

May is Stroke Awareness Month



American Heart Association | American Stroke Association

Learn and Live.

Looking for ideas for your EMS Week? May is Stroke Awareness Month. Stroke is the third leading cause of death in the U.S. and the number one cause of disability. Because 80 percent of strokes are preventable, the best way to deal with stroke is to prevent it. Texas EMS Magazine has partnered with the American Heart Association to bring you a list of resources (mostly free of charge) and links to help you plan your stroke education.

Free publication

Stroke Connection

From in-depth information on conditions such as aphasia, central pain, high blood pressure and depression, to tips for daily living from health care professionals and other stroke survivors, *Stroke Connection* keeps you abreast of how to cope, how to reduce your risk of stroke and how to make the most of each day. *Stroke Connection* is available as a digital edition or a printed copy. Get your first six issues free. To subscribe by phone call 1-888-4-STROKE (1-888-478-7653) or visit the website at www.strokeassociation.org/presenter.jhtml?identifier=2541.

Downloadable patient education

Stroke prevention

Download and print PDFs that cover a range of subjects regarding stroke prevention at www.strokeassociation.org/presenter.jhtml?identifier=3018614. The PDFs include:

- Let's Talk About Anticoagulants and Antiplatelet Agents
- Let's Talk About Carotid Endarterectomy
- Let's Talk About Children and Stroke
- Let's Talk About Hemorrhagic Strokes and Their Causes
- Let's Talk About High Blood Pressure and Stroke
- Let's Talk About Ischemic

Strokes and Their Causes

- Let's Talk About Lifestyle Changes to Prevent Stroke
- Let's Talk About Risk Factors for Stroke
- Let's Talk About Stroke, TIA and Warning Signs

Power to End Stroke

Power To End Stroke is an education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. African Americans are at particularly high risk for heart disease and stroke, with almost twice the risk of first-ever strokes compared to white Americans, higher death rates for stroke and the prevalence of high blood pressure in African Americans in the United States is the highest in the world. The webpage www.powertoendstroke.org/tools-printable-guides.html includes documents from the *Power to End Stroke* program, including:

- Warning Signs
- Stroke Risk Assessment
- A Guide to Help African Americans Lower Heart Disease and Stroke Risks
- A Guide to Help African Americans Fight Stroke
- A Heart Health Guide for African Americans
- Sickle Cell Disease and Stroke
- Fact sheets for diabetes, high blood pressure (hypertension), sickle cell disease, physical activity and nutrition, and stroke

Know Stroke

The *Know Stroke* campaign materials are available in a variety of formats, including brochures, television and radio public service announcements (PSAs), videos and posters. Most can be ordered for individual use or in quantity, to be distributed in health care facilities, government agencies, businesses, nonprofit organizations, civic groups and other community settings. These public education materials on stroke are available for free from the National Institute of

Neurological Disorders and Stroke.

Visit the *Know Stroke* webpage on the National Institutes of Health website at <http://stroke.nih.gov/materials>. The program presents information in a variety of formats, including brochures, toolkits and posters, radio PSAs, and videos and TV PSAs.

Stroke information translated into multiple languages

Health Information Translations is a resource for helping health care professionals teach health education to patients with limited English skills. Languages include Arabic, Bosnian, Chinese Simplified, Chinese Traditional, English, French, Hindi, Japanese, Korean, Portuguese Brazilian, Russian, Somali, Spanish, Tagalog, Ukrainian, and Vietnamese. Visit their website at www.healthinfotranslations.com/stroke_456239.php.

Downloadable stroke media campaigns from the Ad Council

Six stroke awareness campaigns are available at no cost through the Ad Council. Visit the Ad Council's stroke information webpage at www.adcouncil.org/default.aspx?id=59. From there, you can click on the "PSA Central" link, which will take you to a central location for browsing and previewing all current PSA materials for Ad Council campaigns. You can download media for television, radio, outdoor, print and Internet for free from PSA Central.

PowerPoint for medical professionals

The American Heart Association offers a "Target: Stroke" PowerPoint presentation with stroke treatment information intended for medical professionals. The slides present AHA/ASA guideline recommendations and best practices for the Target: Stroke initiative. The presentation is available at www.strokeassociation.org/presenter.jhtml?identifier=3072622.

Quick Fact

There are 49 designated stroke facilities in Texas. For a listing, go to <http://www.dshs.state.tx.us/emstraumasystems/etrastroke.shtm>.