

October 2017 – Million Hearts® Messaging

Commemorate World Stroke Day this month by making sure friends, family and patients know the risk factors and signs of a stroke



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We Want to Know

Do you like these messages? Do they meet your needs? We want your feedback! We also want you to use these messages as you wish on your own communications channels. **Please share this content!**

October's Focus

World Stroke Day is on Oct. 29 and it's more important now than ever to make sure friends, family and patients know the risk factors for a stroke – and the signs of a stroke. New research from the Centers for Disease Control and Prevention shows that after decades of progress in preventing stroke deaths, that progress has slowed. Commemorate World Stroke Day this year by doing your part to reduce this disturbing trend.

Did you know?

- Stroke death declines have stalled in three out of every four states.
- Almost 800,000 people have a stroke each year, many leading to death or disability.
- Blacks have the highest stroke death rates among all races/ethnicities.
- Stroke death rates among Hispanics have increased by 6 percent each year from 2013 to 2015.

- Stroke deaths have increased in southern states.
- About 80 percent of strokes are preventable.

High blood pressure is the single most important and treatable risk factor for stroke. Preventing, diagnosing and controlling it through lifestyle changes and medicine is critical to reducing strokes. Health care professionals can help patients address this and other stroke risk factors, such as tobacco use, diabetes, high cholesterol, and obesity and physical inactivity. Additionally, everyone should know the signs of a stroke because when a stroke happens, minutes count.

Social Media Messages

Channels to follow and re-tweet or share

Twitter: <https://twitter.com/millionheartsus> (@MillionHeartsUS)

Facebook: <https://www.facebook.com/millionhearts>

Hashtags to use: #stroke #WSD17 #WorldStrokeDay #VitalSigns

Twitter

#Stroke deaths have stopped declining in some states. Here's what you can do: <http://bit.ly/2vUKTA4>
#VitalSigns

Decline in #stroke deaths has slowed since 2013 – and increased in Southern states. Is yours one of them? #VitalSigns [Image #1]

#Stroke death declines have stalled in 3 out of every 4 states. Stop this disturbing trend now.
<http://bit.ly/2vUKTA4> #VitalSigns

Honor #WorldStrokeDay this month by making sure friends, family, patients know the risks factors for a #stroke <http://bit.ly/1ascDH4>

High #bloodpressure is the single most important and treatable risk factor for #stroke. Controlling it is critical. #VitalSigns [Image #2]

Everyone should know the signs of a #stroke because when one happens, minutes count. Act F.A.S.T. and call 911. <http://bit.ly/1iaoEWG>

Recognize the signs of a #stroke and act F.A.S.T. <http://bit.ly/1iaoEWG> [Image #3]

Facebook

The decline of death rates for strokes has slowed – one of the leading causes of death for Americans. A new Vital Signs report from the Centers for Disease Control and Prevention explains. Find out what you can do to stop this disturbing trend. <http://bit.ly/2vUKTA4>

Stroke death declines have stalled in 3 out of every 4 states and increased in Southern states. This is a disturbing trend because 800,000 people have a stroke each year and 80 percent of strokes are preventable. [Image #1]

High blood pressure is the single most important and treatable risk factor for stroke. Preventing, diagnosing and controlling it through lifestyle changes and medicine is critical to reducing strokes. Health care professionals can help patients address this and other stroke risk factors, such as tobacco use, diabetes, high cholesterol, and obesity and physical inactivity. <http://bit.ly/1ascDH4>

Everyone should know the signs of a stroke because when a stroke happens, minutes count. Learning the signs of a stroke can save lives. Recognize the signs of a stroke F.A.S.T. [Image #3]

World Stroke Day is on Oct. 29 and it's more important now than ever to make sure friends, family and patients know the risk factors for a stroke – and the signs of a stroke. Commemorate World Stroke Day on Oct. 29 by doing your part to reduce this disturbing trend. <http://bit.ly/2vUKTA4>

Social Media Images

Image #1

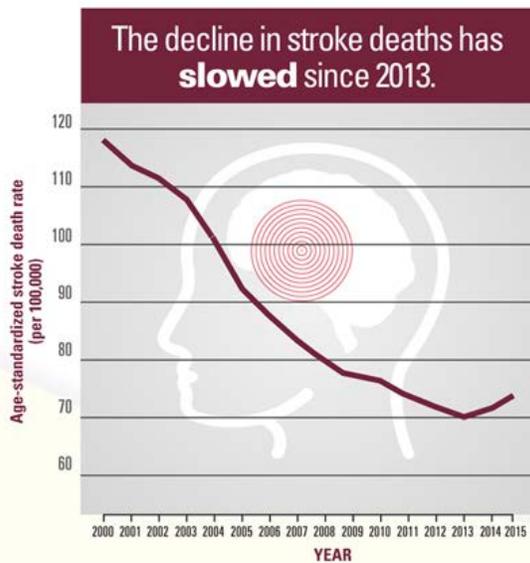


Image #2

Take action to prevent stroke.

Up to **80%** of **strokes** in the U.S. are **preventable**.

Million Hearts
millionhearts.hhs.gov

PAUL COVERDELL
NATIONAL ACUTE STROKE REGISTRY

Image #3

What's needed to decrease stroke deaths?

RISK FACTORS FOR STROKE

Knowing and managing your risks for stroke are key.

-  **HIGH BLOOD PRESSURE**
a leading cause of **STROKE**
-  **TOBACCO USE**
-  **DIABETES**
-  **HIGH CHOLESTEROL**
-  **OBESITY & PHYSICAL INACTIVITY**

Recognize the signs of stroke **F.A.S.T.**

 FACE Ask the person to smile . Does one side droop?	 ARMS Ask the person to raise both arms . Does one arm drift downwards?	 SPEECH Ask the person to repeat a simple sentence . Are the words slurred?	 TIME If the person shows any of these symptoms, call 911 immediately.
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Learning the signs of a stroke can HELP SAVE LIVES

SOURCE: Adapted from the Cincinnati Pre-hospital Stroke Scale, University of Cincinnati, 1997.

Stroke Systems of Care

 Community	 Pre-Hospital	 Hospital	 Post-Hospital
Detection Everyone knows the signs of stroke and the need to call 911 immediately.	Delivery Fast emergency medical services (EMS) transport to the hospital with pre-hospital notification that they are on the way.	Decision Identify stroke, quickly decide on and provide appropriate treatment.	Discharge Coordination Patient rehabilitates, recovers, and returns home.

SOURCES: Paul Coverdell National Acute Stroke Program, CDC; Guidelines for the Early Management of Adults with Ischemic Stroke, Circulation, May 22, 2007.



The **STROKE SYSTEMS OF CARE** depends on coordinated partnerships among health systems and professionals, smooth transitions from one care setting to the next, data-driven quality improvement programs that provide the best care to every patient every time, consistent hospital discharge processes with all of the patient's healthcare professionals, and continued actions that improve patient care and save lives.

Sample Newsletter Article

Stroke death rates have stopped declining – Here's what you can do

The death rates for strokes – one of the leading causes of death for Americans – have, for years, steadily declined. That changed in 2013. A new Vital Signs report from the Centers for Disease Control and Prevention shows that since 2013, the death rates for stroke have slowed, and even had an uptick in the past couple of years.

- Stroke death declines have stalled in 3 out of every 4 states.
- Stroke death rates among Hispanics have increased by 6 percent each year from 2013 to 2015.
- Stroke deaths have increased in southern states.
- Blacks have the highest stroke death rates among all races/ethnicities.
- Younger adults have had increases in stroke hospitalizations, and increases in stroke risk factors.
- Almost 800,000 people have a stroke each year, many leading to death or disability.

This trend is disturbing because 80 percent of strokes are preventable.

High blood pressure is the single most important and treatable risk factor for stroke. Preventing, diagnosing and controlling it through lifestyle changes and medicine is critical to reducing strokes.

Health care professionals can help patients address this and other stroke risk factors, such as tobacco use, diabetes, high cholesterol, and obesity and physical inactivity.

Additionally, everyone should know the signs of a stroke because when a stroke happens, minutes count. Learning the signs of a stroke can save lives. Recognize the signs of a stroke F.A.S.T.

F – Face. Ask the person to smile. Does one side droop?

A – Arms. Ask the person to raise both arms. Does one arm drift downwards?

S – Speech. Ask the person to repeat a simple sentence. Are the words slurred?

T – Time. If the person shows any of these symptoms, call 911 immediately.

World Stroke Day is on Oct. 29 and it's more important now than ever to make sure friends, family and patients know the risk factors for a stroke – and the signs of a stroke. Commemorate World Stroke Day this year by doing your part to reduce this disturbing trend.

Million Hearts® Partner Resources

American Heart Association | American Stroke Association

[World Stroke Day resources](#)

[Know the signs of a Stroke so you can act F.A.S.T.](#)

[Understanding your risk factors for stroke](#)

[Stroke resources for medical professionals](#)

[A Young Neighbor's Stroke Helped 35-year-old Donna Garlough Recognize Her Own](#)

Cardio Smart: American College of Cardiology

[Stroke: An Overview](#)

National Heart, Lung and Blood Institute

[What is a Stroke?](#)

Million Hearts®

[Tools to enhance stroke prevention efforts](#)

[Risks for heart disease and stroke](#)

Centers for Disease Control and Prevention

[Preventing Stroke Deaths](#)

[Stroke Web Page](#)

[Stroke Fact Sheet](#)

[Stroke Patient Education Handouts](#)