



American Stroke Association.
A division of the American Heart Association.

Together to End Stroke®

OCTOBER 29th IS WORLD STROKE DAY

MESSAGING & CAMPAIGN TOOLKIT FOR HEALTH CARE PROFESSIONALS

One in six people in the world will suffer a stroke in their lifetime — but you can help change that. Please take time to share the materials in this toolkit with your patients and staff. You'll be helping the American Heart Association/American Stroke Association build healthier lives, free of cardiovascular diseases and stroke.



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THANK YOU FOR JOINING OUR EFFORTS. Your involvement as a health care professional and powerful influencer can help save lives — and quality of life — 15 million people suffer a stroke worldwide each year. Use this toolkit to encourage your patients to adopt healthy lifestyle changes and to educate them about the three r's of stroke: **recognition, rehabilitation and recovery.**

HOW TO SPOT A STROKE F.A.S.T.

When it comes to spotting stroke and getting help, the faster, the better. In fact, prompt treatment can make the difference between life and death — or full recovery and long-term disability. Here's how to remember the signs:

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

#IWillAgain

The goal of stroke rehab is to help survivors relearn lost skills, but statistics show that nearly one third of patients do not seek rehabilitation. [Download](#) and share with your patients how stroke rehab can be tailored to help them regain lost abilities and say "I WILL AGAIN."

AVOID STROKE. DON'T SMOKE.

- Worldwide, tobacco smoking (including second-hand smoke) is one of the top three leading risk factors for disease
- Studies show that men under 50 who smoke are 88 percent more likely to have a stroke than those who never smoked.
- Within two to five years of quitting smoking, your stroke risk is reduced to about the same as that of a nonsmoker.

THE 90-MINUTE RULE

Stroke patients treated with the clot-busting drug tissue plasminogen activator (or Alteplase IV r-tPA) within 90 minutes of first symptoms are three times more likely to recover with little or no disability. The faster the stroke is treated, the more likely the patient is to recover.

LIFE'S SIMPLE 7®

Seven key factors can help decrease risk of heart disease and stroke:

- Manage blood pressure
- Control cholesterol
- Reduce blood sugar
- Get active
- Eat better
- Lose weight
- Stop smoking

STROKE WORLDWIDE

- Every two seconds, someone in the world is having a stroke.
- Stroke is the second leading cause of death worldwide.
- Globally, one in eight deaths is caused by stroke.
- The good news: More people than ever before are surviving stroke around the world.

COMMUNICATION MESSAGES

treatment message 1:



**THINK F.A.S.T.
ACT FASTER.**

Learn the signs so you can help reduce the effects of stroke.

GET THE FACTS

- **DIRECT** your patients to our [F.A.S.T. parody music video](#) to learn how to spot the warning signs of stroke in four easy steps.
- **SHARE** our downloadable “Spot A Stroke F.A.S.T.” handout with all your patients.
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

treatment message 2:



**KNOW THE
FACTS F.A.S.T.**

Spot the signs of stroke instantly with these four little letters.

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

GET THE FACTS

- **DIRECT** your patients to our [F.A.S.T. parody music video](#) to learn how to spot the warning signs of stroke in four easy steps.
- **SHARE** our downloadable “Spot A Stroke F.A.S.T.” handout with all your patients.
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

COMMUNICATION MESSAGES (CONT.)

treatment message 3:

CAN YOU SPOT A STROKE?

F.A.S.T. response saves lives.
Here's how to spot the warning signs.

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

[GET THE FACTS](#)



- **DIRECT** your patients to our [F.A.S.T. parody music video](#) to learn how to spot the warning signs of stroke in four easy steps.
- **SHARE** our downloadable “Spot A Stroke F.A.S.T.” handout with all your patients.
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

rehab message 1:

I WILL AGAIN.

Learn about stroke rehab and how you may beat stroke.

[LEARN MORE](#)

- **INVITE** your patients to view our [short-form videos on rehab & recovery](#), with compelling testimonials from actual stroke survivors.
- **SHARE** our Stroke Rehabilitation Planning [Quick Sheet](#) with your stroke patients and their caregivers.
- **DOWNLOAD** the [AHA/ASA Stroke Rehab & Recovery Guidelines](#) for the best clinical practices for adults recovering from stroke.
- **WATCH** our stroke rehab [webinar](#).
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

MESSAGES FOR THE COMMUNITY (CONT.)

rehab message 2:

A graphic for 'Stroke Rehab' featuring a portrait of an elderly man with white hair and a blue checkered shirt. The text 'STROKE REHAB.' is written in large, bold, red letters. Below it, the text 'One of the most important phases of recovery.' is in a smaller, grey font. A red button with the text 'GET THE FACTS' is positioned below the text.

STROKE REHAB.

One of the most important phases of recovery.

GET THE FACTS

- **INVITE** your patients to view our [short-form videos on rehab & recovery](#), with compelling testimonials from actual stroke survivors.
- **SHARE** our Stroke Rehabilitation Planning [Quick Sheet](#) with your stroke patients and their caregivers.
- **DOWNLOAD** the [AHA/ASA Stroke Rehab & Recovery Guidelines](#) for the best clinical practices for adults recovering from stroke.
- **WATCH** our stroke rehab [webinar](#).
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

rehab message 3:

A graphic for 'Making Good Rehab Decisions Starts with Asking Good Rehab Questions.' featuring a close-up of a hand holding a red marker, checking off a list of items on a checklist. The text 'MAKING GOOD REHAB DECISIONS STARTS WITH ASKING GOOD REHAB QUESTIONS.' is written in large, bold, red letters. Below it, the text 'Download our stroke rehab guide "Making Rehabilitation Decisions."' is in a smaller, grey font. A red button with the text 'LEARN MORE' is positioned below the text.

MAKING GOOD REHAB DECISIONS STARTS WITH ASKING GOOD REHAB QUESTIONS.

Download our stroke rehab guide "Making Rehabilitation Decisions."

LEARN MORE

- **INVITE** your patients to view our [short-form videos on rehab & recovery](#), with compelling testimonials from actual stroke survivors.
- **SHARE** our Stroke Rehabilitation Planning [Quick Sheet](#) with your stroke patients and their caregivers.
- **DOWNLOAD** the [AHA/ASA Stroke Rehab & Recovery Guidelines](#) for the best clinical practices for adults recovering from stroke.
- **WATCH** our stroke rehab [webinar](#).
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

SOCIAL MEDIA MESSAGES AND GRAPHICS



Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images and posts from the American Stroke Association page at [Facebook.com/AmericanStroke](https://www.facebook.com/AmericanStroke) or retweet us on Twitter [@American_Stroke](https://twitter.com/American_Stroke).
[Download the graphics here.](#)

I WILL know the signs of stroke. F.A.S.T. action can save a life and minimize the potential lasting effects of a stroke. That's why it's vital to share the signs with your patients: Face drooping, Arm weakness, Speech difficulty, Time to call 911.
[#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1iaoEWG](#)

World Stroke Day is October 29. All month long, let's spread the message that rehabilitation is an important option for every stroke survivor. Don't let your patients' strokes keep them from saying, "I WILL again." [#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1gQPYsc](#)

Make a Promise. Accomplish a Goal. With good rehab and support, your patients can overcome stroke's impact. Encourage them to make a promise as part of World Stroke Day to accomplish the goal of recovery. [#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1gQPYsc](#)

I WILL start and stick to rehab. Starting rehab is a critical step in stroke recovery because it can lessen the debilitating long-term effects of stroke. Share the resources on the American Stroke Association's "Life After Stroke" page and set your patients on the path to recovery.
[#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1gQPYsc](#)

October 29th is World Stroke Day, but there's a lot that can be done before then. Show your patients how to spot a stroke or how to prevent one. Encourage them to get involved with stroke awareness events in the community. [#WorldStrokeDay #AmericanStrokeAssociation](#) Find more at <http://www.strokeassociation.org>

1 in 3 stroke survivors don't pursue rehab. Help your patients make a promise that can help them recover. Healthcare professionals like you can make a difference by helping your patients find the rehab option best suited to their specific needs. Set a goal with your patients - fill in the blank with what you WILL do to encourage stroke recovery. Download the latest toolkit: <http://bit.ly/2vMbrlu>

COMMUNITY IDEAS AND RESOURCES



ideas

Wondering how to raise local awareness of stroke treatment and recovery this World Stroke Day? Try these:

1. **Make** World Stroke Day part of your stroke system of care. Use the resources below to educate others about treatment and rehabilitation.
2. **Watch** and share our [F.A.S.T. parody music video](#) with your patients or post online.
3. **Share** our [educational materials](#) with your patients and encourage clinics and physicians' offices to print copies and distribute to theirs.
4. **Encourage** your healthcare system to drive stroke awareness at work. Post [stroke educational materials](#) and provide resources for patient education..
5. **Recognize**. Do you know a real live stroke hero? Nominate him or her at StrokeAssociation.org/Hero.

resources

- **ASA 2018 World Stroke Day Landing Page** - Find World Stroke Day campaign messages and elements: Stroke Rehab Toolkit, F.A.S.T. Parody Videos, infographics, community flyers and more.
- **Stroke Rehab and Recovery** - We can help you and your patients find paths forward. Download resources for both patients and professionals.
- **Stroke Warning Signs** - Help your patients and share F.A.S.T - the simple acronym used to teach the most common stroke warning signs.
- **ASA Secondary Stroke Prevention Page** - Share with your stroke patients to help them reduce the risk of second strokes by developing a prevention plan.
- **ASA Stroke Resource Center** - Digital library for stroke resources on prevention, treatment and recovery.
- **Together to End Stroke®** - Learn about the ASA's national initiative and how to teach others that stroke is largely preventable, treatable and beatable.
- **High Blood Pressure** - Educate patients on ways to manage high blood pressure and decrease stroke risks.
- **Advocacy** - Find out how you can support federal and state stroke advocacy work.
- **Donations** - Your support today can go a long way to promote healthy living, fund new research and advocate for legislation.
- **Support Network** - Help your patients find online support for stroke survivors, caregivers and family members.
- **Go Red for Women®** - Women face a higher risk of stroke. Learn ways you can get involved.
- **Cycle Nation** - The AHA/ASA has unleashed the power of cycling. Join the pack.
- **Stroke Connection** - Enjoy a free subscription to our award-winning digital magazine.