

Stroke Public Education Campaign Tool Kit 2010

**Stroke is a medical emergency.
Every second counts.**



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Texas Heart Disease and Stroke Partnership
www.dshs.state.tx.us/wellness/partnershipgoal3.shtm



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The campaigns compiled in this Stroke Public Education Tool Kit are from nationally recognized organizations. No campaign is endorsed over another.

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The Stroke Public Education Tool Kit contains a list of evidence based programs, resources, and tools available for educating the public about the signs and symptoms of stroke. The campaigns listed are from credible, national organizations that utilize marketing professionals to develop and test their materials. The selection, omission, or content of items does not imply any endorsement or other position taken by DSHS. Opinions expressed by the original authors of these items, or persons quoted therein, are strictly their own and are in no way meant to represent the official position of DSHS, the Texas Council on Cardiovascular Disease (CVD) and Stroke or the Texas CVD and Stroke Partnership. References to products, trade names, publications, news sources, and non-DSHS Web sites are provided solely for informational purposes and do not imply endorsement.



Stroke Public Education Campaign Tool Kit

Goal: Texans will experience reduced mortality and morbidity from stroke by creating an environment that supports the recognition of signs and symptoms, calling 911, and timely acute care. (Goal III of the *Texas Plan to Reduce Cardiovascular Disease and Stroke 2008*)

Campaign Objective: In high risk population, increase bystander understanding of the signs and symptoms of stroke and calling 911 as a first response.

Strategy: Implement a stroke public education campaign.

Steps for Implementing a Campaign

1) Develop a Planning Committee - Who are the Key Stakeholders?

- Enlist a champion- a high level local champion to endorse the campaign.
- Convene a key stakeholder group consisting of individuals with a variety of skills, experience, and interest from the community of people affected, your workforce, administrative, and upper management who can be a catalyst or spark in planning your event and implementing program plans.
- Define roles and responsibilities for individuals/organizations involved.
- Identify stakeholder communication procedures (i.e. emails, meetings, conference calls).

2) Define Scope of Project and Objectives - What do you want to accomplish and what do you NOT want to do?

- Identify what populations will be reached by the campaign.
- Identify what types of media might be used.
- Identify what is already being done to avoid duplication.
- Build on what is already in place.

3) Review all Materials and Resources of the Stroke Campaign Tool Kit – What campaign fits your community?

Sample resources and templates included in the Tool Kit:

- Link - Primary Stroke Center Map
- Template - Introduction Letter for Key Stakeholder Recruitment
- Template - Funding Request Letter
- Link - Stroke Facts Sheets for Your Regional Advisory Council (RAC)
- National Stroke Campaigns Comparison Chart
- Links - Stroke Campaigns
- Give Me Five
- Many Faces of Stroke
- Power to End Stroke
- Know Stroke
- F.A.S.T.
- Stroke Heroes Act FAST
- Link - Stroke Flyers in Different Languages
- Links – Let's Talk About Stroke flyers in English: Risk Factors, High blood Pressure, Life Style Changes, TIA Warning Signs, Ischemic Stroke, Hemorrhagic Stroke

- Links – Let’s Talk About Stroke flyers in English: Risk Factors, High blood Pressure, Life Style Changes, TIA Warning Signs, Ischemic Stroke, Hemorrhagic Stroke
- Links - Let’s Talk About Stroke in Spanish: Risk Factors, Life Style Changes, TIA Warning Signs, Ischemic Stroke, Hemorrhagic Stroke, Stroke Diagnosis, Stroke Rehabilitation <http://www.strokeassociation.org/presenter.jhtml?identifier=3020620>
- Template - How to Write a Press Release
- Template - Media Press Release Sample for Stroke Month – May
- Template - Media Press Release Generic Sample
- Template – Individual Evaluation Form for Media Campaign

4) Develop a Plan of Action - What steps do you need to take to accomplish your objectives?

Schedule meetings with stakeholders.

- Decide who will do what and develop a timeline for activities.
- Select a campaign and materials.
- Identify how you will measure success (evaluation plans).
- Identify other local key stakeholders you may have missed.
- Identify sponsor(s) and potential sources of funding.
- Write sponsorship proposal(s) and meet with sponsors.
- Personalize and adapt campaign with the addition of local information and statistics.
- Decide on distribution methods and phases of distribution for campaign materials.
- Identify possible delays and how to address them.

5) Implement Plan - Begin Stroke Campaign – How will you monitor your progress?

- Collect base line or pre-campaign data for comparison later with post-campaign data when the campaign is over.
- Set into motion your plan for distribution and phases of distribution.
- Identify milestones and have a plan for checking in to see if they have been accomplished.
- Communicate consistently with key stakeholders and local stakeholders.
- Conduct corrective measures if needed.

6) Conduct Evaluation - Did your campaign meet your objectives?

- Conduct evaluation activities. (Sample evaluation forms are provided in tool kit.)
- Collect data to compare with your pre campaign data.
- Write a campaign evaluation summary that describes the campaign, highlights successes and discusses challenges.

7) Celebrate and Recognize Key Stakeholders

- Celebrate your achievements and recognize key stakeholders.
- Share your success throughout the state by sending an article about your stroke campaign to the Department of State Health Services for publication in the Texas CVD and Stroke Digest <http://www.dshs.state.tx.us/wellness/partnershipdigest.shtm>.
- Communicate your success within your community.
- Consider applying for recognition through the annual Health Promotion Awards program <http://www.dshs.state.tx.us/wellness/proaward.shtm>.

Online Resources

If the hyperlink does not work, copy the url address into your browser.

Partners

Texas Council on Cardiovascular Disease and Stroke:

<http://www.dshs.state.tx.us/wellness/cnclhome.shtm> A Council established by the legislature and appointed by the Governor to promote the mission of reducing cardiovascular disease and stroke.

Texas CVD and Stroke Partnership:

<http://www.dshs.state.tx.us/wellness/partnership.shtm> Learn about state level collaboration amongst key stakeholders and their plans to reduce cardiovascular disease and stroke.

Texas Department of State Health Services:

<http://www.dshs.state.tx.us/wellness/default.shtm> Resources for statistical information.

Supporting Documents and Resources

Texas Plan to Reduce Cardiovascular Disease and Stroke:

<http://www.dshs.state.tx.us/wellness/PDF/CVDPlan08.pdf> *The Texas Plan to Reduce Cardiovascular Disease and Stroke* was developed to provide a set of goals and action steps for addressing the burden of heart disease and stroke in Texas.

Stroke Fact Sheets

<http://www.dshs.state.tx.us/wellness/factsstrokes.shtm> Texas Stroke Fact Sheets are available by geographical areas that represent the Trauma Service Areas. These statistical fact sheets contain information on regional demographics, stroke prevalence, stroke age-adjusted mortality rates, hospital discharge data, EMS/trauma registry data, stroke risk factors and recognition of stroke symptoms and calling 911.

Texas CVD and Stroke Partnership Digest:

<http://www.dshs.state.tx.us/wellness/PDF/CVDPlan08.pdf> *The Texas CVD and Stroke Partnership Digest* contains links to the latest tools, resources, articles, and funding for improving health and prevention of cardiovascular disease and stroke.

Campaigns

American Stroke Association: *Many Faces of Stroke*

<http://www.strokeassociation.org/presenter.jhtml?identifier=1020> A campaign that reinforces the message: Know the signs of stroke. Stroke is a medical emergency. Know these warning signs of stroke and teach them to others. Every second counts.

Power to End Stroke:

<http://www.powertoendstroke.org> *Power To End Stroke* is an education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. It unites people to help make an impact on the high incidence of stroke within their communities.

National Institute of Health, National Institute of Neurological Disorders and Stroke:

Know Stroke <http://stroke.nih.gov/about/index.htm>

The NINDS developed the *Know Stroke* campaign to help educate the public about the symptoms of stroke and the importance of getting to the hospital quickly. The campaign includes outreach to consumers and health care professionals using mass media, grassroots outreach, partnerships, and community education. The campaign also targets Spanish-speaking communities through a variety of Spanish language materials available throughout this site.

National Stroke Association:

F. A. S. T. <http://www.stroke.org/site/DocServer/TIA.pdf?docID=405>

National Stroke Association's Recurrent Stroke Prevention Guidelines will help you learn how to lower your stroke risk.

Massachusetts Health Promotion Clearinghouse:

Stroke Heroes Act FAST www.mclearinghouse.com/catalogpagehdsp.htm

The development of *FAST* materials was guided by an expert panel and each language version was culturally adapted and tested with adults representing those cultures and a variety of ages, education, and incomes. Brochures, wallet cards, posters, and videos can be ordered through this web-site. Materials are available in English, Spanish, and Portuguese. Materials can be downloaded at no cost. A nominal fee is charged for all hard copies of materials to cover reproduction, shipping and handling costs.

Additional Resource Links

- Link - Stroke Flyers in Different Languages
http://www.healthinfotranslations.com/stroke_456239.php
- Link - Let's Talk About Stroke flyers in English:
<http://www.strokeassociation.org/presenter.jhtml?identifier=3018614>
 - Risk Factors <http://www.americanheart.org/downloadable/stroke/1219770241917Risk%20Factors%20for%20Stroke.pdf>
 - High Blood Pressure <http://www.americanheart.org/downloadable/heart/1219440244271HBP%20and%20Stroke.pdf>
 - Life Style Changes to Prevent Stroke <http://www.americanheart.org/downloadable/stroke/1219770019473Lifestyle%20Chgs%20to%20Prevent%20Stroke.pdf>
 - TIA Warning Signs <http://www.strokeassociation.org/downloadable/stroke/1219770390204Stroke%20TIA%20and%20Warning%20Signs.pdf>
 - Ischemic Stroke and Their Causes http://www.strokeassociation.org/downloadable/stroke/118116063407350-0063%20ASA%20Ischemic%20Strokes_4-07.pdf
 - Hemorrhagic Stroke <http://www.strokeassociation.org/downloadable/heart/1219440068397Hemorrhagic%20Strokes.pdf>

- Link - Let's Talk About Stroke Flyers in Spanish:
<http://www.strokeassociation.org/presenter.jhtml?identifier=3020620>
- Life Styles Changes to Prevent Stroke
<http://www.americanheart.org/downloadable/heart/1220029042248Changes%20Caused%20by%20Stroke%20Spanish.pdf>
- TIA Warning Signs
<http://www.americanheart.org/downloadable/heart/1219869294860Stroke%20TIA%20and%20Warning%20Signs%20Spanish.pdf>
- Ischemic Stroke and Their Causes
<http://www.americanheart.org/downloadable/heart/1220026469993Ischemic%20Stroke%20Spanish.pdf>
- Hemorrhagic Strokes and Their Causes
<http://www.americanheart.org/downloadable/stroke/108136759319461%20ASA%20Hemorrhagic%20Span.pdf>
- Stroke Diagnosis
<http://www.americanheart.org/downloadable/stroke/1220029938464Stroke%20Diagnosis%20Spanish.pdf>
- Stroke Rehabilitation
<http://www.americanheart.org/downloadable/heart/1219849004777Stroke%20and%20Rehabilitation%20Spanish.pdf>
- CDC Division for Heart Disease and Stroke Prevention — Taking Action for Stroke Addendum
http://www.cdc.gov/dhdsplibrary/heart_stroke_guide/addendum_chapter3.htm

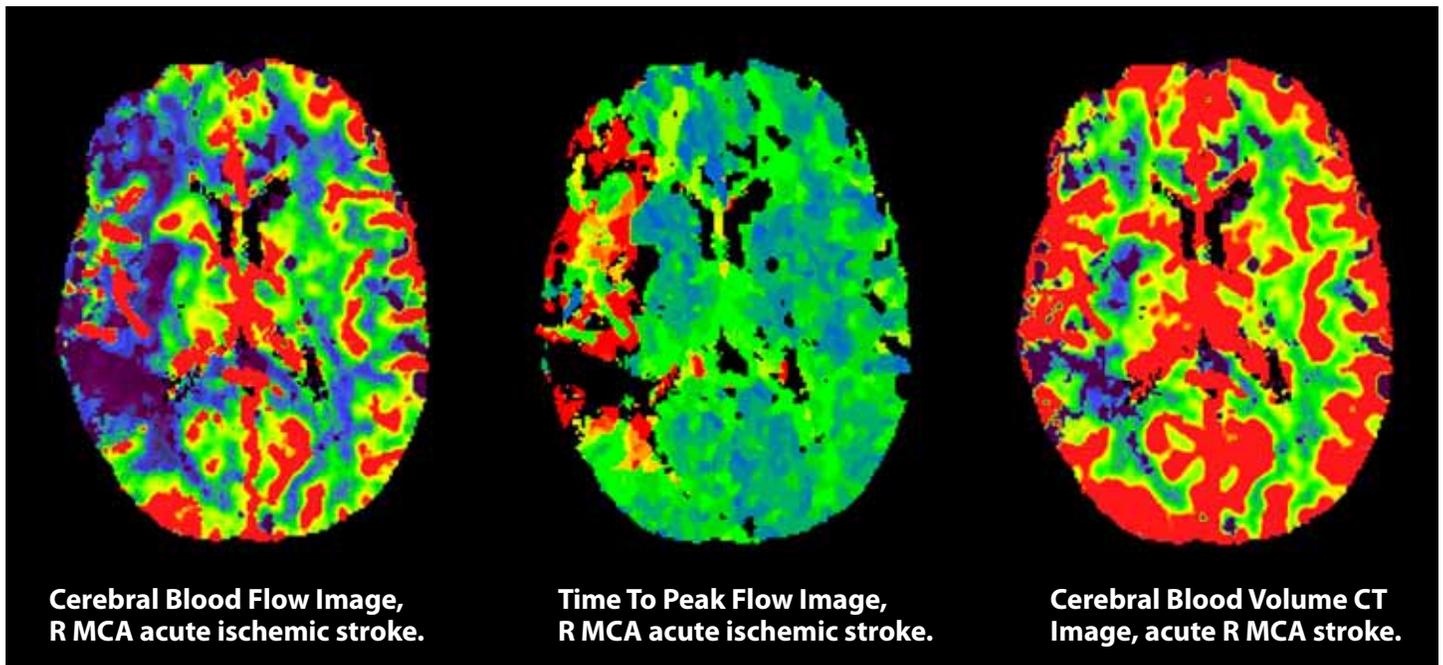
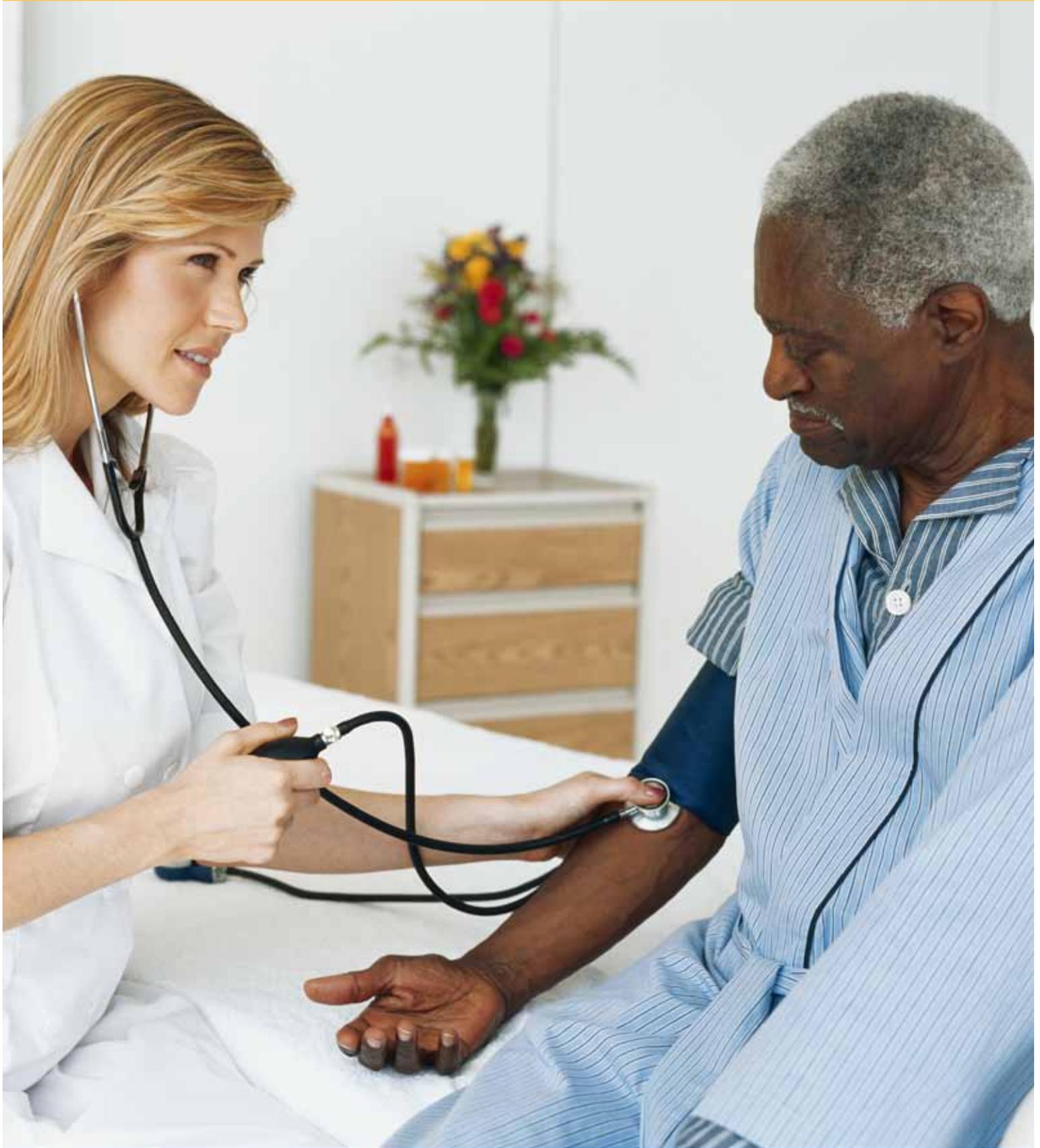


Photo credit: J. Neal Rutledge, MD, FACR, Governor's EMS Trauma Advisory Council Stroke Committee Chair, Texas Council CVD and Stroke Member



Stroke Public Education Campaign Chart

Campaign/Resource Title/Organization	Campaign/Materials Website	Pros
<p>Many Faces of Stroke - Suddens American Heart Association Created by the Brain Attack Coalition, lists 5 stroke warning signs: "Suddens"</p>	<p>Downloadable Materials, Multiple Language Materials, Brochures, Magazine, Newsletter, Fact sheets, Stroke Center Locator http://www.strokeassociation.org/presenter.jhtml?identifier=1020</p>	<p>The message contains all signs of stroke.</p>
<p>Power to End Stroke American Stroke Association Education campaign that embraces and celebrates the culture, energy, creativity and lifestyles of Americans. Designed to raise critical awareness within the African American population. Uses "Suddens."</p>	<p>Materials, Guides, Pledge Cards, Fact Sheets http://powertoendstroke.org/tools-printable-guides.html</p>	<p>Attractive materials. Requests a commitment to participate in the prevention of stroke.</p>
<p>Know Stroke. Know the Signs. Act in Time. National Institutes of Health - National Heart, Lung and Blood Institute The National Institutes of Health through the National Institute of Neurological Disorders and Stroke (NINDS) developed the campaign to help educate the public about the symptoms of stroke and the importance of getting to the hospital quickly. Lists 5 stroke warning signs: "Suddens"</p>	<p>Multiple Language Materials, Brochures, Clinical Updates/Guidelines, Videos, Posters, TV and Radio PSAs (public service announcements), Toolkit http://stroke.nih.gov/materials</p>	<p>Message: <i>Know Stroke. Know the Signs. Act in Time.</i> Uses road signs as a visual of the "signs of stroke." Ready to use, downloadable materials.</p>
<p>F.A.S.T. (Face, Arm, Speech, Time) National Stroke Association Created by study investigators in 1999, the campaign is based on the Cincinnati Pre-Hospital Stroke Scale. FAST combines 3 common stroke warning signs and a plan of action, should symptoms occur, into a single message.</p>	<p>Downloadable Materials, Multiple Language Materials, Brochures, Magazine, Journal, Clinical Updates/Guides, Newsletter, Fact sheets, Videos http://www.stroke.org/site/PageServer?pagename=MEDPRO PageServer?pagename=HOME</p>	<p>Easy to remember acronym. Used by Texas EMS providers.</p>
<p>Stroke Heroes Act FAST Massachusetts Heart Disease and Stroke Prevention and Control Program The development of FAST materials was guided by an expert panel and each language version was culturally adapted and tested with adults representing those cultures and a variety of ages, education, and incomes. Brochures, wallet cards, posters, and videos can be ordered from the website.</p>	<p>English and Spanish Brochures, Wallet Cards, Posters, and Videos can be ordered: http://www.maclearinghouse.com/catalogpagehdsp.htm</p>	<p>Since the launch of the campaign in 2006, FAST materials have been used in 48 states and 28 countries</p>
<p>Let's Talk About Stroke American Stroke Association These flyers simply explain information regarding to stroke, Transient Ischemic Attack (TIA) and warning signs.</p>	<p>Multiple Language Materials, Brochures, Videos, Posters, Wallet Cards, Downloadable Materials, Multiple Language Materials, Brochures, Newsletter, Fact sheets http://www.americanheart.org/presenter.jhtml?identifier=3018596</p>	<p>Ready to use, downloadable materials.</p>

Template – Stroke Public Education Community Action Plan

Objective 1: In high risk population, increase bystander understanding of the signs and symptoms of a stroke.			
Measures of Success	Activities to Achieve the Objective	Responsible Party	Due Date
In a high risk population, the number of respondents who can identify the signs and symptoms of stroke.	<ol style="list-style-type: none"> 1. Convene Planning Committee 2. Define Scope of Project and Objectives 3. Select Campaign from Tool kit 4. Develop Community Action Plan to include Impact Evaluation process 5. Implement Campaign 6. Conduct Evaluation 7. Celebrate Success 		

Objective 2: In high risk population, increase bystander understanding of the importance of calling 911.			
Measures of Success	Activities to Achieve the Objective	Responsible Party	Due Date
In a high risk population, number of respondents who would call 911 as a first response to stroke.	<ol style="list-style-type: none"> 1. Convene Planning Committee 2. Define Scope of Project and Objectives 3. Select Campaign from Tool kit 4. Develop Community Action Plan to include Impact Evaluation process 5. Implement Campaign 6. Conduct Evaluation 7. Celebrate Success 		



Objective 3: In high risk population, increase the number of calls to 911 for stroke.

Measures of Success	Activities to Achieve the Objective	Responsible Party	Due Date
<p>In a high risk population, the number of stroke 911 calls compared to the number of hospital admitted stroke patients.</p>	<ol style="list-style-type: none"> 1. Convene Planning Committee 2. Define Scope of Project and Objectives 3. Select Campaign from Tool kit 4. Develop Community Action Plan to include Impact Evaluation process 5. Implement Campaign 6. Conduct Evaluation 7. Celebrate Success 		

Template – Impact Evaluation Plan

Because conducting an impact evaluation is important, it is wise to include evaluation planning at the beginning of your planning process. These are suggested evaluation criteria.

Impact Evaluation Plan

- The campaign may reach people outside your target population but to perform an evaluation, an evaluation population and the geographical areas should be determined ahead of time.
- Preplanning evaluation questions are included.
- There can be more than one indicator for each evaluation question.
- *Obtain local risk factor data from the [Texas Stroke Fact Sheets](http://www.dshs.state.tx.us/wellness/factsstrokes.shtm)
<http://www.dshs.state.tx.us/wellness/factsstrokes.shtm>
- Percent Change is represented in the percentage points between pre and post surveys.
- **To help calculate the “percent change”, plug you numbers “before the campaign” and “after the campaign” into this tool provided at this website - <http://www.percent-change.com/>

Objective 1: In a high risk population, increase bystander understanding of the signs and symptoms of a stroke with highest risk of stroke.

Evaluation Questions	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Timing	
What do we want to know about our campaign and the results of our campaign?	What data or information will answer the question?	What resource will we use to collect the data?	How will we collect the data?	When will we collect the data and how often?	What type of analysis will we perform? How will we interpret our data?
1a) What is the geographical boundary that our campaign will serve and evaluate? 1b) Where did we conduct the campaign? 1c) What is the population size that we will serve?	1a, b, c) Geographical area and population information. * Texas Stroke Fact Sheets	1a, b, c) County or Trauma Service Area (TSA) maps and, population Demographics for the area * Texas Stroke Fact Sheets	1a, b, c) Search the DSHS website and regional maps for campaign area or Trauma Service Area boundaries and population demographics	1a, b, c) Before the campaign starts	1a, b, c) Map geographical information and describe population information.
1d) Are we targeting and reaching a population with the highest risk factors?	1d) Area or group of populations with highest risk factors	1d) See * Texas Stroke Fact Sheets.	1d) DSHS website	1d) Before the campaign starts	1d) Description of population at highest risk for stroke

Objective 1: In a high risk population, increase bystander understanding of the signs and symptoms of a stroke with highest risk of stroke. (continued)

Evaluation Questions	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Timing	
What do we want to know about our campaign and the results of our campaign?	What data or information will answer the question?	What resource will we use to collect the data?	How will we collect the data?	When will we collect the data and how often?	What type of analysis will we perform? How will we interpret our data?
1e) In a high risk population, have we increased the number of campaigns conducted in locations where the people of highest risk live?	1e) The number of campaigns conducted in locations where the people with the highest risk live.	1e) Health care sites, nonprofits, health department, media, and others that may sponsor campaigns.	1e) Phone and e-mail contacts with stakeholders; environmental scan for billboards, posters, etc.	1e) Before and after the campaign starts.	1e) Count and description of the number of campaigns conducted in locations where the people with the highest risk live.
1f) In a high risk population, have we increased the number of respondents who can positively identify each and all of the warning signs and symptoms of a stroke?	1f) The total number of respondents that can positively recognize each and all of the warning signs and symptoms before and after the campaign.	1f) Surveys of people exposed to the campaign.	1f) Convenience sampling; on site participants.	1f) Before and after the campaign starts	1f) Compare the number of respondents that can recognize the warning signs and symptoms (positive responses) before the campaign with positive responses after the campaign.)
1g) In a high risk population, have we increased the % of respondents who know the signs and symptoms of stroke? If yes, by how much?	1g) The percent change in respondents that can positively recognize each and all of the warning signs and symptoms before and after the campaign.	1g) Surveys before and after the campaign	1g) Comparison of positive response rates	1g) After the Campaign	<p>1g) The number of positive responses divided by total number of responses X 100%</p> <p>To calculate % change: A = the number of positive responses after/ total number of responses after</p> <p>B = the number of positive responses before/total number of responses before</p> <p>$(A-B)/B \times 100\% = \%$ change in rate of positive responses</p> <p>** See Percent Change web-site</p>

Objective 2: In a high risk population, increase bystander understanding of the importance of calling 911 as a first response.

Evaluation Questions	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Timing	
What do we want to know about our campaign and the results of our campaign?	What data or information will answer the question?	What resource will we use to collect the data?	How will we collect the data?	When will we collect the data and how often?	What type of analysis will we perform? How will we interpret our data?
2a) In a high risk population, have we increased the number of respondents who would call 911 as their first response to stroke before and after the campaign?	2a) The number of respondents who would call 911 as a first response to stroke, before and after the campaign.	2a) Surveys of people exposed to the campaign	2a) Convenience sampling	2a) Before and after the campaign starts.	2a) Compare the number of respondents who would call 911 before the campaign with those after the campaign.
2b) In a high risk population, have we increased the % of respondents who would call 911 as a first response? If yes, by how much.	2b) The percent change in respondents who would call 911 as a first response to stroke, before and after the campaign.	2b) Surveys before and after the campaign	2b) Comparison of positive response rates	2b) After the Campaign	2b) The number of positive responses divided by total number of responses X 100% To calculate % change: A = the number of positive responses after/total number of responses after B = the number of positive responses before/total number of responses before $(A-B)/B \times 100\% = \% \text{ change in rate of positive responses}$ ** See Percent Change web-site

Objective 3: In a high risk population, increase the number of stroke 911 calls and the ratio to number of hospital admitted stroke patients.

Evaluation Questions	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Timing	
What do we want to know about our campaign and the results of our campaign?	What data or information will answer the question?	What resource will we use to collect the data?	How will we collect the data?	When will we collect the data and how often?	What type of analysis will we perform? How will we interpret our data?
3a) In a high risk population, has there been an increase in the 911 calls for stroke?	3a) Number of calls to 911 for stroke before and after the campaign.	3a) 911 call center records or run forms	3a) Collect number of stroke calls from 911 call center and/or number of calls from the run forms before and after the campaign.	3a) Before and after the campaign starts.	3a) Comparison of number of 911 calls before the campaign with the number of 911 calls after the campaign.
3b) In a high risk population, what is the ratio of people who have called 911 to the number of hospital admitted stroke patients? And has it increased?	3b) Number of calls to 911 for stroke before and after the campaign compared with number of stroke patients admitted to local hospitals before and after the campaign	3b) 911 call center records or call run forms; hospital admission records	3b) Collect number of stroke calls from 911 call center and/or number of calls from the run forms before and after the campaign. Collect count of patients admitted for stroke during the period before and after the campaign	3b) Before and after the campaign starts	3b) Number of stroke calls to 911/total number stroke patients admitted to local hospitals X 100% before and after the campaign

Template – Introduction Letter

for Key Stakeholder Recruitment

Consider following up letter with a personal phone call.

[Your Name]
[Street Address]
[City, ST ZIP Code]
[Date]

[Key Stakeholder's Name]
[Their Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [Key Stakeholder's Name]:

As an important community leader, you may be aware of the need for educating your family and friends about stroke prevention and the signs and symptoms of stroke. Approximately [xx] people die from stroke in [your city, county, region] every year. In 2007, [your city, county, region] residents experienced more than [xxx hospital discharges for stroke and more than \$xx million in hospital charges from stroke¹].

Death, disability and the high cost of stroke can be reduced if patients receive rapid medical care. It is critical that people recognize the signs and symptoms of stroke and call 911 immediately.

Our community can increase the recognition of stroke's signs and symptoms as well as decrease the risk for stroke in our community. To decrease of the affects stroke within our community, we need your help. You are invited to join the [name of group]. The [name of group] consists of professionals such as yourself, who can assist in guiding, organizing, and implementing an educational campaign that teaches our citizens to recognize a stroke and the importance of calling 911. Our first meeting is scheduled for [month, date, year] at [xx:xx] am/pm at [name of meeting location, xxx Street Name, City]. I hope you will join us.

Sincerely,

[Your Name]

[Your Title]

¹Obtain local data from the **Texas Stroke Fact Sheets**
<http://www.dshs.state.tx.us/wellness/factsstrokes.shtm>

Template — Funding Request Letter

Your letter of inquiry or request for funding should bring sharp focus to the need or problem you are trying to address and present a solution for that need. Your letter should reflect your planning process, what partners are involved, and measurable points of interest.

[Date]

[Mr. Grantor]

[Their Title]

[Company Name]

[Street Address]

[City, ST ZIP Code]

Re: Letter of Inquiry

Dear [Mr. Grantor]:

There is a good chance you know someone who has been affected by stroke. Stroke is the third leading cause of death and the number one cause of disability in Texas and the nation. In Texas, only 17% of Texans know all the warning signs. In our region, [your name your geographical area], only [XX%*] of the residents of [name your geographical area] know all the warning signs.

To improve a stroke patient's outcome the patient needs to be treated at the appropriate hospital that can provide acute stroke treatment within three hours of the first symptom onset. But first the patient or their family members need to know the warning signs and symptoms of stroke so they can take action and call 911.

To improve stroke patient outcomes we have formed a coalition of partners who have agreed to launch the nationally recommended campaign called [XXXXXXXXXXXXXXXX]. The campaign will run from [Month, Date] to [Month, Date] and will reach [XXXXXX] residents in [XX] counties. The partners are: [List Partners]

Your help is needed to make this campaign a success. Our coalition is seeking \$[XXXXXX] to help fund this stroke public education campaign. Please consider supporting your community in this effort. Someone will be contacting you soon. Thank you for your time.

Warm regards,

[Lead member of your regional partnership group]

[Their title]

¹Obtain local data from the [Texas Stroke Fact Sheets](http://www.dshs.state.tx.us/wellness/factsstrokes.shtm)
<http://www.dshs.state.tx.us/wellness/factsstrokes.shtm>

Template – How to Write a Press Release

The press release is to provide a concise news story format written in third party, to get the attention of your editor. In the press release body write your compelling story explaining why your specific event, person, activity is newsworthy. A press release can be sent by email, fax or regular mail. It can be sent in with a promotion letter or it can be included in a full press kit. Please follow this proper format when submitting your press release.

**INSERT
LOGO**

FOR IMMEDIATE RELEASE

[Date of Release]

Contact Name: [First and Last Name]
Contact Organization: [Name of Organization]
Phone: [(123) 456-7890]
Email: [besty.writer@organizationalname.org]

MAIN TITLE OF PRESS RELEASE IN UPPERCASE LETTERS
Subtitle is in Title Case (Upper and Lower case)

Newsworthy story written in the body of the press release. Newsworthy story written in the body of the press release. Newsworthy story written in the body of the press release. Newsworthy story written in the body of the press release. Newsworthy story written in the body of the press release. Newsworthy story written in the body of the press release.

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If you would like more information about this topic, or would like to schedule an interview, please contact [Betsy Writer @ (123) 456-7890] or email [Betsy Writer at betsy.writer@organizationalname.org].

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The bottom portion of the press release, also called the boilerplate, it is where you include factual information about your organization, such as: how long your organization has been established, who it serves, what geographical area/s it serves, who are its members, what is the purpose of your organization or any other information that is pertinent to the story or gives your organization credibility.

Template – Media Press Release

Sample for Stroke Month - May

INSERT
LOGO

FOR IMMEDIATE RELEASE

[Date of Release]

Contact Name: [First and Last Name]
Contact Organization: [Name of Organization]
Phone: [(123) 456-7890]
Email: [besty.writer@organizationalname.org]

SPREAD AWARENESS AND HOPE ABOUT STROKE THIS MAY
National Stroke Awareness Month Activities Announced at [Organization's Name]

(City, State –Month, Day, Year) – Up to 80% of strokes are preventable, yet it is expected that nearly 795,000 people in the United States will have a stroke this year.

In [your state, city or county] there are nearly [XXX] stroke patients discharged from the hospital each year. The majority of those who survive a stroke will need some form of rehabilitation in their recovery process. This May is National Stroke Awareness Month, a time to raise public awareness about preventing stroke, recognizing when a stroke is occurring, and calling 911 when symptoms occur.

In 1987, the National Stroke Association received a presidential proclamation to observe National Stroke Awareness Month in May. This year, [insert hospital or organization name] is taking a lead from the *National Stroke Association* and striving to educate Americans to **STOP Stroke** by reducing their risk through **risk factor management**, to **act F.A.S.T.** upon stroke symptom recognition and to **spread HOPE** about recovery from stroke.

[Your organization's name], will host a [insert activity description]

What: [Insert Activity Title]
When: [Day, Month, Time am- Time pm]
Where: [Name of Organization Physical Address]

Please visit www.stroke.org/SAM for free downloadable stroke educational information.

Did you know?

- Someone has a stroke every 40 seconds, on average.
- Stroke can be caused by a myriad of manageable risk factors, including: high blood pressure, excess weight, alcohol consumption, smoking, diabetes, atrial fibrillation and transient ischemic attack (TIA). Visit www.stroke.org/RISK for more information and downloadable fact sheets. Visit <http://www.stroke.org/site/PageServer?pagename=MEDIA#PSA> to view or embed television and radio PSAs about cholesterol, stroke and transient ischemic attack (TIA).
- The public needs to be aware of their stroke risk and have a strong knowledge of stroke symptoms to get the treatment they or loved ones need to act F.A.S.T.

Use the **F.A.S.T. method** for recognizing symptoms –

View downloadable F.A.S.T. animation here:

http://www.stroke.org/site/PageServer?pagename=SAM_materials

- F = FACE** Ask the person to smile. Does one side of the face droop?
A = ARM Ask the person to raise both arms. Does one arm drift downward?
S = Speech Ask the person to repeat a simple phrase. Does the speech sound slurred or strange?
T = Time If you observe any of these signs, it's time to call 911.

- Stroke will cost the United States an estimated \$73.6 Billion in 2010.
- Four out of five families will be touched by stroke in 2010.
- Stroke incidence rate in African Americans is almost double that of Caucasians.
- You can receive National Stroke Association's premiere publication, StrokeSmart™ magazine for free if you live in the United States. To subscribe to the leading source of recovery, rehabilitation and inspiration for stroke survivors; visit: www.stroke.org/MAG.

Please visit [\[See list of National Organizational Stroke Campaign web-sites\]](#) for free downloadable stroke educational information.

###

About [\[insert your organization's name\]](#), [\[Insert your organization's background info\]](#)

Template – Media Press Release

Generic Sample

**INSERT
LOGO**

FOR IMMEDIATE RELEASE

[Date of Release]

Contact Name: [First and Last Name]
Contact Organization: [Name of Organization]
Phone: [(123) 456-7890]
Email: [besty.writer@organizationalname.org]

DO YOU KNOW WHAT TO DO WHEN A LOVED ONE IS HAVING A STROKE?
Public Stroke Awareness Campaign Announced at [Organization's Name]

(City, State –Month, Day, Year) – One in seventeen people in America will have a stroke, four out of five families will be touched by stroke in 2009. Stroke will cost the United States an estimated \$68.9 billion in 2009. Stroke incidence rate in African Americans is almost double that of Caucasians.

In [your state, city or county] there are nearly [XX] strokes each year. Be ready to recognize it! Stroke is a major cause of death and disability. [Your organization's name] is taking a lead from [insert chosen national organization's name] and striving to educate local resident of [your geographical area] with the [Name of stroke campaign]. [Your organization's name] is educating the public about their important role in recognizing the signs and symptoms of a stroke and calling 911.

[Your organization's name], will host a [insert activity description]

What: [Insert Activity Title]
When: [Day, Month, Time am- Time pm]
Where: [Name of Organization Physical Address]

Please visit www.stroke.org/SAM for free downloadable stroke educational information.

Understanding the following about urgent stroke care and acting on it fast, can help save your loved one.

- Stroke is a major cause of disability and death. The ***sooner your loved one is treated*** for acute stroke, the better their chance for survival. That time is ***within three hours of the first signs of symptom onset***.
- There are now treatments for stroke available, ***if*** the stroke patient ***gets to an appropriate hospital that can provide acute stroke treatment***.
- The time for stroke treatment is usually under three hours from first signs of symptoms onset. Note: ***that time includes*** witnessing the event, identifying the symptoms, making the decision to call 911, EMS arrival, EMS transport and emergency department diagnosis of the stroke.
- ***Know the warning signs and symptoms of stroke***. Warning signs are something you can see by looking at your loved one, i.e., one side of their face is drooping. They will have to tell you about their symptoms, i.e., they are having the worst headache in their life.

[Insert chosen National Organization's campaign warning signs, for example F.A.S.T.]

Use the **F.A.S.T. method** for recognizing symptoms.

- | | |
|-------------------|---|
| F = FACE | Ask the person to smile. Does one side of the face droop? |
| A = ARM | Ask the person to raise both arms. Does one arm drift downward? |
| S = Speech | Ask the person to repeat a simple phrase. Does the speech sound slurred or strange? |
| T = Time | If you observe any of these signs, it's time to call 911. |

Please visit [See list of National Organizational Stroke Campaign web-sites] for free downloadable stroke educational information.

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About [insert your organization's name], [insert your organization's background info]

Template – Individual Evaluation Form for Media Campaign

This document could be used to survey the public.

The questions are from the Behavioral Risk Factors Surveillance System (BRFSS) survey.

Individual Evaluation Form for Media Campaign

Which of the following do you think is a symptom of a stroke?

1. Do you think sudden confusion or trouble speaking are symptoms of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

2. Do you think sudden numbness or weakness of the face, arm or leg, especially on one side, are symptoms of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

3. Do you think sudden trouble seeing in one or both eyes is a symptom of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

4. Do you think sudden chest pain or discomfort are symptoms of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

5. Do you think sudden trouble walking, dizziness, or loss of balance are symptoms of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

6. Do you think severe headache with no known cause is a symptom of a stroke?

- a. Yes
- b. No
- c. Don't know/not sure
- d. Not answered

7. If you thought someone was having a heart attack or a stroke, what is the first thing you would do?

- a. Take them to the hospital
- b. Tell them to call their doctor
- c. Call 911
- d. Call their spouse or a family member
- e. Do something else
- f. Don't know/not sure
- g. Not answered

Answer Key

The following are signs and symptoms of a stroke:

- sudden confusion or trouble speaking
- sudden numbness or weakness of the face, arm or leg, especially on one side
- sudden trouble seeing in one or both eyes
- sudden trouble walking, dizziness, or loss of balance
- severe headache with no known cause

Sudden chest pain or discomfort are symptoms of a heart attack.

If you thought someone was having a heart attack or a stroke, the first thing you should do is call 911.



Texas Heart Disease and Stroke Partnership
www.dshs.state.tx.us/wellness/partnershipgoal3.shtm

Texas Council on Cardiovascular Disease and Stroke

Heart Disease and Stroke Program
Adult Health and Chronic Disease Group
Chronic Disease Prevention Branch
Texas Department of State Health Services
www.dshs.state.tx.us/wellness

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