

Stroke Education Toolkit

*Brought to you by the
Bi-State Stroke Consortium &
Association of Stroke
Coordinators*

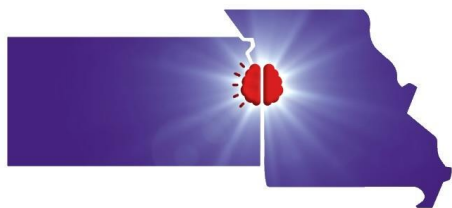


TABLE OF CONTENTS

Table of Contents2

Introduction4

Key Facts and Messages5

Brain Health Messages7

Statistics8

 National Statistics8

 Kansas and Missouri State Statistics9

Resources for Patients & Community Education10

 American Heart Association/American Stroke Association: 10

 Centers for Disease Control: 10

 National Institutes of Health: 10

 Pediatric Stroke Warriors: 10

Social Media Messaging11

 Twitter11

 Facebook12

Shareable Graphics & Animations.....13

Videos14

 General Stroke Education14

Health Disparities15

<i>Videos</i>	15
African American Populations	15
American indian/alaska native populations	15
spanish speaking populations.....	15
<i>Printed materials</i>	15
African American Populations	15
American Indian / Alaska Native Populations	16
Spanish Speaking Populations	16
Public Service Announcements	17
Interview Guide	18
Sample Press Release	20
Examples of public & employee education activities for stroke awareness month	22

INTRODUCTION

The purpose of the Stroke Education Toolkit is to have stroke education resources in one easy to find place for use during National Stroke Awareness 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 members. 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.

Additionally, we would like to thank the American Heart Association/American Stroke Association, the CDC Division for Heart Disease and Stroke Prevention, Million Hearts, the National Stroke Association, the National Institutes of Health, and the Health Promotion and Communication Section of the Office of the Assistant Secretary at the Washington State Department of Health for the resources that are included in this toolkit.

This update is provided by the Bistate Stroke Consortium and the Association of Stroke Coordinators.

For information about the toolkit:

- Contact your local hospital and ask to speak to your Stroke Coordinator.
- Visit the Bistate Stroke Consortium website : [Bi-State Stroke Consortium | American Stroke Association](#)
- Visit the Association of Stroke Coordinators Facebook page: <https://www.facebook.com/associationofstrokecoordinators>

KEY FACTS AND MESSAGES

- Stroke is a medical emergency and should be treated just as quickly as someone having a heart 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 ruptures. When that happens, part of the brain cannot get the blood and oxygen it needs and starts to die.
- Ischemic stroke, about 87 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 leak or rupture, causing bleeding into or around the brain.
- Every 40 seconds someone has a stroke.
- Stroke is the leading cause of serious long-term disability in adults.
- Be a Stroke Hero: Learn the signs and symptoms of stroke and call 9-1-1 immediately if you think you or someone you’re with is having a stroke.
- If you see even one of these signs, call 9-1-1 immediately! Minutes matter!
- 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.
- B.E. 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.

Balance: Is balance or coordination changed? Is walking or sitting upright difficult? Is the person dizzy?

Eyes: Is vision in 1 or both eyes difficult? Is there double vision or a blind spot in vision?

Face: Ask the person to smile. Does one side of the face droop or is it numb?

Arms: If the person raises both arms, does one arm drift downward or not move? If the person raises both legs, does one leg drift downward or not move? Any numbness?

Speech: Ask the person to repeat a simple sentence like “the sky is blue.” Is speech slurred or hard to understand? Are they unable to speak? Can they repeat the sentence correctly?

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.

- The faster stroke is treated, the more likely the patient will recover. Patients who are treated within 90 minutes of their first symptoms are almost three times more likely to recover with little or no disability.

- Calling 911 at the first sign of stroke is critical. Emergency medical service responders are specially trained on stroke assessment, and they alert the hospital in advance so stroke patients get seen and treated faster.
- 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.
- 80% of strokes are preventable.
- 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 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 stroke system. The system is designed to get you to the right place, in time for the right treatments.
- People who experience stroke benefit from rehabilitation services. Rehabilitation helps improve function and quality of life.

BRAIN HEALTH MESSAGES

- Heart disease and high blood pressure can damage your brain's health.
- Get your blood pressure checked regularly. Work with your health care professional to control your blood pressure and protect your brain health.
- Keep your blood pressure under control for a healthier body and brain.
- Dementia and stroke are more likely to affect people with high blood pressure. Don't take unnecessary risks. Keep your blood pressure under control.
- Risk factors for heart disease – including diabetes – can negatively affect your brain health.
- Take care of both your heart and brain. Eat a healthy diet, control your weight, and exercise regularly.
- Exercise is not only good for your body, it's also good for your brain. Get regular exercise that makes your heartbeat faster, which increases blood flow to the brain and body.
- Physical activity can help build your brain health by lowering risk factors such as high blood pressure, diabetes and high cholesterol.
- It's never too late to start exercising for better health for your brain and body.

STATISTICS

NATIONAL STATISTICS

Source: Heart Disease and Stroke Statistics- 2019 Update

A Report from the American Heart Association

- Someone in the US has a stroke every 40 seconds on average.
- In 2016, stroke accounted for about 1 of every 19 deaths in the US.
- On average in 2016, someone died of stroke every 3 minutes 42 seconds.
- When considered separately from other cardiovascular diseases, stroke ranks No. 5 among all causes of death in the US, killing approximately 142,000 people a year.
- In 2016, the age-adjusted stroke death rate was 37.3 per 100,000, a decrease of 16.7% from 2006, whereas the actual number of stroke deaths increased 3.7% during the same time period.
- Each year, about 795,000 people experience a new or recurrent stroke. Approximately 610,000 of these are first attacks, and 185,000 are recurrent attacks.
- Stroke is a leading cause of serious long-term disability in the US.
- Projections show that by 2030, an additional 3.4 million US adults aged 18 and older, representing 3.9% of the adult population, will have had a stroke, a 20.5% increase in prevalence from 2012. The highest increase (29%) is projected to be in white Hispanic males.
- Between 2015 and 2035, total direct medical stroke-related costs are projected to more than double, from \$36.7 billion to \$94.3 billion, with much of the projected increase in costs arising from those ≥80 years of age.
- In 2016, global prevalence of cerebrovascular disease was 80.1 million, whereas that of ischemic stroke was 67.6 million and that of hemorrhagic stroke was 15.3 million.
- [AHA National Heart and Stroke Statistics](#)
- [Heart Disease and Stroke Statistics-2019 At-a-Glance](#)

KANSAS AND MISSOURI STATE STATISTICS

Sources:

[National Center for Health Statistics](#)

[Kansas Fact Sheet \(American Heart Association\)](#)

[Missouri Department of Health & Senior Services](#)

- Stroke is the 5th leading cause of death in Kansas and Missouri, with over 1,300 dying from stroke in 2017 (about 4 deaths per day) in Kansas, and over 3,100 dying from stroke in 2017 (about 8 deaths per day) in Missouri. Stroke is the leading cause of preventable disability for adults.
- Black, Hispanic, and Native American populations in Kansas and Missouri are more likely to die from stroke than whites.
- The rate of death from stroke is higher in areas with higher poverty levels.
- There were over 5,000 hospitalizations for stroke in Kansas and over 15,000 hospitalizations for stroke in Missouri in 2017.
- Hospital charges for stroke in 2017 for Kansas and Missouri were nearly \$1.32 billion, an average of \$66,000 per stroke.
- About 10% of all ischemic stroke patients get t-PA. This includes patients who are not eligible for t-PA because they arrive too late or have other contra-indications.
- On average, stroke patients who arrive by EMS are assessed and treated faster at the hospital than those who arrive in a private vehicle.
- The number of people experiencing strokes is expected to increase as baby boomers age, putting them at increased risk of premature death and disability from stroke, and trends show more strokes in people under 55 years of age.
- More than two thirds of Kansans/Missourians are living with obesity, hypertension or high cholesterol, major risk factors for stroke.

RESOURCES FOR PATIENTS & COMMUNITY EDUCATION

The following websites contain brochures, flyers, banners, tweets, infographics and other useful tools/resources

AMERICAN HEART ASSOCIATION/AMERICAN STROKE ASSOCIATION:

- [Stroke Month Campaign](#)
- [American Stroke Association Stroke Resource Library](#)
- One simple dual purpose flyer:
- [Life's Simple Seven to Prevent a Stroke](#) (page 1; FAST messaging on page 2)
- [Go Red for Women Campaign](#) with downloadable resources

CENTERS FOR DISEASE CONTROL:

- [Stroke Communications Kit](#), including social media messages, shareable graphics, videos and additional resources
- [Stroke Patient Education Handouts](#)

NATIONAL INSTITUTES OF HEALTH:

- [Downloadable posters, toolkits](#) for order (including Spanish) **Million Hearts** [Education Tools](#)

PEDIATRIC STROKE WARRIORS:

- [Pediatric Stroke Warriors Website](#), includes stories, resources, medical terminology explanations

REACT2STROKE CAMPAIGN:

- [Information for patients and caregivers](#), including 10 signs and symptoms of stroke, stroke facts, handouts, posters and brochures.
- [Information for healthcare professionals](#), including journal ads, billboards, magnets, wall posters, a news release template, and other resources. There are also public service announcements and videos available for download.

SOCIAL MEDIA MESSAGING

TWITTER

- If you think you're having a stroke, call 911 FIRST and FAST. [911 Warning Signs](#) #StrokeMonth
- May is American Stroke Month. Every 40 seconds someone has a stroke. Learn the warning signs and call 911. [Signs of Stroke](#) #StrokeMonth
- Saving a life starts with you. Think F.A.S.T. to identify the stroke warning signs. [Signs of Stroke](#) #StrokeMonth
- Before you get in your car or call a friend, call 911 FIRST and FAST if you suspect a stroke. [Signs of Stroke](#) #StrokeMonth
- Suspect a stroke? Don't wait! Fast care is a matter of life and death. Call 911 FIRST and FAST! [Signs of Stroke](#) #StrokeMonth
- Recognizing the signs and symptoms of a #stroke F.A.S.T. can help save lives. Here's how. <http://bit.ly/208s3wk> @CDCHeart_Stroke
- Emergency services determine if it's a stroke, start immediate care, and get you to a medical facility. Call 911 FIRST and FAST! [Signs of Stroke](#) #StrokeMonth
- Up to 80% of strokes are preventable. Reduce #stroke deaths in your community with prevention and treatment strategies from @CDCgov. <http://bit.ly/2vUKTA4> @CDCHeart_Stroke
- Every 40 seconds, someone in the U.S. has a #stroke. Be prepared: learn the signs & symptoms. <https://www.youtube.com/watch?v=lpu-z4Bz168> #StrokeMonth
- #Stroke is preventable & treatable. This #StrokeMonth, take action to lower your risk for stroke. <https://www.cdc.gov/stroke/prevention.htm>
- #Stroke can happen to anyone at any time. Learn about your risk and ways to control it. <https://www.youtube.com/watch?v=DbbQy8Cnifo> #StrokeMonth

FACEBOOK

- Stroke is a leading cause of death and disability nationwide and around the world – but it doesn't have to be. Learn how you can treat and prevent stroke with tools from CDC [tag]. <http://bit.ly/2oJOwle>
- On average, one American dies from a stroke every 3 minutes 45 seconds. But there is good news: Up to 80% of strokes are preventable. Take action to lower your risk for stroke with these resources from CDC [tag]. #StrokeMonth <http://bit.ly/2myMHtT>
- Time lost is brain lost. Every minute counts when you or someone you know is having a stroke. B.E.F.A.S.T. and call 9-1-1 right away if you think someone might be having a stroke. #StrokeMonth <https://www.dhs.wisconsin.gov/coverdell/bella.htm>
- Did you know that some stroke symptoms in women may be different from those in men? Here are 5 risk factors women should know to protect their brain health. <https://www.google.com/url?q=https://www.cdc.gov/stroke/women.htm&sa=D&source=docs&ust=1644425919498520&usg=AOvVaw0cY291bYNAPGsXYPwMCDcv>
- Not all women are equally affected by #stroke; African American women are 2x as likely to have a stroke as white women. Try these 4 lifestyle changes to lower your risk. <https://www.google.com/url?q=https://www.cdc.gov/stroke/women.htm&sa=D&source=docs&ust=1644425919498520&usg=AOvVaw0cY291bYNAPGsXYPwMCDcv>
- About 3 out of 10 Hispanic women have high blood pressure, a major stroke risk factor. Download this factsheet to learn how the ABCs of heart health can help lower your risk. https://www.google.com/url?q=https://www.goredforwomen.org/-/media/phd-files-2/science-news/2/2021-heart-and-stroke-stat-update/2021_stat_update_factsheet_hispanic_latino_race_and_cvd.pdf&sa=D&source=docs&ust=1644426137510816&usg=AOvVaw0-QHiDzkbMzp06qbQ8i61v
- Can you spot the warning signs of a stroke? Take this quiz to find out. #StrokeMonth <https://www.stroke.org/en/about-stroke/stroke-risk-factors/stroke-quiz-english>
- A stroke can happen at any age, at any time – just ask these 10 survivors. Read their stories about how stroke changed their lives. <http://bit.ly/2HVJJej>
- From the very first symptoms of stroke to recovery at home, here's how the CDC [tag] Coverdell Program connects health care professionals across the system of care to save lives and improve care. <http://bit.ly/2nLzZll>
- After decades of declining rates of stroke deaths, progress in preventing stroke deaths in the U.S. has slowed. The good news? YOU have the power to make a difference. Explore stroke data and prevention strategies for health systems, health professionals, and state health departments. <http://bit.ly/2vUKTA4>

SHAREABLE GRAPHICS & ANIMATIONS

The following animations are provided by [Million Hearts](https://www.millionhearts.org/). Feel free to use them in your social media messages and check out their library of [shareable graphics](https://www.millionhearts.org/shareable-graphics/).



“What happens in the ambulance during a stroke?” Animation

<https://www.facebook.com/millionhearts/videos/1541220415944210/>



“A Stroke Can Happen at Any Age” Animation

<https://www.facebook.com/watch/?v=1526071464125772>



“Preventing Stroke Deaths” Animation

<https://www.facebook.com/millionhearts/videos/1500023703397215/>



“Don’t Delay Going to the Hospital” Graphic

<https://www.cdc.gov/stroke/images/FB-Consum-Social-Card-NSAM-2021.jpg>



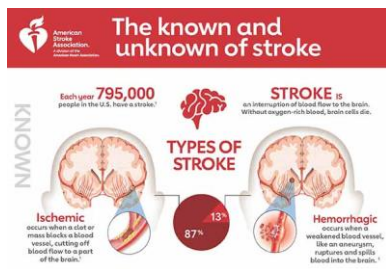
“Every 40 Seconds Someone in the US has a Stroke” Graphic

<https://www.cdc.gov/stroke/images/Stroke-Infocard1.jpg>



“8 Steps to Prevent Heart Disease and Stroke” Infographic

<https://www.heart.org/en/healthy-living/healthy-lifestyle/prevent-heart-disease-infographic>



“The Known & Unknown of Stroke” Infographic

<https://www.stroke.org/en/professionals/stroke-resource-library/post-stroke-care/the-known-and-unknown-of-stroke-infographic>

VIDEOS

GENERAL STROKE EDUCATION

- Pediatric Stroke Warriors: Stroke Recognition in Children of All Ages
<https://www.youtube.com/watch?v=gcfKq9AqTmA>
- CDC Preventing Stroke Deaths: Vital Signs/September 2017
<https://youtu.be/HbmZBcf9k6s>
- Hoppy the Frog Teaches Kids Signs of a Stroke
<https://www.youtube.com/watch?v=zRt6Us68ld4>
- CDC: Recognize the Signs and Symptoms of Stroke
<https://www.youtube.com/watch?v=mkpbbWZvYmw>
- HealthSketch: What is a Stroke? Animated Explanation Video
<https://www.youtube.com/watch?v=rylGnzodxDs>
- Stanford Stroke Awareness: BE FAST
[Stanford Stroke Awareness Month: BE FAST - YouTube](https://www.youtube.com/watch?v=rylGnzodxDs)
- American Heart Association: Treat Stroke F.A.S.T.
<https://www.youtube.com/watch?v=q5XHH1XfAbM>
- American Heart Association: Stroke Simulation: Know the signs. Call 911 quickly.
<https://www.youtube.com/watch?v=yt1Mv-UFLNk>
- American Heart Association: F.A.S.T. Song
<https://www.youtube.com/watch?v=YUN0KnRfiJU>
- AHA F.A.S.T. Song – Stroke Signs: Featuring Dee-1 & Tha Hip Hop Doc
<https://www.youtube.com/watch?v=oyzwfsdd4AE>
- CDC: Tips from Former Smokers: Blanche's Story
<https://www.youtube.com/watch?v=P6TFRFiu6Ug>
- Men and Stroke | CDC
<https://www.cdc.gov/stroke/men.htm>
- Women and Stroke | CDC
<https://www.cdc.gov/stroke/women.htm>

HEALTH DISPARITIES

VIDEOS

AFRICAN AMERICAN POPULATIONS

- CDC: Prince Quire's Stroke Story
<https://www.youtube.com/watch?v=J8U5v5wOn-o>
- National Stroke Association: Faces of Stroke Ambassadors: Pamela and Diana
<https://www.youtube.com/watch?v=RLDB4GmwRaA&feature=youtu.be>

AMERICAN INDIAN/ALASKA NATIVE POPULATIONS

- CDC: ACT FAST: 1-2-3! Youth of the Anishnawbe Nation Learn About Stroke
<https://youtu.be/nbiWfhXyqEU>

SPANISH SPEAKING POPULATIONS

- National Institute of Neurological Disorders and Stroke: Ataque cerebral: Conozca los síntomas y actué a tiempo
<https://stroke.nih.gov/materials/video.htm>
- National Stroke Association: Las minorías y los ataques cerebrovasculares
<https://www.youtube.com/watch?v=wUYc8EDnx-U>
- Ictus (dibujos animados)
<https://www.youtube.com/watch?v=Tb078TioCFc>

PRINTED MATERIALS

AFRICAN AMERICAN POPULATIONS

- Let's Talk About Black Americans and Stroke
<https://www.stroke.org/-/media/stroke-files/lets-talk-about-stroke/prevention/lets-talk-about-black-americans-and-stroke-sheet.pdf?la=en>
- African Americans and Heart Disease, Stroke | American Heart Association
<https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/african-americans-and-heart-disease-stroke>
- African Americans | For Specific Groups | Tips From Former Smokers | CDC
<https://www.cdc.gov/tobacco/campaign/tips/groups/african-american.html>

- African American Health | VitalSigns | CDC
<https://www.cdc.gov/vitalsigns/aahealth/infographic.html>
- African American Women, CV Health, and Loneliness Infographic | American Heart Association
<https://newsroom.heart.org/file?fid=5882cdfd2cfac251cbc2df32>
- Sickle Cell Disease and Stroke | American Stroke Association
<https://www.stroke.org/en/about-stroke/stroke-in-children/sickle-cell-disease>

AMERICAN INDIAN / ALASKA NATIVE POPULATIONS

- U.S. Department of Health and Human Services: Honoring the Gift of Heart Health. A Heart Health Educator's Manual for Alaska Natives
https://www.nhlbi.nih.gov/files/docs/resources/heart/ak_manual.pdf
- Indian Health Services: Heart Health
<https://www.ihs.gov/forpatients/healthtopics/hearthealth/>

SPANISH SPEAKING POPULATIONS

- Massachusetts Health Promotion Clearing House. This website contains posters, brochures, fact sheets and other materials available in Spanish, as well as Portuguese, Khmer, Haitian Creole and English.
<https://massclearinghouse.ehs.state.ma.us/category/HDSP.html>
- National Institute of Neurological Disorders and Stroke: Spanish Toolkit. This toolkit contains a video, brochures and a flipchart, and is available for \$35.
<https://stroke.nih.gov/materials/spanish-stroke-toolkit.htm>
- National Stroke Association: Recursos en Español
<https://www.stroke.org/en/about-stroke/recursos-en-espanol>
- National Institute of Neurological Disorders and Stroke: Lo Que Necesita Saber Sobre Los Ataques Cerebrales (What You Need to Know About Stroke)
<https://catalog.ninds.nih.gov/publications/lo-que-necesita-saber-sobre-los-ataques-cerebrales>

PUBLIC SERVICE ANNOUNCEMENTS

- National Institute of Neurological Disorders and Stroke: Radio PSAs in English and Spanish
<https://stroke.nih.gov/materials/radio.htm>
- Together to End Stroke PSA
<https://www.youtube.com/watch?v=tSWFrV0fero>

INTERVIEW GUIDE

The following interview guide can be used when interviewing a stroke survivor in your community.

Preparing for the interview and publishing the article

1. Identify a stroke survivor to interview.
2. When contacting the interviewee to obtain consent for the interview:
 - Introduce yourself.
 - Describe the purpose of the interview.
 - Explain that you have a few questions prepared and offer to show them the questions ahead of time.
 - Reassure them that their participation is entirely optional.
 - Answer any questions that they might have about the use of their name and, if applicable, photograph.
 - Make sure that they understand where the interview will be posted and the implications of that exposure (how many members of the public may see their name or photo).
3. Submit the interview for inclusion in an upcoming agency newsletter, bulletin, or on social media.

Suggested Interview Questions

- Tell us a little about yourself.
- When did you experience the stroke and how did you know that you were having a stroke?
- What happened next? What steps did you take to get help?
- What treatment did you receive at the hospital and what was your rehabilitation process like?
- What steps do you take now to prevent stroke?
- What advice would you give to someone who has recently experienced a stroke?
- What message do you have for the general public about stroke and stroke prevention?

Suggested Article Structure and Text

I. Introduction

Every 40 seconds, someone in the United States has a stroke. Strokes are a leading cause of disability in the United States, but did you know that there are steps that you can take to reduce the impact of stroke and improve stroke recovery? With stroke, it is critical to think **FAST**! Be- Balance; E- Eyes; F-Face drooping; A-Arm weakness; S-Speech difficulty; T-Time to call 9-1-1. If you, or someone around you, is showing these signs of stroke, do not hesitate and call 9-1-1 right away. By doing so, you are giving yourself or another individual the best chance of minimizing the long-term effects of stroke.

Here at [*your agency name*], we would like to take this opportunity to highlight the story of a stroke survivor-an individual who has thrived after stroke. We took some time to get to know [*name of interviewee*], who shares with us [*his/her*] story of resilience.

II. Interview

III. Conclusion

Remember - stroke can happen to anyone at any time. Knowing the warning signs of stroke and calling 9-1-1 immediately can make you a stroke hero-both for yourself and others in your community.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Date :

Media Contact :

Name :

Phone :

Email :

THINK AND B.E.F.A.S.T. IN CASE OF A STROKE

Strokes affect more than 800,000 US citizens yearly. That's why it's important to think B.E.F.A.S.T. when someone near you displays stroke symptoms.

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

<i>Balance</i>	Is there a loss of balance or sudden onset of dizziness?
<i>Eyes</i>	Is there a loss of vision, double vision or unclear vision?
<i>Face</i>	Ask the person to smile. Does one side of the face droop?
<i>Arms</i>	Ask the person to raise both arms. Is one arm or leg weak or unable to move? Does it drift downward?
<i>Speech</i>	Ask the person to repeat a simple sentence. Is speech slurred or hard to understand? Are they unable to speak? Are they not making sense?
<i>Time</i>	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.

Other additional stroke symptoms may include:

- 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. The sooner people are treated, the higher the chances they'll

recover and return to normal activities. Activating EMS 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.

Stroke is the fifth leading cause of death nationwide. 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.

EXAMPLES OF PUBLIC & EMPLOYEE EDUCATION

ACTIVITIES FOR STROKE AWARENESS MONTH

- Play stroke videos in strategic locations (see section above with links to videos)
- Staff in-services
- Educate through employee wellness programs like SmartHealth and give points
- Do BEFAST awareness education to hospital valet, housekeeping, transport, and food service teams
- Post Stroke education fliers in exam rooms, waiting rooms, bathrooms, by drinking fountains, on fridges
- Printed java jackets/coffee sleeves
- Give out stroke prevention bags and have a table at farmers markets
- Get BE FAST on school digital boards
- 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)
- Put BE FAST on Pharmacy bags given to patient when prescription is filled
- Make BE FAST buttons to give out to staff or community
- Order BE FAST bracelets, tshirts, ties, socks or other swag to give out
- Have a coloring or drawing contest to win prizes or use winner as promotional item
- Daily internet messages on hospitals website
- Tweets and retweets
- Facebook messages, Facebook live events – interview EMS, stroke coordinators, neurologists, etc.
- Infographics
- Health fairs
- Table tents in cafeterias
- Ambulance wraps
- Messaging on buses
- Customize crossword puzzle or word search for staff to turn in for prizes
- “Clots and Coffee”: Dress up as blood clot and clot retriever and deliver coffee to units while educating or quizzing them on stroke facts
- Deliver Stroke Education booklets/pocket cards/signage to Meals on Wheels in your area
- Media outreach
- Physician talk
- Get interview or PSAs on local radio
- Info tables, blood pressure checks at health fairs
- Presentation/handouts/blood pressure checks at the local senior center on S/S of a stroke, prevention, and general stroke information
- Perform blood pressure checks with promotional items
- BE FAST flyers in hospital/other billing statements
- Hospitals and hospital systems often have thousands of employees so even internal promotion can reach a wide audience

- Collaborate with local public health
- Work with area [Aging Ahead](#) or [Missouri Association of Area Agencies on Aging](#) to reach the senior population through their vast network
- Attend EMS conferences and regional meetings to promote stroke awareness and give out promotional items