

American Stroke Association Update

December 2017



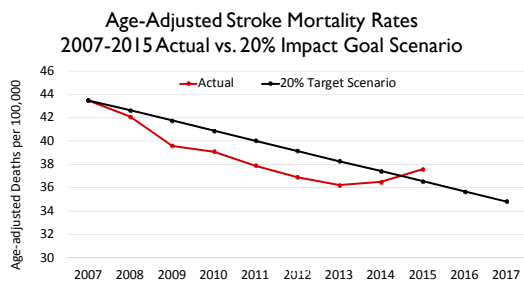
Disclosures

“ None

“ I am not responsible for the delay in BAC Paper Approval



Our Health Impact Goal: Reduce Stroke Mortality by 20% by 2020



Action Goals & Strategies Health Impact

Driving the 2017-2020 Stroke Business Plan

Reduce stroke mortality by 20% by 2020 in the US

Primary Prevention of Stroke
Reduce stroke incidence in the US and around the globe through greater emphasis on blood pressure control.

Improve Stroke Systems of Care
Continue efforts to speed up delivery of acute stroke care and increase % of eligible patients who receive treatment.

Secondary Prevention of Stroke/ Improve Stroke Recovery
Reduce recurrent strokes by expanding medical & non-medical support to stroke survivors & caregivers.

Core Plan Drivers
Professional education of guidelines/standards; Consumer education campaigns; Ad Council PSAs; Quality Improvement (GWTG program and hospital accreditation); Grassroots engagement; Advancing Scientific standards and guidelines; Advocacy; Research

Together to End Stroke Initiative
American Stroke Month World Stroke Day

Stroke is a highly preventable, treatable and curable



Action Goals & Strategies Health Impact

TOP 3 STRATEGIES/TACTICS

PRIMARY PREVENTION OF STROKE

Focus on brain health and on controlling blood pressure as most significant risk factor for reducing stroke.

- ~ Brain Health & Healthy Aging
- ~ New Ad Council campaign focused on preventing stroke by controlling HBP – launched in mid-October
- ~ CycleNation – AHA/ASA's newest movement to use cycling to improve CV health & support our Mission



We're energizing a nation to get brain and heart healthy through the **power of the bicycle.**
Communities can get active by logging miles on either stationary or road bikes.
CycleNation.org




New! Ad Council Campaign High Blood Pressure| Stroke

Objective: Inspire people diagnosed with HBP to recognize the importance of prioritizing their condition, continuing the conversation with their healthcare provider and re-committing to their BP management plan – before it's too late.

Call to action: Keep your blood pressure a priority. HBP is serious and can lead to heart attack, stroke or death.

COMMIT TO A PLAN TO LOWER YOUR BLOOD PRESSURE



- ✓ Dedicated landing page
- ✓ TV, radio, print, out of home, web banner or alternative public service advertising (Spanish Radio, TV and landing page are also available)
- ✓ News media relations
- ✓ Local activation

www.LowerYourHBP.org or www.BajeSuPresion.org

Action Goals & Strategies Health Impact

TOP 3 STRATEGIES/TACTICS

IMPROVE STROKE SYSTEMS OF CARE

Continue efforts to speed up delivery of acute stroke care and increase the % of eligible patients who are treated with Alteplase and EVT

- Expand reach of Stroke QI programs – Mission: Lifeline Stroke, GWTG-S, Target Stroke
- Public policy to expand stroke center designation, stroke registries
- Innovative ways of educating public about stroke warning signs, urgency of calling 9-1-1



Stroke Simulation Events

Stroke Simulation Events

- Support AHA Acute Ischemic Stroke Guidelines
- Offer valuable practice and help identify protocol delays or problem areas
- Provide opportunities to improve time-to-treatment

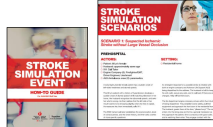


40 Stroke Simulation Events registered, including 5 outside the U.S.
(3 in México, 1 in Colombia, 1 in Brazil)

Current Stroke Simulation Event Tools:

- [Stroke Simulation Scenarios \(PDF\)](#)
- [Pre-Hospital and At-Facility Checklist & Feedback Sheet \(PDF\)](#)
- [Pre-Hospital and At-Facility Checklist & Feedback Sheet \(Excel Document\)](#)

New, science-approved stroke simulation scenarios now available.



F.A.S.T. Parody Song: Now Available!



Using the song Y.M.C.A., we've created a F.A.S.T. parody song and music video to raise awareness and increase recall of stroke warning signs.

<https://www.youtube.com/watch?v=ITykAih-USY>

Action Goals & Strategies Health Impact

TOP 3 STRATEGIES/TACTICS

**SECONDARY PREVENTION OF STROKE/
IMPROVE STROKE RECOVERY**

Reduce recurrent strokes by expanding practical & emotional support offerings to stroke survivors & their caregivers

- Cryptogenic Stroke Initiative
- Launched Stroke Secondary Prevention campaign this fall – supported by Bayer
- Implementation of 2016 Stroke Rehab & Recovery Guidelines – New Rehabilitation Kit and “Making Rehab Decisions” patient guide – supported by Kindred Healthcare



Making **REHABILITATION** Decisions

