



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

Together to End Stroke®

BEATING STROKE

2020 Messaging Toolkit

REHABILITATION + RECOVERY

STROKE CAN HAPPEN TO ANYONE.

Did you know stroke is the No. 5 cause of death and a leading cause of disability in the United States?

And it can change anyone's life in an instant. But beginning the right rehabilitation program soon after can help with recovery. Making good rehabilitation decisions and taking steps to prevent a second stroke may improve quality of life.



THANK YOU for helping spread the word about stroke rehabilitation and recovery. Use this toolkit to educate and empower others about the importance of rehabilitation and recovery post-stroke. Let's work **Together to End Stroke®**.

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Social Media Messages

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](https://twitter.com/American_Stroke).

[Download the graphics here.](#)

I Will Celebrate Every Victory.

Rehabilitation is the key to recovery post-stroke, and the right program can help you regain your strength, courage and independence. Read our [Making Rehabilitation Decisions](#) guide for tools to write your own success story.

Get the Most Out of Stroke Rehabilitation.

A stroke changes life in an instant, but quickly beginning the right rehabilitation program in the right setting can help you to recover. [Learn how to get the most out of rehabilitation](#) and the best for your future.

A Guide To Life After Stroke.

Early and intensive rehabilitation is critical to stroke recovery. It can help you relearn specific skills and improve quality of life. Learn how to maximize your recovery with our [Life After Stroke](#) guide. Download it today.

Post Stroke Exercises

Rehabilitation is an important step during a stroke survivor's road to recovery and [these exercises](#) can serve as a general guide. Please speak with your health care provider and/or physical therapist before performing any of these exercises.

Support Your Stroke Patients.

The @AmericanStroke adult stroke rehabilitation guidelines are designed to help you guide your stroke patients to the best possible recovery. Get the facts on key sections of the guidelines in our short [video series](#).

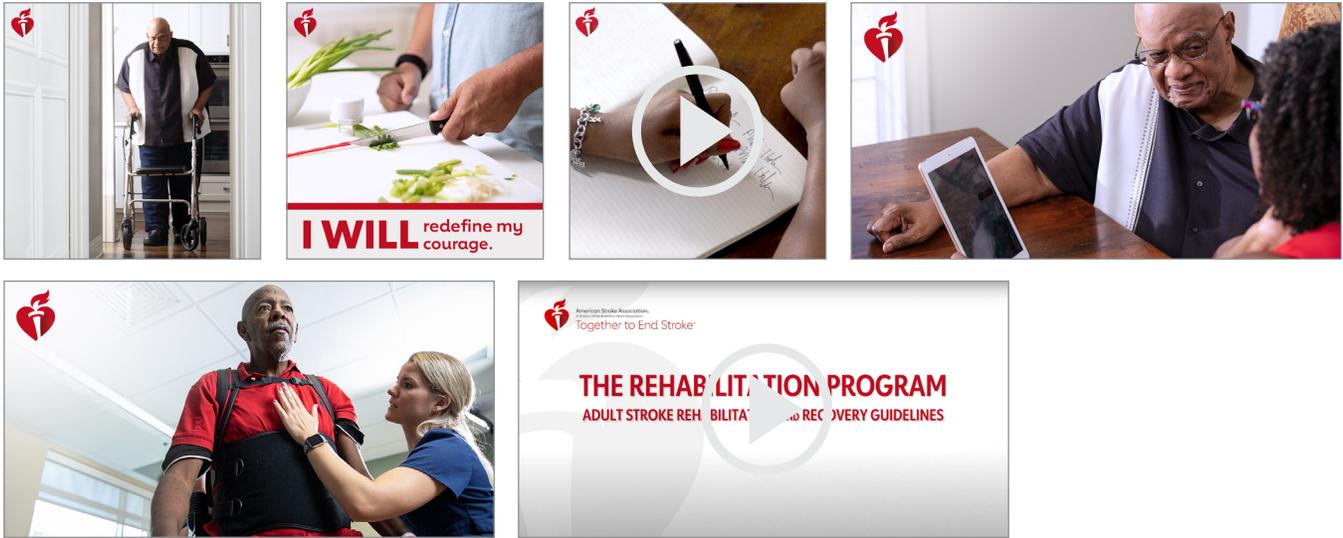
I Will Help My Patients Redefine Courage.

Our [Stroke Rehabilitation Toolkit](#) has easy-to-download guides and more for every step of the stroke rehabilitation journey. Find what you need to provide the best care for your patients in one convenient place.

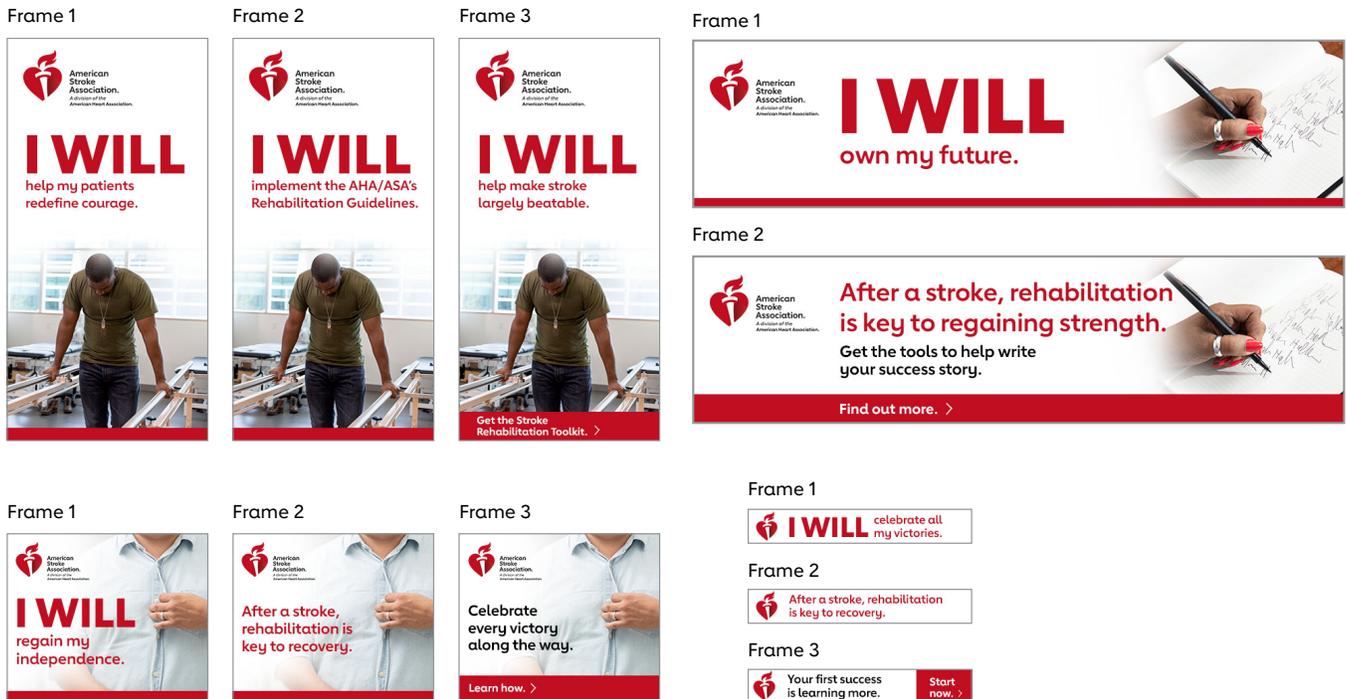
Check out the downloadable resources featured in these messages—and more—in the **SPREAD THE WORD** section, coming up!

STROKE REHABILITATION AWARENESS MONTH: SEPTEMBER

Campaign Graphics [Download Here](#)



SOCIAL MEDIA POSTS AND VIDEOS



ANIMATED WEB BANNERS

Resources for the Community

There are more than 7 million stroke survivors living in the United States, but statistics show that nearly one-third of them do not seek rehabilitation. Whether you're a health care professional, stroke survivor, family caregiver or member of the community, you can help spread the word about the importance of stroke rehabilitation.



There is life—and hope—after stroke. With time, new routines will become second nature. Rehabilitation can build your strength, capability and confidence. Watch our *Making Rehabilitation Decisions* video to help guide you to the right program.



Each stroke survivor has different areas impacted by their stroke. It may be balance, strength, mobility, communication or a variety of other things. Use our *Life After Stroke* guide to better understand the effects of stroke and how to maximize your rehabilitation and recovery. Guide also available in *Spanish*.



Stroke rehabilitation is a very personal journey, and the path forward may look different for each survivor. Download our *infographic* to learn the basics of stroke rehabilitation and how it can be tailored to help each individual stroke survivor.



Rehabilitation can happen in a variety of settings, from in-patient facilities to your own home. Discover questions you should ask at the hospital, at your rehabilitation facility and even questions your family members should be asking using our *Stroke Rehabilitation Planning List*. List also available in *Spanish*.



There is strong evidence that physical activity and exercise after stroke can improve quality of life after stroke. Use these 29 *post-stroke exercise videos* to serve as a general guide on how to get started from the comfort of your own home.



Studies show that the brain is most receptive to learning the first three months after a stroke, so it's important to begin rehabilitation as soon as your medical team clears you for it. Learn what to expect in rehabilitation, how to choose the right rehabilitation facility and the questions you should ask your health care provider by reading our *Patient Guide to Making Rehab Decisions*. Guide also available in *Spanish*.



Looking for quick, easy ways to spread the word about stroke rehabilitation and recovery? Look no further.

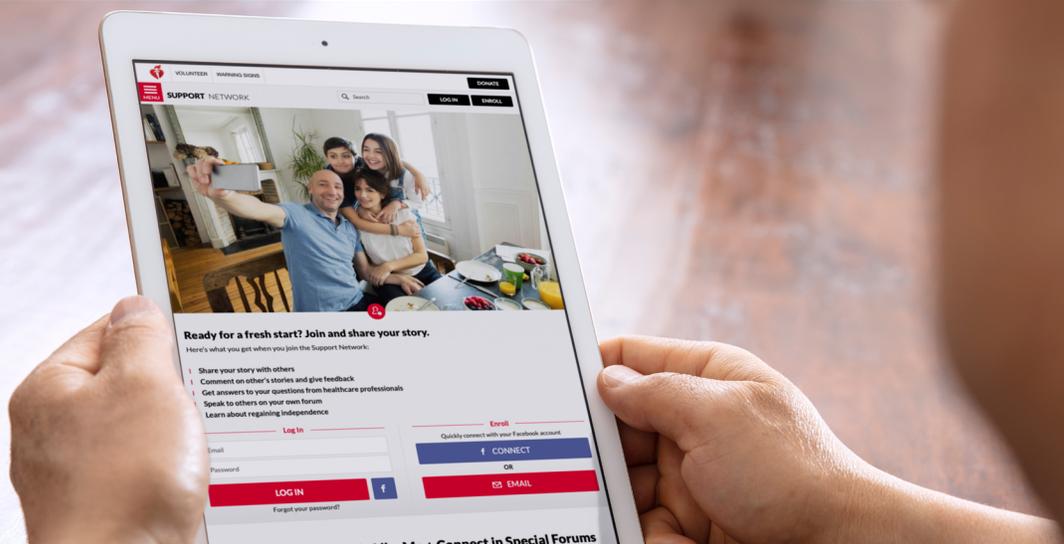
In Your Community

- 1.** Provide educational materials to churches, community centers, schools and your local library. Invite them to distribute to their members and constituents.
- 2.** Encourage your employer to drive stroke awareness at work. Post educational materials.
- 3.** Be an advocate. Get involved with federal and state initiatives to protect stroke survivors and educate Americans on building healthier lives, free of stroke and cardiovascular disease.
- 4.** Encourage your local clinics and physician offices to print copies of the stroke rehabilitation patient resources and distribute them to stroke survivors and their families.

In Health Care

- 1.** Focus health education programs within your health care system on stroke rehabilitation recommendations and resources.
- 2.** Share professional materials from our Stroke Rehabilitation Toolkit with colleagues.
- 3.** Print copies of the patient resources and distribute them to stroke survivors and their families.

HELPFUL LINKS



Stroke.org

Your go-to online destination for all the info you'll need on preventing, treating and beating stroke.

2020 Stroke Rehabilitation Page

Find the resources you need to help spread the message that rehabilitation is key to recovery after stroke.

Stroke Rehabilitation and Recovery (Patients)

Have you or a loved one recently had a stroke? We can help you find your path forward. Watch, read and download resources to help you find your way post-stroke.

Stroke Rehabilitation and Recovery (Health Care Professionals)

Has one of your patients recently suffered a stroke? Find the tools you need to stay up-to-date on the most recent stroke guidelines.

Stroke Warning Signs

Learn and share F.A.S.T- the simple acronym used to teach the most common stroke warning signs.

Preventing Another Stroke

Learn how reduce the risk of second strokes by developing a prevention plan.

ASA Stroke Resource Center

Use our digital library for stroke resources on prevention, treatment and recovery.

Together to End Stroke®

Learn more about the ASA's national initiative for preventing, treating and beating stroke, and find ways to get involved.

High Blood Pressure

High blood pressure is the leading cause of stroke. Learn ways you can manage high blood pressure and decrease your risk of stroke.

Advocacy

Discover how you can support federal and state stroke advocacy efforts.

Donate

Your support will go a long way toward promoting healthy living, funding new research and advocating for legislation.

Support Network

Life after stroke can feel like an emotional rollercoaster ride, and finding your way to a new normal can be overwhelming. Connect with others who understand what you're going through by joining our Support Network.

Go Red for Women®

Women face a higher risk of stroke. Learn the ways you can get involved in the movement to help end heart disease and stroke in women.

CycleNation™

Cycling is not only fun, it's a great way to look good and feel good. Whether on the road or on a stationary bike, we're cycling towards better brain and heart health. Find a CycleNation event near you.

Together to End Stroke Newsletter

Sign-up for our monthly email newsletter to stay up to date on the latest stroke news and resources.

Stroke Family Warmline

Receive helpful information from ASA live team members. Call us at 1.888.4.STROKE.