I WILL NOT HAVE A STROKE.

A Stroke Prevention Messaging Toolkit

WORLD STROKE DAY
I WILL NOT HAVE A STROKE.

One in four people worldwide will have a stroke in their lifetime. And yet, 80 percent of first strokes may be prevented. You have the power. Make the commitment to prevent stroke with small changes.

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

What those statements really mean at their core is this: Whether it’s my first or another, I WILL NOT HAVE A STROKE. And I will prevent stroke however I can.

THANK YOU for helping spread the word about stroke prevention. Use this toolkit to educate and empower others on the benefits of protecting and improving brain function, managing risk factors like high blood pressure and knowing how to spot the warning signs of stroke F.A.S.T. — all of which are key to achieving a healthier, stroke-free community. Let’s work Together to End Stroke®.
I Will Not Have A Stroke.

Strokes don’t discriminate. They can happen to anyone, at any age—and about one in four people worldwide will have one in their lifetime. The good news? Stroke is preventable, treatable and beatable.

You have the power. The first step is asking your doctor about which risk factors you should address:

**High blood pressure** is the #1 preventable risk factor for stroke. Normal blood pressure is below 120/80. If you or your patient has high blood pressure, work to reduce it. Not only will this lower your risk of stroke, it will also help your brain to function better for longer.

A **diet** high in saturated fat, trans fat and cholesterol can raise blood cholesterol levels. Diets high in sodium (salt) can increase blood pressure. High-calorie diets can lead to obesity. Adding color by eating lots of fruits and vegetables has been shown to lower blood pressure over time, which can help reduce your stroke risk.

Having **diabetes** more than doubles one’s risk of stroke. Every two minutes, an adult with diabetes in the U.S. is hospitalized for stroke. Work with your doctor to manage the condition to reduce your risk of stroke.

**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. It’s important to get high cholesterol under control.

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

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

**Sleep-related breathing issues** may increase stroke risk, so seek treatment right away if you suspect sleep apnea or a similar problem.

**Did You Know?**

Up to 80% of first strokes can be prevented through small lifestyle changes and managing conditions like high blood sugar, cholesterol and blood pressure. **Bonus:** These changes can even help improve brain function. More on that later!

**COMMIT**

to healthy changes to improve brain function and prevent stroke. [Learn how.](https://Stroke.org)

**USE**

the **What to Do Instead of Having Another Stroke** checklist to develop a prevention plan with your doctor.
I Will Not Have Another Stroke.

Don’t let stroke strike twice. About one in every four survivors will have another stroke. Together to End Stroke®, an American Heart Association/American Stroke Association initiative, nationally sponsored by Bayer®, educates stroke survivors and caregivers about avoiding another stroke. The best way to reduce that risk is by patients and doctors working together to develop a secondary prevention plan—and following through on it together.

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 the risk for another stroke. For physicians, encouraging patients to stick to their prevention plan is key.

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

08 Ways to Prevent a Second Stroke

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<td>01</td>
<td>Monitor your blood pressure.</td>
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<td>Control your cholesterol.</td>
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<td>Keep your blood sugar down.</td>
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<td>Get active.</td>
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<td>Eat better.</td>
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<td>Lose weight if you need to.</td>
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<td>07</td>
<td>Don’t smoke, period.</td>
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<td>08</td>
<td>Talk to your doctor about aspirin* or other medications.</td>
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* Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

READ the Taking Steps to Prevent Another Stroke infographic.

JOIN our Support Network and connect with fellow stroke survivors and caregivers.
How Will You Prevent Stroke?

Stroke can be life-changing. Healthy habits can protect and improve brain function – which can also lower your stroke risk. These small changes can have a big impact and are great for everyone to follow, even if you don’t think you’re likely to have a stroke. Make your commitment to prevent stroke and improve brain function.

Managing your blood pressure numbers can lower your risk of stroke. Work to keep them under 130/80 and follow the medication and lifestyle plan your doctor created for you.

Eating vitamin-rich fruits and veggies can lower blood pressure and improve brain function.

Swap salty snacks for almonds or fruits. Brain-healthy habits can help reduce the risk of stroke.

Taking regular walks reduces blood pressure and the risk of stroke.

7-9 hours of sleep nightly can improve brain function and reduce the risk of stroke.

WATCH + SHARE
our short stroke prevention video.

VIEW
the stroke and blood pressure infographic.
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:

**F**ace Drooping
Does one side of the face droop or is it numb? Ask the person to smile. Is the person’s smile uneven?

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

**S**peech 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.”

**T**ime 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.
I Will Collaborate, Diagnose + Prevent.

About 1 in 4 of ischemic strokes in the U.S. are classified as cryptogenic—meaning the root cause is unknown after testing. That’s why it’s important to say “I WILL” to digging deeper for a definitive diagnosis. Your commitment includes implementing the 2019 AFib Guidelines and collaborating with neurologists, cardiologists, electrophysiologists and other team members to find the answers needed for targeted treatments that could help prevent recurrent strokes.

SPREAD THE WORD BY:

• DOWNLOADING and SHARING cryptogenic stroke resources with your patients and staff.

• IMPLEMENTING the 2019 AHA/ACC/HRS Focused Update of the 2014 Guideline for Management of Patients with Atrial Fibrillation.

• ENSURING your community knows how to identify the most common signs of stroke by sharing the F.A.S.T. stroke simulator video with your followers.

• SHARING our 5 Facts About Stroke infographic.

NEW GUIDELINES COULD MAKE MORE STROKE PATIENTS ELIGIBLE FOR TREATMENT:

• Finding out the cause of a cryptogenic stroke can be critical not only for treatment, but also for prevention. The 2019 AHA/ACC/HRS Focused Update of the 2014 Guideline for the Management of Patients with Atrial Fibrillation has uncovered new implications for detection of potential AFib in cryptogenic stroke patients; therefore, implementing the guidelines can potentially improve the outcomes of your cryptogenic stroke patients.

• Learn more about AFib + CS at the Cryptogenic Stroke website.
I WILL SPREAD THE WORD. WORLD STROKE DAY IS OCTOBER 29.

Social Media Messages

Social media is a powerful tool. To help spread the word on how to improve brain function, lower blood pressure and help prevent stroke, please share the following messages and images from our Facebook page or retweet us on Twitter.

**I Will Not Have A Stroke.**
I will not have a stroke. Small changes today can improve brain function long-term to prevent stroke. Like getting 7-9 hours of sleep. Don’t wait for World Stroke Day; grab extra Z’s today.
stroke.org/worldstrokeday #WorldStrokeDay

**I Will Not Have A Stroke.**
Start small to prevent stroke. Taking regular walks can reduce blood pressure and your stroke risk. This World Stroke Day, make a small change that can have big impact.
stroke.org/worldstrokeday #WorldStrokeDay

**I Will Not Have A Stroke.**
1 in 4 stroke survivors has another. Work with your doctor on a prevention plan that’s right for you, like managing blood pressure and taking aspirin*, if prescribed. Download our Prevention Checklist today.
stroke.org/worldstrokeday #WorldStrokeDay

**I Will Not Have A Stroke.**
Fruit break! Mangoes, avocados and blueberries are just some fruits rich in vitamins and minerals that can improve brain function and reduce stroke risk.
stroke.org/worldstrokeday #WorldStrokeDay

**I Will Act F.A.S.T.**
#FOTD: The faster a stroke is treated, the more likely the person is to recover. This #WorldStrokeDay, learn when to act F.A.S.T.
stroke.org/en/about-stroke/stroke-symptoms #WorldStrokeDay

**I Will Not Have Another Stroke.**
Following an aspirin* regimen, if prescribed by your doctor, is just one way you may prevent another stroke.
stroke.org/worldstrokeday #WorldStrokeDay

**I Will Prevent Stroke.**
Nothing causes more strokes than high blood pressure. Empower your patients to manage it with a medication and lifestyle plan to help them reduce stroke risk.
stroke.org/worldstrokeday #WorldStrokeDay

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

DOWNLOAD all social media graphics here to include with your posts.
I WILL SPREAD THE WORD. WORLD STROKE DAY IS OCTOBER 29.

Campaign Graphics

NEWSLETTER IMAGES

0:15 Video

Frame 1

1 in 4 people worldwide will have a stroke in their lifetime.

Frame 2

Brain-healthy habits can help reduce the risk. Swap salty snacks for almonds or fruit.

Frame 3

I WILL NOT HAVE A STROKE.
Reduce the risk with small changes.

ANIMATED WEB BANNERS

Frame 1

80% of first strokes may be prevented.

Frame 2

Taking regular walks reduces blood pressure and risk of stroke.

Frame 3

I WILL NOT HAVE A STROKE.
Reduce the risk with small changes.

STATIC WEB BANNERS

I WILL PREVENT STROKE.
High blood pressure is the #1 preventable cause of strokes. Empower patients to lower their numbers.

I WILL NOT HAVE A STROKE.
Reduce the risk and help improve brain function by eating vitamin-rich fruits.

DOWNLOAD all campaign graphics here to include with your posts.
Looking for quick, easy ways to promote World Stroke Day locally or beyond the practice? Look no further.

In Your Community


2. Provide educational materials to patients, churches, community centers, schools and your local library. Invite them to distribute to their members and constituents.

3. Encourage your employer or healthcare system to drive stroke awareness at work. Post or provide educational materials.

4. 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.

In Health Care

1. Include stroke information in patient discharge packets or ask your doctor’s receptions if you may leave stroke information to be included in discharge packets.

2. Volunteer to teach local elementary school kids the F.A.S.T. way to spot a stroke.
2019 World Stroke Day Landing Page
Get 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. 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 and materials to educate others on spotting stroke and getting help faster.

Power Sunday Toolkit
Find 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 risk.

Advocate
Discover ways 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
Join the online support community for stroke survivors, caregivers and family members.

Stroke Risk Factors
Find information on both controllable and non-controllable risk factors for stroke and how to manage them.

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.