

OCTOBER 29th IS

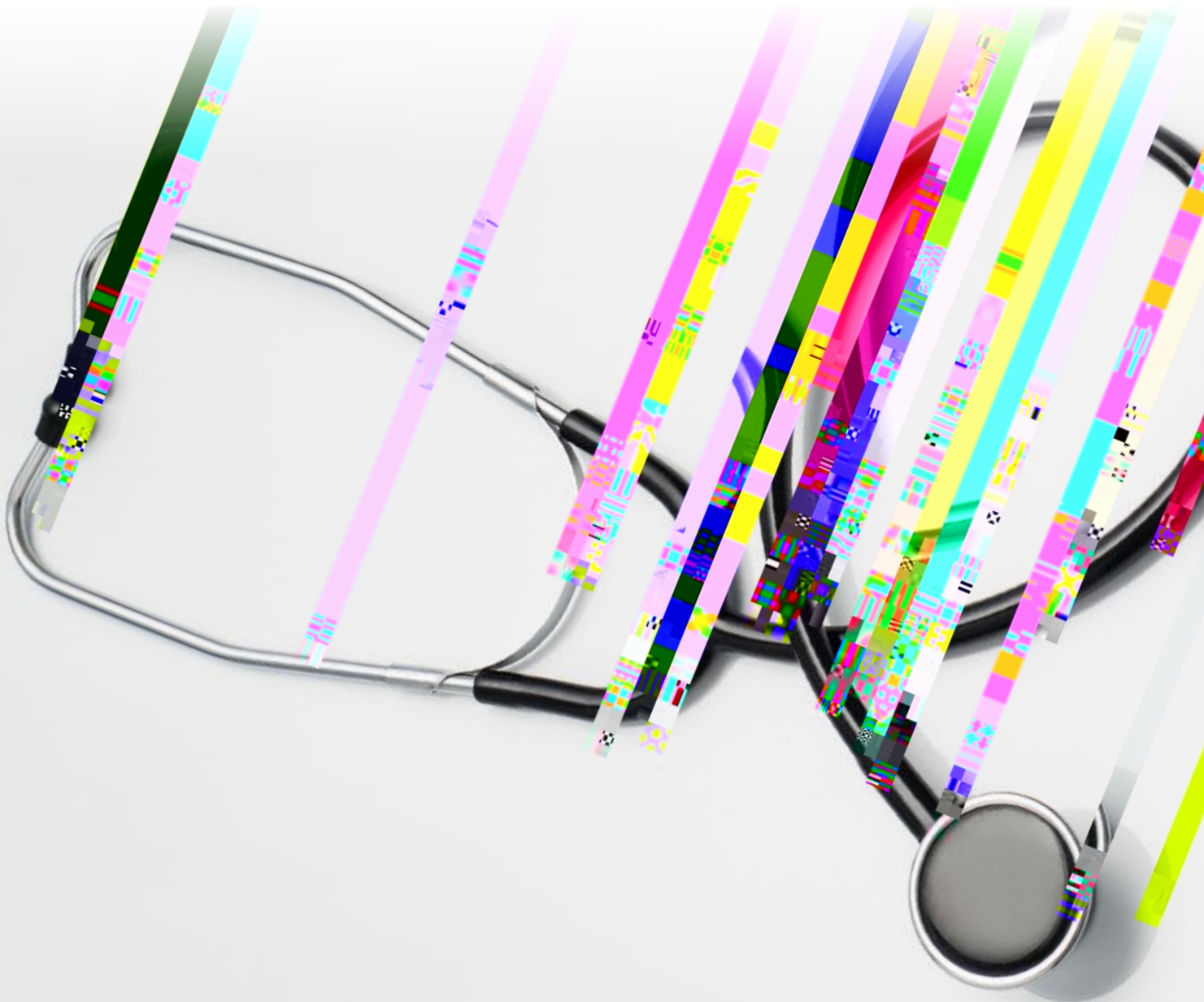


TABLE OF CONTENTS

STROKE STATISTICS	02	SOCIAL MEDIA CONTENT AND GRAPHICS	06
COMMUNICATION MESSAGES	03	COMMUNITY IDEAS AND RESOURCES	07

THANK YOU FOR JOINING OUR EFFORTS. Your involvement as a health care professional and powerful influencer can help save lives — and quality of life — 15 million people suffer a stroke worldwide each year. Use this toolkit to encourage your patients to adopt healthy lifestyle changes and to educate them about the three r's of stroke: **recognition, rehabilitation and recovery.**

treatment message 1:



- **DIRECT** your patients to our [F.A.S.T. parody music video](#) to learn how to spot the warning signs of stroke in four easy steps.
- **SHARE** our downloadable “Spot A Stroke F.A.S.T.”

treatment message 2:

COMMUNICATION MESSAGES (CONT.)

treatment message 3:



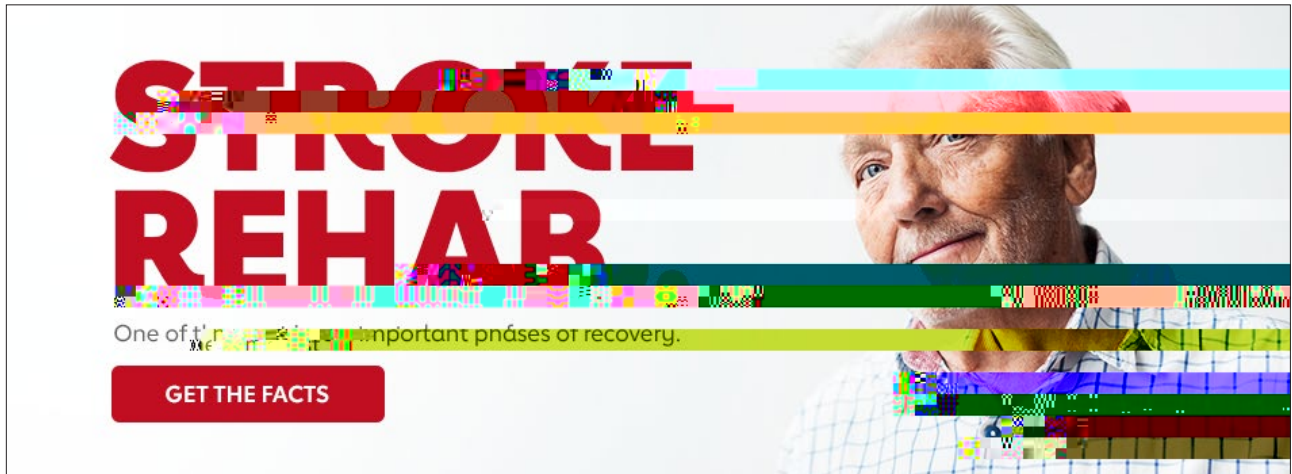
- **DIRECT** your patients to our [F.A.S.T. parody music video](#) to learn how to spot the warning signs of stroke in four easy steps.
- **SHARE** our downloadable “Spot A Stroke F.A.S.T.” handout with all your patients.
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

rehab message 1:

- **INVITE** your patients to view our [short-form videos on rehab & recovery](#), with compelling testimonials from actual stroke survivors.
- **SHARE** our Stroke Rehabilitation Planning [Quick Sheet](#) with your stroke patients and their caregivers.
- **DOWNLOAD** the [AHA/ASA Stroke Rehab & Recovery Guidelines](#) for the best clinical practices for adults recovering from stroke.
- **WATCH** our stroke rehab [webinar](#).
- **LEARN** more at StrokeAssociation.org/WorldStrokeDay.

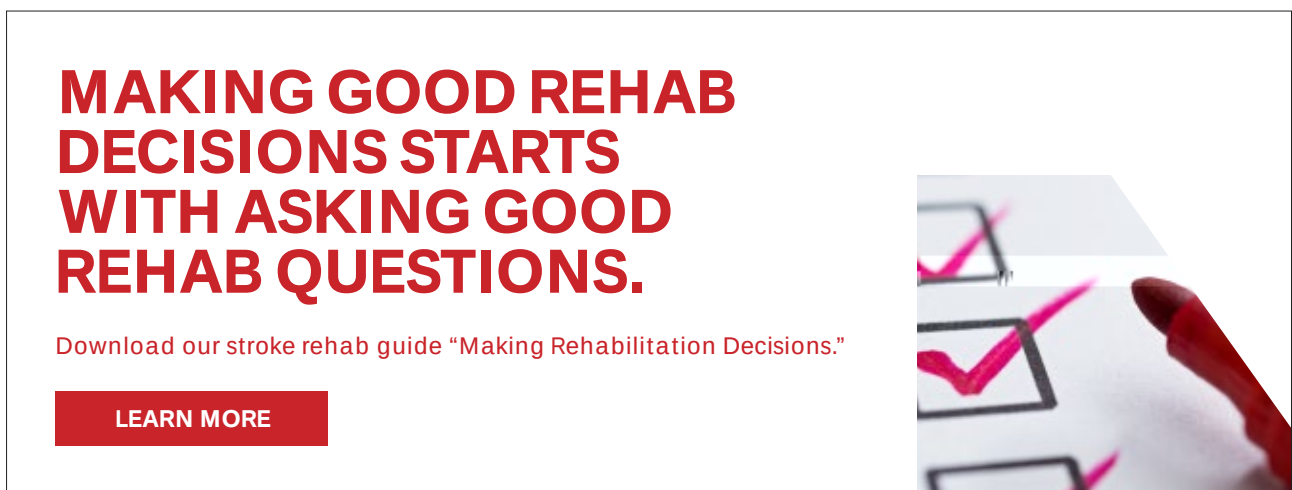
MESSAGES FOR THE COMMUNITY (CONT.)

rehab message 2:



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Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images and posts 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 know the signs of stroke. F.A.S.T. action can save a life and minimize the potential lasting effects of a stroke. That's why it's vital to share the signs with your patients: Face drooping, Arm weakness, Speech difficulty, Time to call 911.
[#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1iaoEWG](#)

World Stroke Day is October 29. All month long, let's spread the message that rehabilitation is an important option for every stroke survivor. Don't let your patients' strokes keep them from saying, "I WILL again." [#WorldStrokeDay #AmericanStrokeAssociation https://bit.ly/1gQPYSd](#) [T ý](#)

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COMMUNITY IDEAS AND RESOURCES



ideas

Wondering how to raise local awareness of stroke treatment and recovery this World Stroke Day? Try these:

1. **Make** World Stroke Day part of your stroke system of care. Use the resources below to educate others about treatment and rehabilitation.
2. **Watch** and share our **F.A.S.T. parody music video** with your patients or post online.
3. **Share** our **educational materials** with your patients and encourage clinics and physicians' offices to print copies and distribute to theirs.
4. **Encourage** your healthcare system to drive stroke awareness at work. Post **stroke educational materials** and provide resources for patient education..
5. **Recognize**. Do you know a real live stroke hero? Nominate him or her at StrokeAssociation.org/Hero.

resources

- **ASA 2018 World Stroke Day Landing Page** - Find World Stroke Day campaign messages and elements: Stroke Rehab Toolkit, F.A.S.T. Parody Videos, infographics, community flyers and more.
- **Stroke Rehab and Recovery** - We can help you and your patients find paths forward. Download resources for both patients and professionals.
- **Stroke Warning Signs** - Help your patients and share F.A.S.T - the simple acronym used to teach the most common stroke warning signs.
- **ASA Secondary Stroke Prevention Page** - Share with your stroke patients to help them reduce the risk of second strokes by developing a prevention plan.
- **ASA Stroke Resource Center** - Digital library for stroke resources on prevention, treatment and recovery.
- **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** - Educate patients on ways to manage high blood pressure and decrease stroke risks.
- **Advocacy** - Find out how you can support federal and state stroke advocacy work.
- **Donations** - Your support today can go a long way to promote healthy living, fund new research and advocate for legislation.
- **Support Network** - Help your patients find online support for stroke survivors, caregivers and family members.
- **Go Red for Women®** - Women face a higher risk of stroke. Learn ways you can get involved.
- **Cycle Nation** - The AHA/ASA has unleashed the power of cycling. Join the pack.
- **Stroke Connection** - Enjoy a free subscription to our award-winning digital magazine.