



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

Together to End Stroke®

AMERICAN STROKE MONTH

May 2019

I WILL NOT HAVE A STROKE

That small sentence is a powerful declaration. It is a promise of change. It means a focus on prevention. Just like this statement:

“I will make changes to my daily life that help prevent stroke.”

Or this one:

“I will help my family make changes that prevent stroke.”

What they really mean at their core is this: Whether it's my first or another, **I will not have a stroke.**



THANK YOU for your interest in spreading the word about stroke prevention and treatment. Use this toolkit during American Stroke Month—or any time—to promote healthy changes in daily life that can **help prevent stroke** and to make a declaration that you **will act F.A.S.T.**

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I Will Prevent Stroke.

Stroke is preventable, treatable and beatable. Up to 80 percent of strokes can be prevented by not smoking, making healthy food choices, getting enough physical activity, maintaining a healthy weight and treating conditions such as high blood sugar, cholesterol and blood pressure.

High blood pressure is the single most important risk factor for stroke because it's the leading cause of stroke. Normal blood pressure is below 120/80. If you've been told you have high blood pressure, work with your doctor to reduce it.

Irregular heartbeat—known as atrial fibrillation or AFib—causes your heart's upper chambers to quiver, rather than beating in an organized, rhythmic way, and this increases your risk of stroke by five times. The fluttering in your heart may cause blood to pool and clot, and those clots can travel to your brain. Managing AFib is key to reducing your stroke risk.



Having diabetes more than doubles your risk of having a stroke. Every two minutes, an adult with diabetes in the U.S. is hospitalized for stroke. Work with your doctor to manage your diabetes and reduce your risk.

High cholesterol increases the risk of blocked arteries. If an artery leading to the brain becomes blocked or throws a clot, a stroke can occur. If you have high blood cholesterol, work with your doctor to get it under control.

Smoking damages blood vessels, leading to blockages and stroke. Don't smoke and avoid second-hand smoke.

RIDE

the Revolution and get brain- and heart-healthy during a **CycleNation™** event.
#CycleNation

SAY "I WILL"

prevent stroke after watching and sharing **these videos** on your social media channels.
#StrokeMonth

I Will Prevent a Second Stroke.

Don't let stroke strike twice. About 1 in every 4 survivors will have another stroke. **Together to End Stroke®**, an American Heart Association/American Stroke Association initiative, sponsored by Bayer®, educates stroke survivors and caregivers about avoiding another stroke. The best way to reduce your risk is to work with your doctor to develop a secondary prevention plan—and follow through with it.

Up to 80 percent of second clot-related strokes may be preventable.* Following your doctor's direction and pharmacist's guidance after a stroke is crucial to reducing your risk for another stroke.

**A combination of dietary modification, exercise, a statin, an antihypertensive agent and aspirin could result in a cumulative risk reduction of another ischemic stroke by 80 percent.*



08

Ways to Prevent a Second Stroke

- 01 Monitor your blood pressure.
- 02 Control your cholesterol.
- 03 Keep your blood sugar down.
- 04 Get active.
- 05 Eat better.
- 06 Lose weight if you need to.
- 07 Don't smoke, period.
- 08 Talk to your doctor about aspirin* or other medications.

**Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.*

CHECK YOUR RISK

using our **Check. Change. Control. Calculator™**

SHARE

our stroke prevention **checklist**.

JOIN

our **Support Network** and connect with fellow stroke survivors and caregivers.

How Will You Prevent Stroke?

Preventing stroke can be life-changing. But the steps you take to prevent stroke don't have to be. They don't have to be scary or even something you do alone. They can be small, easy changes you start right now.



I WILL TAKE FIVE

Scheduling 150 minutes of moderate activity per week can seem daunting, but 5-minute fitness breaks can be fun! Grab a walk at lunch, dance while making dinner or walk the dog. It all adds up!



I WILL DREAM BIG

Are you getting seven to nine hours of sleep every night? If not, try setting an alarm for bed. Going to bed at the same time each night can help adjust your body for more restful sleep.



I WILL ADD COLOR

Include fruits and vegetables at every meal and snack. All forms (fresh, frozen and canned) and all colors count. See a rainbow every day...on your plate.



I WILL STEP IT UP

Make your heart rate climb while you do the same. Take the stairs when you can, even if it's just for a floor or two.



I WILL FEEL THE JOY

Being constantly connected can cause stress and the fear of missing out (FOMO). Opt instead for the joy of missing out (JOMO). Select a specific 30 minutes per day to check headlines or social media, and stay in the moment for self-care.



I WILL MEDITATE ON MUSIC

Need a quick way to reduce stress? Try a quick meditation, or chill out with some of your favorite music. Even 10 minutes can make a difference in your day.

SELECT + SHARE

which **changes** you will make today.

SAY "I WILL"

prevent stroke after watching and sharing **these videos** on your social media channels.
#StrokeMonth

I Will Act F.A.S.T.

Knowing the common stroke warning signs and what to do in a stroke emergency can be the difference between recovery and disability. Use the letters in F.A.S.T. to spot stroke and know when to call for help:



Face Drooping

Does one side of the face droop or is it numb? Ask the person to smile. Is the person's smile uneven?

Arm Weakness

Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?

Speech Difficulty

Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a simple sentence like "The sky is blue."

Time to Call 9-1-1

If someone shows any of these symptoms, even if the symptoms go away, call 9-1-1 and get to a hospital immediately. Check the time so you'll know when the first symptoms appeared.

EXPERIENCE

the **F.A.S.T. Room**. Enter and share the stroke simulation video on your social channels.



Social media is a powerful tool. To help spread the word, please share the following messages and images from our Facebook page [[@AmericanStroke](#)], our Instagram posts or retweet us on Twitter [[@American_Stroke](#)].

I Will Not Have a Stroke.

You can help prevent stroke by making simple changes today. Go on more walks? Take the stairs? What changes will you make to prevent stroke?

www.strokeassociation.org/strokemonth
[#StrokeMonth](#)

I Will Act F.A.S.T.

Knowing and recognizing common stroke warning signs, like arm weakness, can be the difference between recovery and disability. Time lost is brain lost. So remember to act F.A.S.T. [#StrokeMonth](#)

www.strokeassociation.org/strokemonth

I Will Not Be Alone.

After a stroke, you may feel alone. But you're not. Our online Support Network is ready to connect with you.

www.strokeassociation.org/supportnetwork
[#StrokeMonth](#)

I Will Not Have Another Stroke.

Stroke may be preventable, even if you've already had one. Following an aspirin regimen, if prescribed by your doctor, is just one way to help prevent another stroke.

[Learn more.](#)
[#StrokeMonth](#)

I Will Manage My Risk Factors.

Stroke can be preventable by managing risk factors like AFib, high blood pressure and more. What will you do to prevent stroke? [Learn more.](#)

[#StrokeMonth](#)

DOWNLOAD

all [social media graphics here](#) to include with your posts.



Activate Your Community.

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

- 1.** Hosting community events? Use these **helpful links** to educate about preventing another stroke and F.A.S.T. treatment.
- 2.** Provide **educational materials** to churches, community centers, schools and your local library. Invite them to distribute to their members and constituents.
- 3.** Encourage your employer to drive stroke awareness at work. Post **educational materials**.
- 4.** Ask your doctor's receptionist if you may leave **stroke information** to be included in discharge packets.
- 5.** **Volunteer** to teach elementary school kids the F.A.S.T. way to spot a stroke.
- 6.** 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.

HELPFUL LINKS



2019 American Stroke Month Landing Page

Say “I Will” to getting involved in this year’s campaign and find resources to help you spread the word on stroke prevention and treatment.

ASA Secondary Stroke Prevention Page

One in four survivors has another stroke. Learn how to prevent a second stroke.

AHA/ASA 20th Anniversary Infographic

Learn more about key milestones in stroke treatment and recovery.

The Facts on F.A.S.T.

Find hard-hitting stroke facts to support your messages and American Stroke Month efforts.

Power Sunday Toolkit

Stroke education, risk factors and prevention tips for African-American and Hispanic audiences.

ASA Stroke Resource Center

Find additional resources on stroke prevention, treatment and recovery. Spanish resources are also available.

Together to End Stroke®

Learn about the ASA’s national initiative and how to teach others that stroke is largely preventable, treatable and beatable.

High Blood Pressure

Learn ways you can manage high blood pressure and decrease stroke risks.

Advocate

Find out how you can support federal and state stroke advocacy work.

Donate

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

Support Network

Find online support for stroke survivors, caregivers and family members.

Stroke Risk Factors

Take charge of your health and learn the different stroke risk factors.

Go Red for Women®

Women face a higher risk of stroke. Learn how to get involved.

CycleNation™

Unleash the power of cycling. Join the pack.

Stroke Connection

Enjoy a free subscription to our award-winning digital magazine.

Life After Stroke

Recent stroke? We can help you find your path forward. Download rehab resources for patients and professionals.

AIS Toolkit

Download stroke simulation event tools and resources that translate the AHA/ASA 2019 AIS Guidelines.