



Cryptogenic Stroke Initiative

PARTNER ACTIVATION KIT



INTRODUCTION

The American Heart Association/American Stroke Association's Cryptogenic Stroke Initiative, sponsored by Medtronic, elevates stroke of undetermined cause, "cryptogenic" stroke, as a national healthcare priority. This initiative seeks to improve care for the estimated 200,000 people who suffer a cryptogenic stroke each year, to help prevent disability and death from stroke.

In an effort to increase awareness and understanding of cryptogenic strokes in healthcare professionals and consumers, please share our cryptogenic stroke messaging and resources with your constituents via your organization's newsletters, social channels, websites and more.



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CAMPAIGN ACTIVATION IDEAS



Engage Volunteers, Partners & Stakeholders

- Consider incorporating cryptogenic stroke messages and resources in your existing events.
- Also consider engaging your volunteers and ambassadors to help spread the campaign messages and resources further.



Partner with Stroke Support Group Leaders

- Ask Stroke Support Group Leaders to engage their members in cryptogenic stroke at their next meeting.



Host a Stroke Training Workshop

- Provide cryptogenic stroke education for key professionals such as Stroke Coordinators, Nurses, Rehabilitation health professionals and more.
- Reach out to Lindsey.Minton@Heart.org for printed cryptogenic stroke resources.



Partner with Public Service

- Partner with public service entities such as EMS organizations, Girl Scout and Boy Scout troops, local high schools, fraternities/sororities and other strategic alliances to distribute materials throughout your community.



Contact Your Local University Medical Schools and Healthcare Professionals

- Health care students and practitioners can serve as speakers for your health fairs and community events.
- You can also work with healthcare providers to incorporate cryptogenic stroke messages into their curriculum, ground rounds and provide educational materials they can distribute to patients.



Coordinate with Health Education Programs and Healthcare Systems

- Your community healthcare systems may have health education programs for residents. Provide these programs with brochures and informative items to include in their education packages. Be sure to include information about where to go for more information, StrokeAssociation.org/CS



Work with Health Advocates and Educators

- Coordinate with your local health care providers and other health-focused groups to have booths, educational sessions, and presentations on cryptogenic stroke.

SOCIAL MEDIA MESSAGES

Share as many of the following social media messages as you can! You can always share posts from ASA's page at Facebook.com/AmericanStroke or RT us on Twitter Twitter.com/American_Stroke. Tagging us in your posts make us happy, too!

Facebook cover photo



Facebook profile pictures



Facebook posts

Every year, about 200,000 strokes occur without a known cause. How can you prevent something from happening again if you don't know what caused it in the first place? [Learn more.](#)

Take the first step towards understanding strokes of unknown cause, or cryptogenic strokes. [Learn more.](#)

What's at the heart of your stroke? Do you know? Every year, about 200K stroke survivors leave the hospital without an answer to this question. But we're working with doctors to dig deeper, and to improve diagnostics and find answers. [Learn more.](#)

Every year, about 200K stroke survivors leave the hospital without knowing what caused their stroke. We're working to change that and to give survivors the tools they need to prevent a second stroke. [Learn more.](#)

Knowing what caused a stroke is the first step to preventing it. We're working with doctors to dig deeper and identify possible the causes of cryptogenic stroke, or strokes of unknown cause. [Learn more.](#)

What caused your stroke? Do you know? Every year, about 200K stroke survivors leave the hospital without an answer to this question. But we're working with doctors to dig deeper, and to improve diagnostics and find answers. [Learn more.](#)

Knowing the underlying cause of your stroke can help you prevent another one. Download our [patient guide](#) today and learn about cryptogenic strokes, strokes of unknown cause and what you can do to prevent one.

About 1/3 of strokes occur without a known cause which makes it much harder for doctors to figure out how to treat their patients.

Strokes of unknown cause, or cryptogenic stroke, are much harder for doctors to treat. We're helping drs dig deeper, improve diagnostics and save lives.

Strokes of unknown cause, or cryptogenic strokes, account for about 1/3 of all strokes. Not knowing what caused your stroke can make it harder to prevent another one. Download the American Stroke Association's [patient guide](#) today and learn the steps you can take to prevent a stroke.

Knowing the hidden cause of your stroke can help reduce the chance of a second stroke. We have tools to help you and your doctor better understand your cryptogenic stroke, or stroke of unknown cause. [Download them for free here.](#)

Twitter posts

What's at the heart of your stroke? Knowing the hidden cause can help you prevent a second stroke.

Take the first step towards understanding strokes of unknown cause, or cryptogenic strokes.

About 200K strokes of unknown cause, or cryptogenic strokes, occur each year.

What caused your stroke? Do you know? Knowing the hidden cause can help you prevent a second stroke.

How can you prevent a 2nd stroke if you don't know what caused the 1st one? The patient guide can help. [Link to Patient guide](#)

The patient guide can help you get to the root of your cryptogenic stroke. [Link to Patient guide](#)

Download the patient guide and get to the bottom of your cryptogenic stroke, stroke of unknown cause. [Link to Patient guide](#)

Knowing the cause of stroke can help prevent another one. We can help you prevent a stroke.

What caused your stroke? About 200K survivors/year can't answer this question

This Patient Guide can help you and your doctor get to the heart of your stroke, and prevent recurrence. [Link to Patient guide](#)

We're helping doctors dig deeper and explain strokes of unknown cause.

Knowing what caused a stroke is the first step to preventing a second one.

WEB PROMOTION

Looking for some quick and easy ways to promote the Cryptogenic Stroke Initiative on your local website? Check out these tips!

Set-up and linking

- 01 Add the cryptogenic stroke banner/widgets to your homepage and link it to StrokeAssociation.org/CS
- 02 Add the cryptogenic stroke conference report banner/widget to your homepage and link it to <http://bit.ly/1UiYdr5>

- 03 Share our cryptogenic stroke survivor stories (web banners below) and link to:

Kurt Hinrich's story: <http://bit.ly/1YCKEOT>

Emily Welbourn's story: <http://bit.ly/1UE65Nn>

Scott Thompson's story: <http://bit.ly/2fyAyTe>

Dan Merritt's story: <http://bit.ly/2f4QpFD>

Widgets



Physician Widget

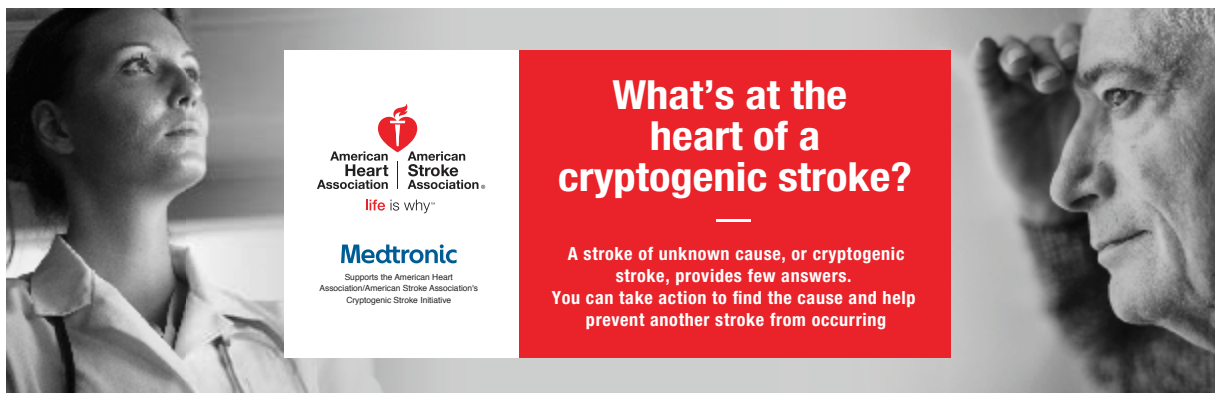


Patient Widget



Conference Report Widget

Banners



General CS Web Banner



CS Conference Report Web Banner



Kurt Hinrich Web Banner



Emily Welbourn Web Banner

Banners Continued

Stroke delayed graduation, but nothing can stop him now.

[READ ABOUT SCOTT'S COMEBACK
FROM CRYPTOGENIC STROKE](#)


American
Heart
Association
life is why™


American
Stroke
Association
Supports the American Heart
Association/American Stroke Association's
Cryptogenic Stroke Initiative


Medtronic
Supports the American Heart
Association/American Stroke Association's
Cryptogenic Stroke Initiative



Scott Thompson Web Banner

Dan Merritt never thought he'd have one cryptogenic stroke – let alone three.

[WATCH HIS STORY NOW](#)


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Supports the American Heart
Association/American Stroke Association's
Cryptogenic Stroke Initiative


Medtronic
Supports the American Heart
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Cryptogenic Stroke Initiative



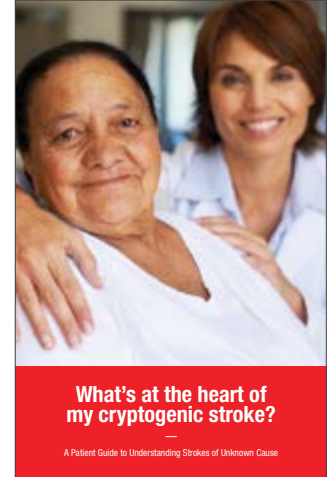
Dan Merritt's Web Banner

NEWSLETTER MESSAGES

For Patients

Headline: What's at the heart of my stroke?

A stroke of unknown cause, or cryptogenic stroke, provides few answers. With proper treatment and collaboration with your physician, you can take action to find the cause and help prevent another stroke from occurring. Download the FREE **CS patient guide** which explains potential causes, treatment options, and ways to prevent another stroke. Go to StrokeAssociation.org/CS to learn more!



For Professionals

Headline: What's at the heart of a cryptogenic stroke?

Diagnosing the cause of a cryptogenic stroke can be challenging. Exploring all options gives you the best chance to find a cause and reduce the risk of a recurrent stroke for your patients. Download the FREE **healthcare professional toolkit** which contains a Healthcare Professional Guide, CS Educational Deck, tools for your patients and more! Go to StrokeAssociation.org/CS to learn more!



Headline: Now Available! Cryptogenic Stroke Public Health Conference Report

Turn to us for insights from leading stroke care experts that can help you improve outcomes in patients with strokes from an unknown cause. Our **Cryptogenic Stroke Public Health Conference Report** includes perspectives on post-stroke evaluation, transitions of care, and secondary prevention awareness and education. Download your copy today at StrokeAssociation.org/CS.



HELPFUL RESOURCES

Tools for Patients

- [A Patient Guide to Understanding Strokes of Unknown Cause \(PDF\)](#)
- [Waiting Room Poster \(PDF\)](#)
- [Cryptogenic Stroke Postcard \(PDF\)](#)
- [What Causes Strokes? Patient Infographic \(PDF\)](#)
- [What Causes Stroke Animated Video \(Video\)](#)
- [Cryptogenic Stroke Survivor Story: Overcoming the Unknown \(Video\)](#)

Tools for Professionals

- [Healthcare Professional Guide: Understanding Diagnosis and Treatment of Cryptogenic Stroke \(PDF\)](#)
- [About Cryptogenic Stroke One Pager \(PDF\)](#)
- [Cryptogenic Stroke Education Deck \(PDF\)](#)
- [Cryptogenic Stroke Public Health Conference Report \(PDF\)](#)
- [Cryptogenic Stroke Quick Sheet: Multidisciplinary Management of Cryptogenic Stroke Patients \(PDF\)](#)

**Contact Kristina.Wait@Heart.org
with any questions you may have.**