



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

Together to End Stroke®

# I WILL NOT HAVE A STROKE.

A Stroke Prevention  
Messaging Toolkit

**AMERICAN STROKE MONTH 2020**

# I WILL NOT HAVE A STROKE.

One in four people worldwide will have a stroke in their lifetime. And yet, 80 percent of 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.”*

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®**.

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## 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 may 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.**

## 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 or Heart Attack.

**One is enough.** A previous ischemic stroke or heart attack puts you at a higher risk of having another one. Together to End Stroke®, an American Heart Association/American Stroke Association initiative, nationally sponsored by Bayer®, educates survivors and caregivers about avoiding another stroke or heart attack.

**1 in 4 ischemic stroke and heart attack survivors will have another. Yet, up to 80% of strokes and heart attacks may be prevented with a combination of medications like aspirin\*, as recommended by your doctor, and healthy habits that can have a big impact. 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 Help Prevent Another Stroke or Heart Attack

- 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.

### READ

our **Secondary Prevention infographic** to learn more.

### FIND

**resources** to help prevent another stroke or heart attack.

## 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.



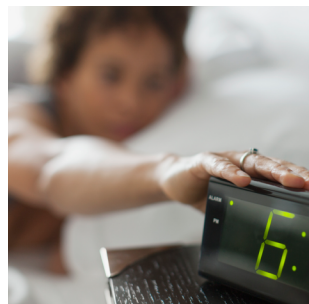
**Managing your blood pressure numbers** can lower your risk of stroke. Work to keep them under 120/80 and follow the medication and lifestyle plan your doctor created for you.



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



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



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



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

### WATCH + SHARE

our **"One is Enough"** video. Spanish version coming May 2020 to **ASA YouTube playlist**.

### LEARN

the steps you can take to help prevent another **stroke**.



## 2020 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 another stroke or heart attack, please share the following messages and images from our [Facebook page](#) or retweet us on [Twitter](#).

### One is Enough.

"I WILL not have another stroke or heart attack." You may be able to help reduce your risk with healthy habits and by taking aspirin\*, if recommended by your doctor.

[stroke.org/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

### One is Enough.

Up to 80% of strokes and heart attacks may be prevented. Managing your blood glucose, blood pressure and cholesterol plus taking aspirin\*, if prescribed, are key.

[stroke.org/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

### I Will Not Have Another Stroke or Heart Attack.

1 in 4 ischemic stroke and heart attack 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/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

### One is Enough.

One stroke or heart attack is enough. Uncover your hidden risks. Ask your doctor about medication & preventative routines that may help.

[stroke.org/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

### One is Enough.

Bad news: Every 40 seconds in the US, someone has a stroke or heart attack.

Good news: you CAN lower your risk.

[stroke.org/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

### I Will Not Have Another Stroke.

1 in 4 clot-related stroke survivors has another. If recommended by your doctor, taking aspirin\* is just one of the ways you may be able to help prevent another one.

[stroke.org/OnIsEnough](https://stroke.org/OnIsEnough) #StrokeMonth

#### **\*Disclaimer\***

The following disclaimer **must** be included in any post mentioning aspirin:

*"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. MAY IS AMERICAN STROKE MONTH.

## 2020 Campaign Graphics

All marketing and communications for American Stroke Month 2020 should drive to [stroke.org/OnesEnough](https://stroke.org/OnesEnough).

Frame 1



Frame 2



Frame 3



0:30 & 0:15 VIDEOS

\*Spanish version coming May 2020 to [ASA YouTube playlist](#).

### ANIMATED WEB BANNERS



### SOCIAL MEDIA STILLS + GIFS

**DOWNLOAD** all campaign graphics [here](#) to help spread the word.

## 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 A S T

### 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.



## **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 EDUCATE + SHARE RESOURCES.



Looking for quick, easy ways to promote stroke prevention messaging locally or beyond the practice? Look no further.

## In Your Community

1. Hosting community events? Use these **helpful links** to educate about preventing stroke and F.A.S.T. treatment.
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 reception 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.

# HELPFUL LINKS



## **ASA Secondary Prevention Initiative**

One in four ischemic stroke and heart attack survivors has another. Learn the ways you can help lower your risk.

## **The Facts on F.A.S.T.**

Find hard-hitting stroke facts and materials to educate others on spotting a stroke and getting help faster.

## **Secondary Prevention Infographic**

One is enough. Learn about the steps you can take to help prevent a second stroke or heart attack.

## **ASA Stroke Resource Center**

Access our library of resources on stroke prevention, treatment and recovery. Spanish resources and professional resources also available.

## **Together to End Stroke®**

Learn about the ASA's national initiative to end stroke and spread the message that stroke is largely preventable, treatable and beatable.

## **Stroke Risk Factors**

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

## **High Blood Pressure**

Learn ways you can manage high blood pressure to help decrease your stroke risk.

## **Life After Stroke**

Recent stroke? We can help you find your path forward with rehab resources.

## **Stroke eNewsletter**

Sign up to receive a monthly email with the latest information and resources on preventing, treating and beating stroke.

## **AIS Toolkit**

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

## **Advocate**

Discover ways you can support stroke advocacy work.

## **Donate**

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

## **Support Network**

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

## **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.