



American Heart Association | American Stroke Association®

Together to End Stroke™

AMERICAN STROKE ASSOCIATION: TOGETHER TO END STROKE™



Together
to End Stroke™

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About **795,000**
Americans each
year suffer a new
or recurrent
stroke.

37% of all
Americans cannot
accurately identify
even one warning
sign for stroke.
Here are some
basic facts.....



A Stroke is

A brain injury caused when a blood vessel to the brain becomes blocked or bursts, cutting off blood flow and oxygen to the brain



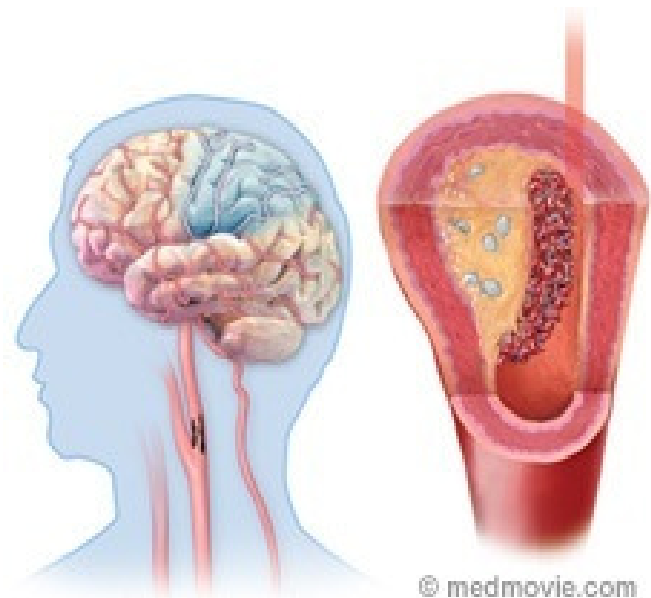
Types of Stroke

- Ischemic (Blockage) 87%
 - Caused by a blockage in the blood vessels to the brain
- Hemorrhagic (Bleeding) 13%
 - Caused by burst or leaking blood vessels in the brain

Causes for an Ischemic Stroke

Fatty deposits line the blood vessel wall

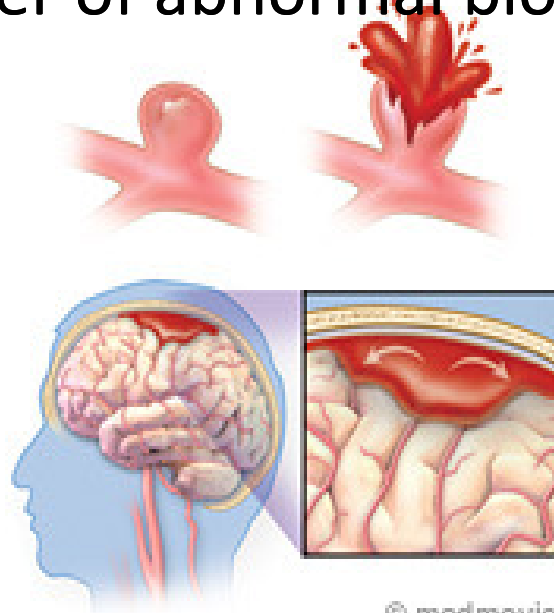
- Thrombus: A blood clot forms at the fatty deposit
- Embolus: A traveling particle gets stuck in a small vessel



Causes for a Hemorrhagic Stroke

A weakened blood vessel ruptures

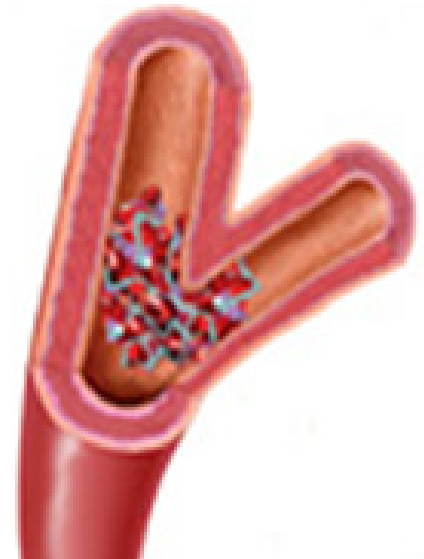
- Aneurysms: Ballooning of a weakened spot of a blood vessel
- Arteriovenous Malformations (AVMs): Cluster of abnormal blood vessels



© medmovie.com

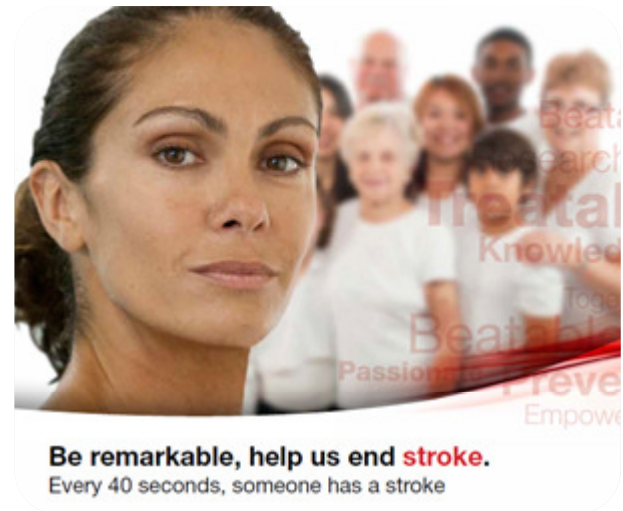
Transient Ischemic Attacks (TIAs)

- TIAs are “warning strokes” (mini strokes) that can happen before a major stroke
- They occur when blood flow through a brain artery is briefly blocked or reduced
- TIA symptoms are temporary but similar to those of a full-fledged stroke
- A person who has a TIA is 9.5 times more likely to have a stroke
- A TIA **IS** a medical emergency



Stroke is Preventable, Beatable and Treatable!

- 80% of all strokes can be prevented with healthy behaviors
- Long-term affects of a stroke may be minimized with immediate treatment
- More people are surviving and beating stroke



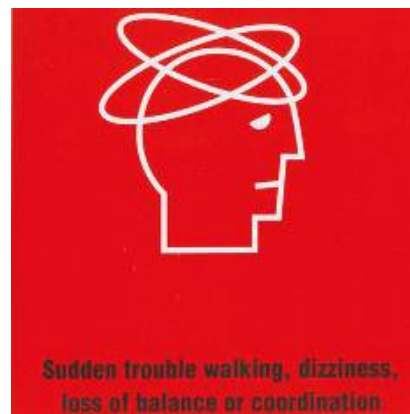
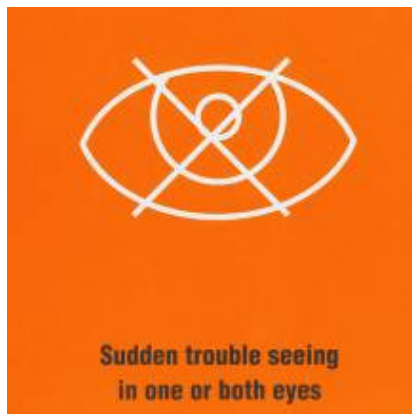
F.A.S.T. IS



- **F**ace Drooping Does one side of the face droop or is it numb? Ask the person to smile.
- **A**rm Weakness Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?
- **S**peech Difficulty Is speech slurred, are they unable to speak, or are they hard to understand? Ask the person to repeat a simple sentence, like "the sky is blue." Is the sentence repeated correctly?
- **T**ime to call 911 If the person shows any of these symptoms, even if the symptoms go away, call 9-1-1 and get them to the hospital immediately.

Others Stroke Symptoms

- Sudden numbness or weakness of the leg
- Sudden confusion or trouble understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden severe headache with no known cause



What to Do If You Think Someone Is Having a Stroke

- **Immediately call 9-1-1** or the EMS number.
- **Check the time** so you'll know when the first symptoms appeared.

It is important to record what time you recognized stroke symptoms.

You called 911 at:

4:30 pm



Why Spotting a Stroke Is Important

- The sooner a stroke victim gets to the hospital, the sooner **treatment** begins.
 - A clot-busting drug called tissue plasminogen activator (tPA) **may improve the chances of getting better** but only if they get help right away.
 - Other treatments can begin in the ambulance – it's NOT just a ride to the hospital.



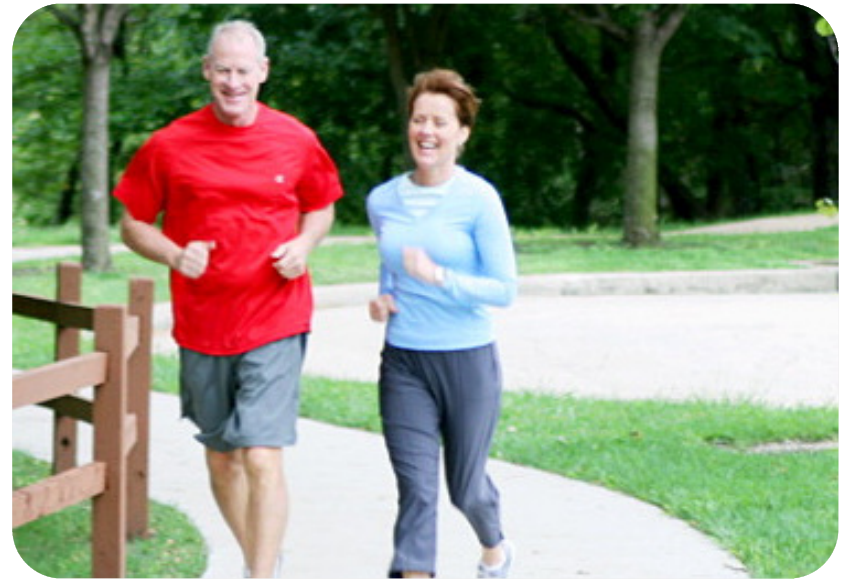
F.A.S.T. FREE Mobile Application

- A potentially life saving tool to help spot the symptoms of a stroke F.A.S.T. and call 9-1-1
- Free for the iPhone (Android app in development)
- Found at www.strokeassociation.org or iTunes Store



Reduce Your Stroke Risk

- Control high blood pressure
- Don't smoke (or quit)
- Consume less sodium
- Lower cholesterol
- Lose excess weight
- Get physically active – Move More!



AHA/ASA Is Dedicated to the Fight to End Stroke



- **Support scientific research** through funding
- **Develop, share and apply scientific standards and guidelines** and best-practices
- **Advocate** for increased government funding to support improved healthcare systems & patient outreach
- **Guide** healthcare professionals and hospitals
- **Educate** the public through national awareness about stroke prevention, treatment and recovery resources

American Stroke Association Has Helped and Reached

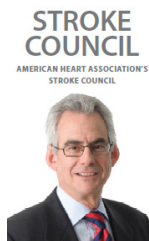
350,000 Patients per year
through the **GWTG Stroke**
Program



4,195 attendees at
last ISC conference



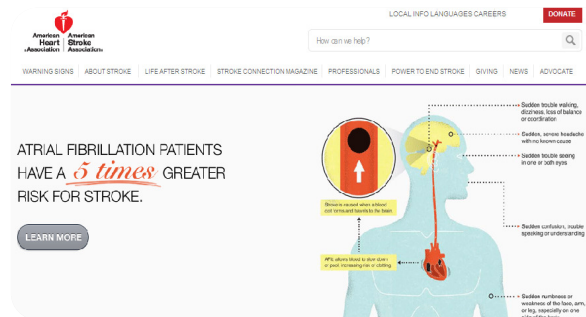
Stroke
Council
Members:
~4,000



134,000 Stroke survivors &
family caregivers annually
through *Stroke Connection*,



2.5 million unique visitors on the
strokeassociation.org annually



More than 200,000
You're the Cure Advocates

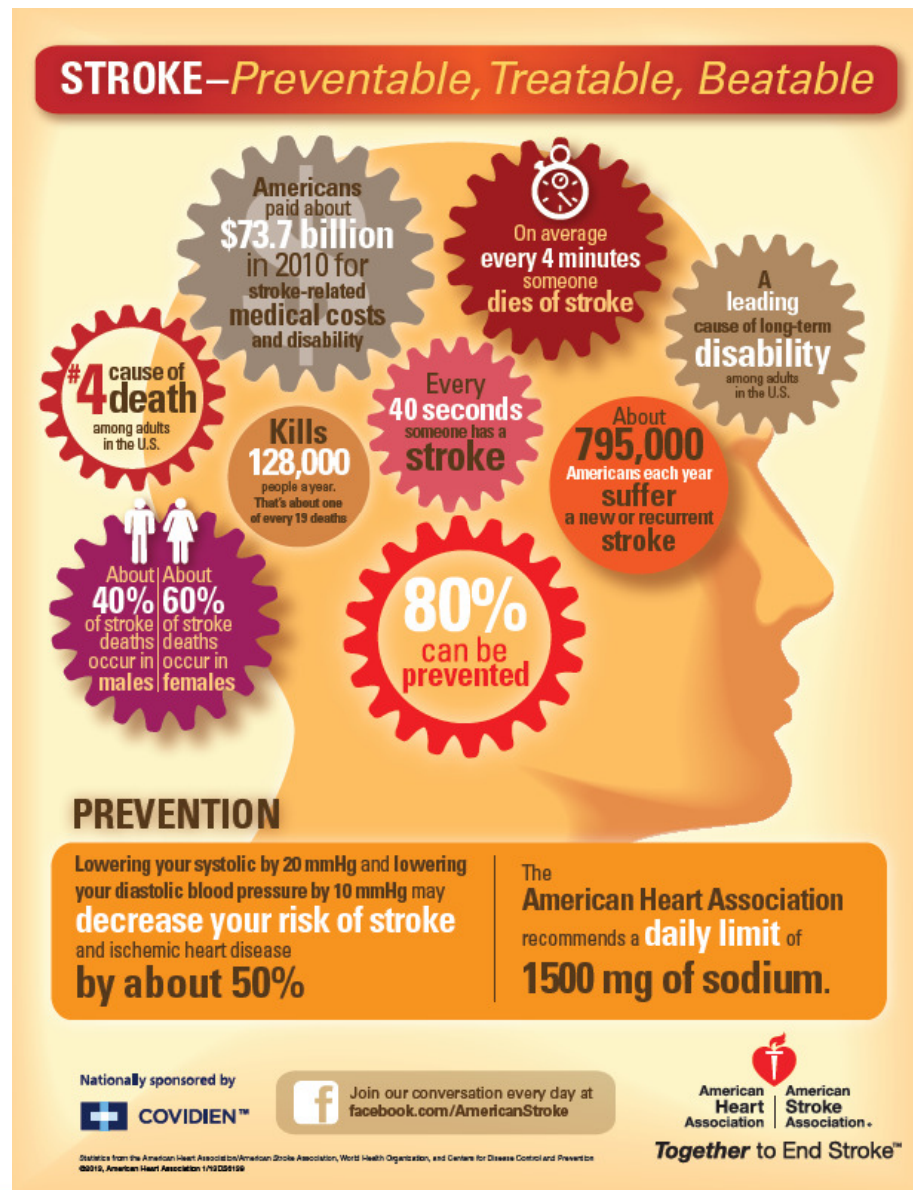


Through the Power To End
Stroke, 700,000 participants
and 32,000 Power
Ambassadors



Together
to End Stroke™

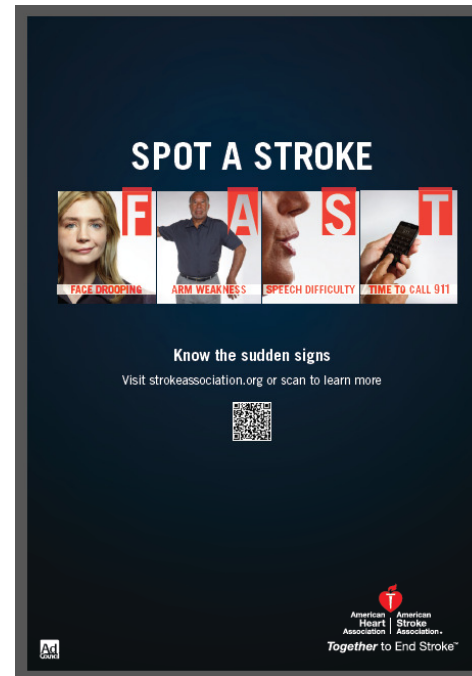
SUPPORTING STROKE INFOGRAPHIC MESSAGES



COMPONENTS OF THE CAMPAIGN



Web



Bus Shelters



Magazine/Newspaper

Billboard



Together to End Stroke®

TV PSA



<http://www.youtube.com/watch?v=wH7k5CFp4hI&feature=youtu.be>

Warning Signs Wedding PSA



<http://www.youtube.com/watch?v=EewPeDBXhLQ&feature=youtu.be>

ADDITIONAL WARNING SIGNS RESOURCES



- **F.A.S.T. Pads**
- **Strokeassociation.org/WarningSigns**
 - Information on the signs of a stroke
 - F.A.S.T. Mobile Application can help you spot a stroke
- **Stroke Community Resource Center**

KEY TAKE AWAY MESSAGES...

PREVENT

Stroke is largely preventable.

*Love your heart,
Help your brain,
Prevent stroke*



TREAT

Stroke is treatable.

*F.A.S.T. can help you
recognize the signs of a
stroke so you can make
a remarkable difference*



BEAT

Stroke is beatable.

*You can survive
AND beat a stroke*



THANK YOU



Prevent Stroke

