

TEMPLATE NEWS RELEASE – National Stroke Awareness Month

Contact:

[NOTE: The contact listed will be the person the media will call to obtain more information]

[NAME]

[TITLE]

[EMAIL, [PHONE]]

[HOSPITAL NAME] URGES COMMUNITY TO BE AWARE OF STROKE SYMPTOMS DURING MAY, NATIONAL STROKE AWARENESS MONTH

*[SUBHEAD may include information about hospital stroke awareness events.
EXAMPLE: [HOSPITAL] To Host Community Health Fair to Educate about Stroke]*

[CITY, DATE] –May is National Stroke Awareness Month. In order to help the community understand the risk factors and symptoms of stroke, a leading cause of death and serious long-term disability in the United States,¹ [HOSPITAL] is [INCLUDE AN ACTIVITY, EVENT, OR CAMPAIGN THAT YOUR HOSPITAL IS CONDUCTING IN RECOGNITION OF THE MONTH. THIS COULD INCLUDE, LAUNCHING A COMMUNITY AWARENESS INITIATIVE ON THE RISK FACTORS OR SIGNS OF STROKE, HOSTING A STROKE HEALTH FAIR, ETC.]

[ADD ADDITIONAL DETAILS OF THE EVENT OR CAMPAIGN HERE, INCLUDING TIME, DATE, LOCATION, AND ANY PRE-REGISTRATION STEPS PARTICIPANTS WILL NEED TO KNOW.]

“Time is crucial in the treatment of stroke, as on average, every 40 seconds someone in the United States has a stroke and roughly every four minutes someone dies from a stroke,” said [HOSPITAL SPOKESPERSON].¹ “The earlier a stroke is recognized and the patient receives medical attention, the greater chance of recovery.”¹

Strokes occur when a blood vessel carrying oxygen and vital nutrients to the brain is either blocked by a clot or ruptures. When this occurs, part of the brain is deprived of blood and oxygen, destroying millions of valuable nerve cells within minutes.

[INSERT DESCRIPTION AND/OR CAPABILITIES OF STROKE PROGRAM IN THIS SECTION.]

“If you suspect a stroke, remember the word FAST – F-A-S-T,” said [HOSPITAL PHYSICIAN] “F is for face - is your face drooping? A is for arms – can you lift both arms? S is for speech – are you slurring your words and T is for time, call 9-1-1 immediately because with stroke, time is brain.”¹

The primary stroke symptoms include:

- Sudden numbness or weakness on one side of the face or facial drooping

- Sudden numbness or weakness in an arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or understanding speech
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden severe headache with no known cause

About Stroke

Stroke is a leading cause of death and serious, long-term disability in the United States.¹ According to the American Stroke Association, approximately 795,000 people experience a new or recurrent stroke each year, and 87 percent of these are ischemic strokes.¹ An acute ischemic stroke occurs when an obstruction, such as a blood clot, blocks blood flow to the brain. The obstruction deprives the brain of blood and oxygen, destroying valuable nerve cells in the affected area within minutes. The resulting damage can lead to significant disability including paralysis, speech problems and emotional difficulties.

Treatment may be available if you get to the emergency room immediately upon recognition of stroke symptoms. Leading a healthy lifestyle, including lowering risk factors like high blood pressure and weight, can also help reduce your stroke risk.

For more information about stroke, visit www.strokeawareness.com.

About [HOSPITAL]

[INSERT BOILERPLATE]

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¹ *Heart Disease and Stroke Statistics – 2013 update: a report from the American Heart Association. Circulation 2013; 127:e133-242; Epub Dec 12, 2012. American Heart Association, 7272 Greenville Avenue, Dallas, TX 75231*

STORY:
TITLE: **“Stroke Awareness Month”**
CLIENT:
TIME: **:45**

SUGGESTED INTRO

SPOKESPERSON: TO BE ADDED BY VENDOR

:45

SPOKESPERSON: I'M [NAME] [TITLE] AT [HOSPITAL]. MAY IS NATIONAL STROKE AWARENESS MONTH. DID YOU KNOW THAT STROKE IS A LEADING CAUSE OF DEATH AND SERIOUS LONG TERM DISABILITY IN THE NATION?¹ DO YOU KNOW THE SIGNS AND SYMPTOMS OF STROKE?

I TELL MY PATIENTS TO REMEMBER THE WORD FAST – F-A-S-T. F FOR FACE - IS THE FACE DROOPING, A FOR ARMS – CAN THEY LIFT BOTH ARMS, S FOR SPEECH – ARE THEY SLURRING THEIR WORDS AND T FOR TIME, YOU MUST CALL 9-1-1 IMMEDIATELY.

CALL TO ACTION / SUGGESTED TAG

VOICE: STROKE STRIKES FAST. YOU SHOULD TOO. FOR MORE INFORMATION VISIT [WWW DOT STROKEAWARENESS DOT COM](http://WWW.DOT.STROKEAWARENESS.DOT.COM) [WWW.STROKEAWARENESS.COM]

¹ *Heart Disease and Stroke Statistics – 2013 update: a report from the American Heart Association. Circulation 2013; 127:e133-242; Epub Dec 12, 2012. American Heart Association, 7272 Greenville Avenue, Dallas, TX 75231*