



WHAT CAN YOU DO? TO RAISE STROKE AWARENESS

In the community

- Facilitate a mobile van offering free blood pressure screening tests and stroke education
- Organize a luncheon featuring a stroke survivor story presentation
- Create outlets for stroke education in the local community, including churches and beauty shops¹
- Use the National Stroke Association's community education presentation in retirement homes, churches, and community centers
- Host a stroke screening and lecture event with a local stroke team director or consulting neurologist
- Produce a [stroke warning signs](#) commercial to be presented before movie previews at local theaters
- Distribute [F.A.S.T. wallet cards](#) at movie theaters with admission tickets
- Create Facebook postings and YouTube™ programs for stroke awareness education
- Submit [stroke awareness article](#) to be included in community, business, or organization newsletters
- Use culturally and age-appropriate educational tools to teach elementary school children about the warning signs of stroke (eg, [Brainiac Kids Community Education](#))²
- Set up a stroke awareness art or video contest at a local school
- Launch a drive to distribute stroke education materials to community centers, libraries, and grocery stores
- Partner with local businesses to promote stroke awareness in the workplace
- Find more ideas, including using social media, by visiting www.stroke.org/SAM_individual

For EMS

- Give a tour of the CT scanning facility to EMS personnel, incorporating stroke education
- Organize an EMS gala dinner that includes a talk by a stroke patient or physician advocate
- Facilitate an EMS Week outreach program with an event each day to recognize EMS, with programs focused on stroke awareness
- Encourage EMS to promote [F.A.S.T.](#) education in public areas in the community
- Invite EMS to a "Stroke Patient Appreciation Day," recognizing the work of EMS members
- Collect and share dispatch-to-needle data between EMS and hospitals
- Organize a citywide Acute Stroke Management Conference for EMS
- Host a *Stroke Rapid Response*™ educational online training session — visit www.stroke.org/EMS to access training materials

STROKE STRIKES FAST YOU SHOULD TOO CALL 9-1-1



WHAT CAN YOU DO? TO RAISE STROKE AWARENESS

In hospitals

- Use F.A.S.T. stickers on coffee sleeves in the cafeteria during Stroke Awareness Month
- Organize a stroke screening for hospital employees and families
- Post [F.A.S.T. cards](#) and [posters](#) in all waiting areas
- E-mail weekly stroke tips to hospital staff
- Include [F.A.S.T. cards](#) in discharge kits
- Write stroke-related articles and publish a regular newsletter, or submit them to hospital newsletters
- Obtain releases to share stroke patient stories with the community and staff
- Distribute [F.A.S.T. cards and lanyards](#) for hospital staff to wear
- Compose personalized letters recognizing staff for their efforts to raise stroke awareness
- Promote stroke awareness in hospital diabetes centers
- Host an open house/reception where people can learn about the hospital and its stroke programs
- Encourage in-hospital pharmacies to insert stroke information in all prescription bags
- Use F.A.S.T. multilingual bookmarks as paycheck stuffers

Join National Stroke Association's Stroke Center Network membership program and receive free educational materials and National Stroke Awareness Month tips and best-practice sharing. Learn more at www.stroke.org/memberships

Resources and useful links

Genentech is neither affiliated with nor endorses the organizations listed below.

- [National Stroke Association](#)
- [American Stroke Association](#)
- [National Institutes of Health](#)

Brought to you by

Genentech

A Member of the Roche Group



Content provided by permission of National Stroke Association.

Please visit www.stroke.org for stroke education resources.