



Stroke Awareness and Education Resource Toolkit

Version 1: September 2009

Introduction

Founded in 2005, the Minnesota Stroke Partnership is a coalition of stroke experts who collaborate to recommend and implement key strategies to reduce the burden of stroke in Minnesota. Coordinated through the Heart Disease & Stroke Prevention Unit at the Minnesota Department of Health, the membership includes representation from clinical and research settings, emergency medical services, educational and advocacy organizations. The mission of the Minnesota Stroke Partnership is to raise awareness of stroke, promote stroke prevention, and improve systems of stroke care throughout Minnesota.

The Stroke Awareness and Education Resource Toolkit was created to provide an overview of resources available for community stroke awareness and education. It is available on the Minnesota Stroke Partnership's website at www.mnstrokepartnership.com under "Resources." Thanks go to Jessica Barth, MPH for the creation and evaluation of this document.

We welcome your questions and comments at health.stroke@state.mn.us.

Using the Toolkit

This toolkit was designed to be used as a printed document, or directly on a computer. Links are denoted by blue text and an underline. To access any of these resources on a computer with an internet connection, simply click on the blue links to be taken to the appropriate location, either within the document or on the web.

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Public Awareness and Education Resources

American Heart Association/American Stroke Association

www.americanheart.org

www.strokeassociation.org

Overview

The American Heart Association is a national voluntary health agency to help reduce disability and death from cardiovascular diseases and stroke.

The American Stroke Association is a division of the American Heart Association that is focused on reducing risk, disability and death from stroke through research, education, fundraising and advocacy. The American Stroke Association spends more money on stroke research and programs than any other organization except the federal government. The American Stroke Association offers a wide array of programs, products and services.

Resources

American Heart Association Consumer & Patient Education Materials

<http://www.americanheart.org/presenter.jhtml?identifier=1200021>

Brochures cover a wide range of cardiovascular health and stroke topics. Order up to 10 samples of different brochures free or purchase brochures in bulk at [Krames](#). Some materials are also available in Spanish.

- Brochures
- Videos

American Stroke Association Patient Education Materials

<http://www.strokeassociation.org/presenter.jhtml?identifier=3030083>

Brochures cover topics such as stroke care, prevention and emergencies. Order up to 10 samples of different brochures free or purchase the toolkit and brochures in bulk at [Krames](#). Downloadable patient education materials are available for free. Some materials are also available in Spanish.

- Toolkit
- Brochures
- Downloadable education materials

Public Service Announcements (PSAs)

www.americanheart.org/psa

Download PSAs in the following formats for free. Some PSAs are also available in Spanish.

- Video
- Audio
- Print
- Outdoor
- Web

Let's Talk About Stroke

www.strokeassociation.com/letstalkaboutstroke

A series of free downloadable patient information sheets that present information in a question-and-answer format that's brief, easy to follow and easy to read. Topics include stroke prevention and life after stroke. Many sheets are also available in Spanish.

Krames

www.krames.com/aha

Krames is a provider of patient education products. American Heart Association and American Stroke Association resources are available for purchase at www.krames.com/aha or [here](#). Some materials are also available in Spanish.

- Brochures
- Toolkits

Other initiatives of the American Heart Association/American Stroke Association

Give Me 5 for Stroke

www.giveme5forstroke.org

Overview

This campaign was created by the Stroke Collaborative, a joint campaign of the American Academy of Neurology, the American College of Emergency Physicians, and the American Heart Association/American Stroke Association to increase awareness among Americans of stroke symptoms, to call 9-1-1, and get to the emergency department fast. The campaign is inclusive of all of the warning signs of a stroke.

Resources

Educational Materials

www.giveme5forstroke.org/patients/educationalMaterials.

Handouts can be downloaded for free. Some materials are also available in Spanish.

Campaign Materials

www.giveme5forstroke.org/media/campaignMaterials

A postcard and poster can be downloaded for free.

Power to End Stroke

www.powertoendstroke.org

Overview

Power to End Stroke is an education and awareness campaign that focuses on African Americans. It was created by the American Heart Association/American Stroke Association to help reduce stroke, the risk of stroke and raise critical awareness within the African American population. Heart disease and stroke are major health risks for all people, but African Americans are at particularly high risk.

Resources

Download materials for free at www.powertoendstroke.com under "Helpful Tools"

- Toolkits
- Printable Guides

Purchase materials and merchandise at www.shoppower.org

- Brochures
- Poster
- Toolkit
- Pledge Card
- Cookbooks
- Bracelet
- Lapel Pins
- Messenger Bag
- And More!

Know Stroke. Know the Signs. Act in Time.

<http://stroke.nih.gov>

Overview

The National Institute of Neurological Disorders and Stroke (NINDS) developed this public education campaign to help build awareness of the symptoms of stroke and the need to act quickly. There are many free stroke educational materials and resources to create public education campaigns to build awareness of the symptoms of stroke and the need to act quickly. The Know Stroke campaign maintains an active [Facebook page](#).

Resources

Materials can be ordered for a fee at

<https://ice.igsolutions.com/ninds/strokepubs.asp>.

Order up to 10 of materials free or purchase. If you wish to receive more than 10 copies, call the NINDS Brain Resources and Information Network (BRAIN) at 800-352-9424 or 301-496-5751 or email braininfo@ninds.nih.gov with details about how you plan to use the additional materials.

Some materials are also available in Spanish.

- Brochures
- Poster
- Wallet Card
- Bookmark
- Video
- Toolkit
- PSAs
- Facebook

National Stroke Association

www.stroke.org

Overview

The National Stroke Association is the only national organization in the United States that focuses 100% of its efforts on stroke. National Stroke Association achieves its mission to lower the incidence and impact of stroke by developing compelling community outreach programs, calling for continued improvement in the quality of stroke patient care, and educating both healthcare professionals and the general public about stroke.

Resources

A variety of educational materials can be purchased online at

http://nsa.networkats.com/members_online/members/createorder.asp.

Materials can also be ordered via phone or fax with the [Stroke Awareness Month Catalog and Order Form](#).

- Brochures
- Posters
- Videos
- Wallet Card
- Merchandise
- Facebook
- And More!

There are also materials and ideas for implementing your own National Stroke Awareness

Month initiatives available for free at www.stroke.org/SAM_materials

- PowerPoint Presentation
- Paycheck/Bag Stuffer
- Flyer
- PSAs
- And More!

Stroke Heroes Act FAST

www.mass.gov

Overview

The FAST message was created to simplify the warning signs for stroke. It is based on the Cincinnati Pre-Hospital Stroke Scale. This message is used in materials developed by the Massachusetts Department of Health.

Resources

Materials can be downloaded for free at www.maclearinghouse.com/catalogpageHDSP.htm. They are also available for a nominal shipping fee for out-of-state requests by using the [Out of State Order Form](#). Materials are also available in Spanish.

- Animation
- Brochure
- Poster
- Wallet card

Never Give Up: The Tedy Bruschi Story

www.amplatzer.com

Overview

AGA Medical Corporation has partnered with stroke survivor and former professional football player Tedy Bruschi on a series of short videos detailing his experience with a stroke in 2005.

Resources

Videos can be viewed on the [Tackling Stroke channel at YouTube](#), or through the [AGA Medical Corporation's website](#). Topics include Signs & Symptoms, Experiencing a Stroke, and Recovery From Stroke, among others.

- Video
- Facebook
- Twitter

Health Information Translations

<http://www.healthinfotranslations.com>

Overview

Print education materials created by the Ohio State University Medical Center, Ohio Health, the Mount Carmel Foundation, and Nationwide Children's Hospital in Columbus, Ohio. In addition to Stroke, topics include risk factors such as High Blood Pressure, Cholesterol, Atrial Fibrillation, and others in more than a dozen languages, including English, Russian, Somali, Spanish, Ukrainian, and Vietnamese. In addition, there are Windows Media Files for Stroke, High Blood Pressure and Cholesterol in American Sign Language.

Resources

Materials and videos are available for free from the [Health Information Translations website](#). Search on language or health topic.

- Handouts
- Video (for ASL)

Healthy Roads Media

<http://www.healthyroadsmedia.org>

Overview

Print, multimedia, and audio education materials in English, Hmong, and Spanish, created in collaboration with HmongHealth.org and funds from the National Library of Medicine, National Institutes of Health, and the University of Illinois at Chicago.

Resources

Print, multimedia, and audio materials are available for free from the Healthy Roads Media website. [Hmong language](#) print materials are in English, White Hmong, and Green Hmong. Multimedia files include English text and Green Hmong audio. Written, multimedia, and audio materials are also available in [English](#) and [Spanish](#).

- Handouts
- Video
- Audio

Minnesota Department of Health Library

<http://www.health.state.mn.us/cvh/>

Overview

The Minnesota Stroke Partnership and the Heart Disease & Stroke Prevention Unit at the Minnesota Department of Health has copies of some of the materials listed on the previous pages. These are available to check out on a first-come first-served basis. For more information please contact us at health.stroke@state.mn.us.

Education Materials Quick Reference Guide

	Brochure	Handout	Poster	Wallet Card	Video	PSA	PowerPoint	Toolkit	Merchandise	Spanish	Social Media	Free
AHA Consumer & Patient Education Materials	✓				✓					✓		Free Samples
ASA Patient Education	✓	✓						✓		✓		Free Samples
PSAs						✓				✓		Yes
Let's Talk About Stroke		✓								✓		Yes
Krames	✓							✓		✓		No
Power to End Stroke	✓	✓	✓					✓	✓			Varies
Give Me 5 For Stroke		✓	✓									Yes
Know Stroke. Know the Signs. Act in Time.	✓		✓	✓	✓			✓		✓	✓	Free Samples
National Stroke Association	✓		✓	✓	✓	✓	✓		✓		✓	Varies
Stroke Heroes Act FAST	✓		✓	✓		✓				✓		No
Never Give Up: The Tedy Bruschi Story					✓						✓	Yes
Health Information Translations		✓			✓					✓		Yes

Evaluation

The Minnesota Stroke Partnership and the Heart Disease & Stroke Prevention Unit at the Minnesota Department of Health can provide resources and support for evaluating the effectiveness of your stroke education program. For more information please contact us at health.stroke@state.mn.us.

Partners

Minnesota Stroke Partnership

www.mnstrokepartnership.org

Minnesota Department of Health

www.health.state.mn.us/divs/hpcd/chp/cvh

Minnesota Stroke Association

www.strokemn.org

American Stroke Association

www.strokeassociation.org

Great Lakes Regional Stroke Network

<http://glrsn.uic.edu>

Other Useful Websites

The Brain Attack Coalition

www.stroke-site.org

The Brain Matters

www.thebrainmatters.org

Centers for Disease Control and Prevention

www.cdc.gov/cvh

Internet Stroke Center

www.strokecenter.org

Stroke Alert

www.strokealert.org

Appendix A: Getting Started

Ideas for Stroke Awareness and Education Activities

Around the Hospital

- Create a community education outreach team with public relations, volunteers, ambassadors, and hospital educators
- Host an open house, public forum or reception where people can come and learn about the hospital and its stroke programs
- Piggyback on existing hospital programs such as mammography clinics
- Have risk factor screenings at health fairs and flu shot clinics
- Set up a stroke educational display or table in the lobby for visitors with [posters](#) and [brochures](#)
- Organize a stroke awareness day and have clinical staff conduct stroke risk assessments on patients
- Post information about stroke such as risk factors and warning signs on the hospital website
- Have a message about stroke on the hospital phone recording or on hospital TV
- Submit a stroke-related article to the hospital newsletter
- Display [posters](#) in waiting rooms, table tents in the cafeteria or put a message about stroke on coffee sleeve stickers
- Have cafeteria giveaways such as wristbands, pens or a bag of popcorn that has stroke related message on the bag
- Have daily or weekly stroke facts on a bulletin board
- Provide a stroke-themed coloring page for kids
- Offer free stroke screenings

In the Community

- Have a stroke education table and offer stroke screenings at health fairs, cultural festivals, or other community events

- Distribute [educational materials](#) to community centers, libraries or grocery stores
- Use a [PowerPoint](#) presentation to give public talks about stroke in your community
- Partner with local businesses to promote stroke awareness in their workplaces
- Encourage your local community colleges or universities to host stroke health forums Stroke Awareness and Education Resource Toolkit
- Send out a stroke prevention "tip of the week" email
- Coordinate community health fairs or stroke-risk screenings, make sure they are accessible to low-income residents
- Organize an events at churches in your community distribute [educational materials](#)
- Host a fundraising event such as a softball tournament, bowl-a-thon, golf tournament or a walk/run to raise awareness and money for a stroke-related cause
- Work with a local restaurant to host an evening in which proceeds for a night go to a stroke-related cause
- Submit an stroke-themed article to a community, organization or business newsletter
- Work with employee wellness coordinators at local businesses
- Host or speak at a senior supper
- Partner with stroke support groups
- Arrange presentations on stroke to EMS, local senior centers, schools, churches
- Encourage local pharmacies to insert information about stroke in all prescription bags during Stroke Awareness Month (May) or any month
- Organize a stroke awareness art or video contest at a local school
- Utilize EMTs as health educators
- Create merchandise such as bags, magnets, or other freebies with a message about stroke or distribute existing merchandise at community events

In the Media

- Contact local media and ask them to cover stroke awareness activities and profile stroke survivors
- Have a Neurologist to talk about stroke on local TV or radio
- Arrange [Public Service Announcements](#) (PSAs) for local TV, radio or newspapers
- Speak on local radio and TV stations about stroke signs and symptoms
- Submit articles to local newspapers

Tips for Getting Started

- Still don't know where to start? Check out the National Stroke Association's [10 Steps to Plan an Event](#)
- Put yourself out there and let the community know you are there to speak to them
- Use existing free stroke education materials
- Involve a diverse group of people in the planning phase such as volunteer services, marketing and public relations, women's health, health educators, neurologists or nurses
- Team up with outside partners such as the Minnesota Stroke Partnership, the Minnesota Department of Health, the American Heart Association, TV or radio stations
- Explore different venues such as adult day care, screening or flu shot clinics, senior Sunday luncheon, community health fairs, education partners, malls, churches, schools, EMS or senior centers
- Be prepared for challenges with the environment (space, noise, cost), language, audiovisual equipment, audience, budget and planning constraints or a dwindling volunteer pool

Appendix B: Examples of Education Materials

Brochures

[Stroke: Reducing Risk and Recognizing Symptoms](#) (National Stroke Association)

[Is it a Stroke? Check these signs FAST!](#) (Massachusetts Department of Health)

Handouts

[Let's Talk About Lifestyle Changes to Prevent Stroke](#) (AHA/ASA)

[Let's Talk About Risk Factors for Stroke](#) (AHA/ASA)

Posters

[Know Stroke](#) (NINDS)

[Is it a Stroke? Check these signs FAST!](#) (Massachusetts Department of Health)

Wallet Cards

[Know Stroke Information Card](#) (NINDS)

[Is it a Stroke? Check these signs FAST!](#) (Massachusetts Department of Health)

Videos

[Know Stroke](#) (NINDS)

[Stroke Symptoms. Act FAST.](#) (National Stroke Association)

PSAs

[Print PSAs](#) (American Heart Association)

[Cholesterol & Stroke](#) (National Stroke Association)

PowerPoint

[Explaining Stroke](#) (National Stroke Association)

Toolkits

[Stroke: When Minutes Matter](#) (American Heart Association)

[Stroke: Patient Education Toolkit](#) (American Heart Association)