond to cardiac and stroke patients. With the new Washington State Emergency Cardiac and Stroke System, modeled after the state's trauma system, standard guidelines for EMS call for

patients to be taken directly to a hospital that can provide specialized care. If there isn't one close by, patients will be rapidly assessed by the local hospital and transferred immediately to the treating hospital. The public can help by learning heart attack and stroke symptoms and calling 9-1-1 immediately when they or someone else is experiencing these symptoms.

Stroke Awareness Month is the American Stroke Association's and the National Stroke Association's call to increase awareness of stroke and to inspire citizens to learn about the signs of stroke and how to prevent a stroke. To learn more about Washington's Emergency Cardiac and Stroke System, visit www.doh.wa.gov/ecs.

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Resources:

To learn more about Washington's Emergency Cardiac and Stroke System, visit www.doh.wa.gov/ecs.

To learn more about stroke, click [here](#). To find out if you are in ideal health or at risk for heart disease or stroke, visit [My Life Check](#).

Preventing strokes, better after-stroke care are the focus of CDC grant funds

Increase public awareness and educate more people on decreasing their stroke risks

OLYMPIA – From the second a stroke occurs, the clock is ticking to reduce the damage that can occur when too much time passes before treatment is started. The department recently received a \$3.75 million grant from the Centers for Disease Control and Prevention (CDC) to educate people on how to reduce their stroke risk, and encourage people to call 9-1-1 if they or someone they know is experiencing [signs or symptoms of a stroke](#). The other piece of the work is improving the quality of health care provided to stroke patients.

The award will give the agency \$750,000 a year to support this work through June 2020. It also requires our agency to develop a plan for long-term, sustainable funding to continue stroke prevention work, reduce major disabilities after stroke and promote effective treatment efforts statewide.

The department will focus its work in Pierce and Pacific counties during the first year of the five-year grant. The grant will fund public awareness efforts, along with creating a tracking system to follow stroke patients from the initial event until 30 days after they're discharged from a health care facility. The work will link emergency medical services, emergency departments and hospital care, rehabilitation in multiple settings and primary care providers.

“Reacting quickly is critical when people have stroke symptoms,” said state Health Officer Dr. Kathy Lofy. “The faster patients get treatment, the better the outcome tends to be. This grant will help increase awareness and improve the recovery of stroke patients.”

The agency will use the stroke patient tracking system to improve each step a stroke patient experiences during treatment and recovery. Over these five years, the work will expand to include additional health care facilities, emergency medical service agencies and counties. The ultimate goal is to improve how well people recover after having a stroke.

If health care providers can diagnose and start treatment for a stroke within three hours of the symptoms, the person has a much greater chance of reducing its lasting effects. However, most strokes in Washington aren't recognized fast enough.

“Reducing delays and improving quality in the health care system are important, but they aren't enough,” Dr. Lofy said. “It's essential for people to call 9-1-1. If you notice someone having signs of stroke, act fast.”

The signs of stroke can appear as face drooping, arm weakness, or difficulty speaking. Call 9-1-1 immediately, even if the symptoms go away. Minutes can make a difference when dealing with a stroke. Don't drive someone who has signs of a stroke to the hospital; emergency responders can start treatment while transporting them to the hospital. Stroke is a leading cause of death and serious long-term disability in Washington.

The good news is that a stroke is largely preventable. Those at [highest risk of stroke](#) are people with high blood pressure, diabetes, heart disease, high blood cholesterol, tobacco use or obesity. Other risk factors are physical inactivity, excessive alcohol use and drug use. Although most people who experience stroke are in their 60s, 70s, 80s or older, stroke can occur at any age.

The [Department of Health website](#) (doh.wa.gov) is your source for *a healthy dose of information*. Also, [find us on Facebook](#) and [follow us on Twitter](#).

Add AHA/ASA Press Release when available late April 2016

SAMPLE ARTICLE

NOTE this article is from 2012, but including it if you want to focus on the stroke system in your area.

Pierce County Benefits from New Comprehensive Stroke System

By Teresa McCallion, East Pierce Fire and Rescue, 2012 or before

Early recognition of stroke signs and 9-1-1 transport to a designated stroke center crucial for patient survival and recovery

Pierce County is one of the first in the state to implement a new comprehensive system of care for stroke patients. The system involves 911 dispatchers, firefighters and paramedics and a system of designated primary and comprehensive stroke hospitals that can provide focused stroke patient assessment and treatment, in-hospital and rehabilitation services.

It all starts with calling 9-1-1. Dispatchers quickly process 9-1-1 calls and assess whether a patient is having possible stroke symptoms, providing an early heads-up for responding fire and EMS units.

Firefighters and paramedics arrive and quickly assess the patient for possible stroke and consult with the base station hospital for the appropriate destination. It's equally crucial that the time the patient's "last normal" is identified (i.e. "two hours ago" or "it started at 2:30 p.m.") since this will impact what treatments may be available for the patient, and may determine to which hospital the patient is taken. Paramedics also notify the hospital with a "Stroke Alert" radio contact, giving the hospital time to assemble a team so they can be prepared for the arrival of the patient.

Pierce County is fortunate to have three specialized physicians, called "stroke interventionalists" who provide around the clock advanced treatment opportunities for stroke patients. The stroke patient system of care is reducing time to treatment and helping to improve outcomes for many patients. However, the system can't work, if patients don't recognize the signs and symptoms of a stroke and call 9-1-1.

What is a stroke?

Strokes take a terrible toll each year in the United States. Almost 795,000 people will suffer a stroke, and 129,000 [updated 2016] people die annually. Strokes are the leading cause of disability in the U.S. Nearly one-quarter of strokes occur in people under the age of 65.

A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or the blood vessel ruptures. When that happens, part of the brain cannot get the blood (and oxygen) it needs, so it starts to die.

The signs and symptoms of a stroke include:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination

- Sudden, severe headache with no known cause

A drug called tPA is the only FDA-approved medication for the treatment of stroke—but it has to be given within three hours of the start of stroke symptoms. Some stroke interventionalists can use other treatments, such as guiding thin wires from the femoral artery up into the brain to try to open the arteries.

[Updated 2016] Time is crucial—time lost equals brain lost. Up to 2 million brain cells die every minute during a stroke. Acting FAST means many patients can be effectively treated, minimizing the impact of a stroke. Every minute counts, so “when in doubt—check it out!” and call 9-1-1.

SOCIAL MEDIA MESSAGES, VIDEOS, INFOGRAPHICS

Videos

<http://www.youtube.com/watch?v=YHzz2cXBIGk>
<https://www.youtube.com/watch?v=jZGfyIUPi0k&nohtml5=False>
<https://www.youtube.com/watch?v=DPsTqR31bWc&nohtml5=False>
<https://www.youtube.com/watch?v=oyzwsdd4AE>

American Heart Association/American Stroke Association

NOTE: [AHA/ASA's 2016](#) messages and infographics will be available April 22, 2016 here:
www.strokeassociation.org/strokehero

Resources for African American Communities (will be fully updated and posted in April):
www.empoweredtoserve.com

Info on telestroke legislation: www.heart.org/FASTAct

“Evergreen” Stroke Hero Resources:

Comic 1: http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/image/ucm_474088.jpg

Comic 2: http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/image/ucm_474087.jpg

Comic Spanish: http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@private/@hcm/@sta/documents/image/ucm_474071.jpg

Tweets from 2015

If you think you are having a stroke, call 911 FIRST and FAST. www.heart.org/call911 [71 characters]

May is American Stroke Month. Every 40 seconds someone has a stroke. Learn the warning signs and call 911. [122 characters] [Signs of Stroke](#)

Saving a life starts with you. Think F.A.S.T to identify the stroke warning signs. [Signs of Stroke](#) [98 characters]

Before you get in your car or call a friend, call 911 FIRST and FAST if you suspect a stroke. [Signs of Stroke](#) [110 characters]

Suspect a stroke? Don't wait! Fast care is a matter of life and death. Call 911 FIRST and FAST! [Signs of Stroke](#) [111 characters]

Care starts immediately with Washington's Emergency Cardiac & Stroke System. Call 911 FIRST and FAST! www.heart.org/call911 [117 characters]

Saving a life starts with you. Learn more about stroke warning signs – the life you save could be yours. [Signs of Stroke](#) [120 characters]

Emergency services determine if it's a stroke, starts immediate care, and gets you to a medical facility. Call 911 FIRST and FAST! [Signs of Stroke](#) [125 characters]

CDC Stroke Media Materials

The Division for Heart Disease and Stroke Prevention works to reduce the death and disability caused by stroke and to help people live longer, healthier lives. These efforts are much more effective when people help share our information with their families, friends, and communities. Help us spread the word on social media and the web with these stroke videos, infographics, and infocards.

- [Infographics](http://www.cdc.gov/stroke/media/infographics.htm)(<http://www.cdc.gov/stroke/media/infographics.htm>)
- [Videos](http://www.cdc.gov/stroke/media/videos.htm)(<http://www.cdc.gov/stroke/media/videos.htm>)
- [Social Media Cards](http://www.cdc.gov/stroke/media/social_media_cards.htm)(http://www.cdc.gov/stroke/media/social_media_cards.htm)

CDC Stroke Tweet Bank

Tweet Bank: #abcDRBchat (10/27) and #StrokeChat (10/29)

What is a stroke? #StrokeTalk

- #Stroke is a “brain attack” that occurs when blood flow to the brain becomes interrupted. #StrokeChat <http://1.usa.gov/1Gqfit4>
- DYK? There are different types of #stroke: ischemic, hemorrhagic, & transient ischemic attack. <http://1.usa.gov/1Gqfit4#StrokeChat>
- Brains need oxygen to work properly. If blood & oxygen flow to the brain is blocked, this can cause a #stroke. #StrokeChat
- #Stroke is the 5th leading cause of death in the U.S. & kills nearly 130,000 Americans a year. #StrokeChat <http://1.usa.gov/1JzORa>
- On average, one American dies from #stroke every 4 minutes. #StrokeChat <http://1.usa.gov/1JzORa>

What are the symptoms of a stroke? #StrokeTalk

- FAST is a good way to help you remember the signs and symptoms of a #stroke. #StrokeChat <http://bit.ly/1zwwHdb>
- Recognize signs & act FAST: Face drooping, Arm/leg weakness, Speech difficulty, Time to call 9-1-1. #StrokeChat. <http://1.usa.gov/1yWqvSa>

- Signs of #stroke: numbness, confusion, trouble seeing, trouble walking, & headache. #StrokeChat <http://1.usa.gov/1yWqvSa>
- Every 40 seconds someone in the US has a #stroke. Be prepared, learn the signs & symptoms. VIDEO: <http://bit.ly/208s3wk#StrokeChat>
- Numbness, confusion, blurred vision, & headache are all symptoms of a #stroke. VIDEO → <http://bit.ly/208s3wk#StrokeChat>

What should you do if you or someone you know is having a stroke? #StrokeTalk

- When a #stroke happens, it is important to recognize the symptoms & call 9-1-1. VIDEO → <http://bit.ly/208s3wk#StrokeChat>
- If you or someone you know shows any symptoms of a #stroke, get to a hospital quickly to begin treatment. #StrokeChat
- Every minute counts. Act FAST if you recognize signs of #stroke. Call 9-1-1 & get to a hospital quickly. #StrokeChat

Who is most likely to have a stroke? #StrokeTalk

- Some minority groups are more likely to be affected by #stroke than others. #StrokeChat <http://1.usa.gov/1bvbG8j>
- 1 in 5 women will have a #stroke. Women may also experience different #stroke symptoms. <http://1.usa.gov/1FDygJq> #StrokeChat
- If you have #HighBloodPressure, you may be at greater risk for stroke. Make control your goal! #StrokeChat <http://1.usa.gov/1S6Mi8r>
- #Stroke is more common as you get older, but can happen at any age. #StrokeChat <http://bit.ly/1KcSwyZ>

Image:

- Every 40 seconds, someone in the U.S. has a stroke. One of those people was Prince Quire. Video → <http://bit.ly/1OWHJz0#StrokeChat>
- You can have a #stroke at any age. Prince had a stroke when he was 40 years old. His story: <http://bit.ly/1OWHJz0#StrokeChat>
- Women have unique stroke risk factors. Learn more with our women & stroke #infographic. <http://1.usa.gov/1ej35GR#StrokeChat>

What are the treatable stroke risk factors? #StrokeTalk

- You can take small steps toward preventing #stroke, like eating better & exercising. Little things add up. #StrokeChat
- Reduce the risk of stroke by remembering your ABCS when you talk to your doctor. #StrokeChat <http://1.usa.gov/1KBgVfT>
- The ABCS: Aspirin for people at risk, blood pressure control, cholesterol management & smoking cessation. #StrokeChat
- If #BloodPressure is higher than 140/90, talk w/ your doctor about how to get it under control. #StrokeChat <http://1.usa.gov/1QreFyq>

What research is being conducted to learn more about how to treat and prevent strokes? #StrokeTalk

- Current research @NICHD_NIH looks at rehabilitation therapies after #stroke. #StrokeChat <http://1.usa.gov/1DY3gzx>
- @CDCgov is working w/ state health departments to improve access & care for stroke patients. #StrokeChat <http://1.usa.gov/1ldquWJ>
- Important research from the NINDS studies brain damage resulting from #stroke. @NINDSnews <http://1.usa.gov/1HwdMC5> #StrokeChat
- Video: Learn how @MillionHeartsUS & @CDCgov are helping to improve #stroke care nationwide: <http://bit.ly/1LAR2ka#StrokeChat>
- @CDCgov Coverdell program works to improve access & care for #stroke patients. Watch our video: <http://bit.ly/1LAR2ka#StrokeChat>
- The @CDCgov Coverdell program works across Georgia to connect #stroke patients to care. Video: <http://bit.ly/1LC4bJK#StrokeChat>

How can we keep our brains healthy? #StrokeTalk

- Ask your doctor for tips on managing #BloodPressure, including annual checkups. #StrokeChat <http://1.usa.gov/1GtM8Xw>
- Brain food: Maintain a healthy diet that is low in salt, saturated fat & cholesterol, and rich in vegetables & fruit. #StrokeChat
- Get Moving! Phys. activity is healthy for your brain & can reduce your risk of #stroke. Aim for 150 mins/wk. #StrokeChat

Where can you get more information about stroke prevention and treatment? #StrokeTalk

- Know the facts about #stroke. Visit @CDCgov for info on #stroke, risk factors, & treatment. #StrokeChat <http://1.usa.gov/1Hwea3C>
- Make control your goal with our #BloodPressure toolkit! #StrokeChat <http://1.usa.gov/1GEo1VD>

Image:

- Check out @CDCgov's website to learn more about what your #BloodPressure numbers mean: <http://www.cdc.gov/bloodpressure/measure.htm>
- Our fact sheet gives tips on how to talk with your loved ones about managing #BloodPressure. #StrokeChat <http://1.usa.gov/1jLWOqn>

PUBLIC SERVICE ANNOUNCEMENTS

American Heart Association/American Stroke Association – will add when available in late May or go to www.strokeassociation.org/strokehero

EXAMPLES OF PUBLIC AND EMPLOYEE EDUCATION ACTIVITIES FOR STROKE MONTH

- Play stroke videos in strategic locations
<http://www.youtube.com/watch?v=YHzz2cXBIGk>
<https://www.youtube.com/watch?v=jZGfyIUPi0k&nohtml5=False>
<https://www.youtube.com/watch?v=DPsTqR31bWc&nohtml5=False>
[Videos\(http://www.cdc.gov/stroke/media/videos.htm\)](http://www.cdc.gov/stroke/media/videos.htm)
- In-hospital stroke education
- Stickers to put on the café's plan java jackets
- Printed java jackets
- Neuroanatomy class for non-neuro nurses with edible teaching aids (body part gummies include brains, Oriental Trading; Google gummy brains; there are even life-size gummy brains, and chocolate and jello molds)
- Wear purple for stroke day
- Daily internet messages on hospitals website
- Tweets
- Stroke prevention health fair May 15 focusing on risks (BP, cholesterol) and stroke health awareness
- Newspaper wraps
- Stroke walk (Strength through Stroke), patient is the inspiration for this (Tacoma)
- Table tents in cafeteria
- Media outreach
- Stroke awareness ribbons
- physician does a talk, draws 80 or so people
- TV station live feeds on stroke
- Regular talk radio spot is on stroke in May
- Putting link to YouTube NWCN PSAs on hospital website
- Info tables and presentation and introduce ECS System, signs and symptoms, and activating the system
- presentation to the local senior center on S/S of a stroke and general stroke information
- FAST flyers in our billing statements
- Posting the posters from Cardiac and Stroke in the local pharmacies, as well as our clinic waiting rooms
- Booth where we will have our stroke information available to the public.
- In July we have a street fair that we are going to provide handouts and information for the public.

Other ideas:

- Work with your movie theatres to play stroke info before movies, maybe NWCN PSA, hand out FAST wallet cards.
- Hospitals and hospital systems often have thousands of employees so even internal promotion can reach wide audience.
- Outreach to local public health
- Area agencies on aging to reach the senior population through their vast network
- EMS councils and regions who have a role in prevention and education, although no dedicated resources for cardiac and stroke education.

RESOURCES: Patient/Community Education

About Stroke

- American Stroke Association Stroke Resource Center
www.strokeassociation.org/resources
- National Stroke Association <http://www.stroke.org/>
- Stroke Warning Signs
- **ENGLISH:** http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/downloadable/ucm_484240.pdf
- **SPANISH:** http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/downloadable/ucm_484240.pdf
- Preventing Stroke
- http://www.cdc.gov/stroke/healthy_living.htm
- http://www.cdc.gov/stroke/medical_conditions.htm
- Stroke Risk Factors
- http://www.cdc.gov/stroke/risk_factors.htm
- http://www.strokeassociation.org/STROKEORG/AboutStroke/UnderstandingRisk/Understanding-Stroke-Risk_UCM_308539_SubHomePage.jsp
- <http://www.stroke.org/?pagename%3DRISK=>
- Reducing Stroke Risk
- http://www.strokeassociation.org/STROKEORG/LifeAfterStroke/HealthyLivingAfterStroke/UnderstandingRiskyConditions/Understanding-Risky-Conditions_UCM_310897_Article.jsp#.VwbkyWx0yUk
- http://www.strokeassociation.org/idc/groups/stroke-public/@wcm/@hcm/@sta/documents/downloadable/ucm_463632.pdf

Blood Pressure Materials

Most can be downloaded and printed locally.

Most are available in multiple languages (Chinese, English, Spanish, Vietnamese)

Duplicates are different size posters, e.g., 8.5 x 11 or 11x17.

 [How to Check Your Blood Pressure](#) Booklet

 [What is Blood Pressure?](#) Brochure

 [What's the Big Deal About Controlling My Blood Pressure?](#) Poster

 [What's the Big Deal About Controlling My Blood Pressure?](#) Poster

 [Checking Your Blood Pressure: How to Check Your Blood Pressure](#) Poster

 [Checking Your Blood Pressure: Before You Begin](#) Poster

-  [Checking Your Blood Pressure: Before You Begin](#) Poster
-  [Checking Your Blood Pressure: How to Check Your Blood Pressure](#) Poster
-  [Checking Your Blood Pressure: Taking Your Blood Pressure](#) Poster
-  [Checking Your Blood Pressure: Taking Your Blood Pressure Poster](#) Poster
-  [Know Your Blood Pressure Numbers](#) Poster/flyer
-  [Know Your Blood Pressure Numbers](#) Poster/flyer

Statistics

http://www.heart.org/HEARTORG/General/Heart-and-Stroke-Association-Statistics_UCM_319064_SubHomePage.jsp

Patient Materials (see Stroke Resources above, too)

- Resources for African American Communities (will be fully updated and posted in April):
www.empoweredtoserve.com
- “Let’s Talk About Stroke” Patient Fact Sheets (including Spanish)
http://www.strokeassociation.org/STROKEORG/AboutStroke/Lets-Talk-About-Stroke-Patient-Information-Sheets_UCM_310731_Article.jsp
- “Answers by Heart” Patient Fact Sheets on cardiovascular conditions, treatments/tests, lifestyle & risk reduction (several languages)
http://www.heart.org/HEARTORG/Conditions/Answers-by-Heart-Fact-Sheets_UCM_300330_Article.jsp
- Subscribe to Stroke Connection Magazine for FREE!
http://www.strokeassociation.org/STROKEORG/StrokeConnectionMagazine/Subscribe/Subscribe_UCM_308576_SubHomePage.jsp
- Stroke Centers Recognized Through American Heart Association Programs
http://www.heart.org/HEARTORG/HealthcareResearch/FocusonQuality/USNWR-2015_UCM_475626_SubHomePage.jsp

National Institute of Neurological Disorders and Stroke (NINDS)

Small quantities of free community/patient education materials, as well community education/stroke month toolkits for sale (including Spanish) <https://catalog.ninds.nih.gov>

National Institute of Health

- Downloadable posters, toolkits for order (including Spanish) <http://stroke.nih.gov/materials/toolkits.htm>
- The National Heart, Lung and Blood Institute's "Act in Time" for heart attack. <http://www.nhlbi.nih.gov/actintime/index.htm>
- The Massachusetts Department of Health's "Stroke Heroes Act FAST" <http://www.youtube.com/watch?v=YHzz2cXBIGk>

Joint Commission

- "Speak Up About Stroke" brochures, posters for download (including Spanish language) http://www.jointcommission.org/assets/1/6/speakup_stroke.pdf

Activase

- Free downloadable resources for patient/staff education including print materials and video resources on tPA dosing, preparation and administration, tPA mechanism of action <http://www.activase.com>
- Free downloadable resources for EMS, online education including interactive case studies www.EMS4STROKE.com

Concentric Medical

Logos, graphics, animations of Merci Clot Retriever available for non-commercial use; for commercial applications contact for written permission <http://www.stryker.com/emea/Products/NeurovascularIntervention/TrevoProVue/index.htm>

Covidien

- Images/animations for Solitaire clot retriever <http://www.ev3.net/neuro/intl/flow-restoration/solitaire-fr-revascularization-device.htm>

RESOURCES: Staff Education

University of Washington CME Neurology Lecture Series

- Monthly lectures that can be attended live or viewed via webinar.
- Offerings are archived for viewing on demand
<https://depts.washington.edu/neurolog/seminars/neurology-lecture-series.html>

Swedish Murdoch Stroke Series

- Archived CME webinar/lectures for on demand viewing
http://www.swedish.org/murdockseries#Online_Modules

Activase

- Free downloadable resources for patient/staff education including print materials and video resources on tPA dosing, preparation and administration, tPA mechanism of action
<http://www.activase.com>
- Free downloadable resources for EMS, online education including interactive case studies
www.EMS4STROKE.com

Covidien

- Images/animations for Solitaire clot retriever
<http://www.ev3.net/neuro/intl/flow-restoration/solitaire-fr-revascularization-device.htm>

RESOURCES: Program Management

American Stroke Association

- **Get With the Guidelines-Stroke Toolbox**
http://www.heart.org/HEARTORG/HealthcareResearch/GetWithTheGuidelinesHFStroke/GetWithTheGuidelinesStrokeHomePage/Get-With-The-Guidelines-Stroke-Toolbox_UCM_308030_Article.jsp
- **Target Stroke**
Resources, publications, patient education, clinical tools
http://www.strokeassociation.org/STROKEORG/Professionals/Target-Stroke_UCM_314495_SubHomePage.jsp

Stroke Awareness Resource Center

- Stroke Month promotional tools, including print materials, videos and slides
http://www.stroke.org/site/PageServer?pagename=aware_eKit#tools

Department of Veterans Affairs

- Stroke Quality Improvement Toolkit. Includes Quality Management tools, order sets/pathways etc.
- <http://www.queri.research.va.gov/tools/stroke-quality>