

**American Stroke Association
Power to End Stroke:
“31 Days of Power”**

**Satellite Conference and Live Webcast
Monday, May 21, 2012
2:00 – 4:00 p.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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2005 Stroke Survey

- **53% respondents have hypertension diagnosed in their family and 41% have diabetes in their family**
- **Percent believing to be at little or no risk**
 - **Hypertension = 66%**
 - **Diabetes = 72%**
 - **Stroke = 73%**

2005 Stroke Survey

- **Percent feeling knowledgeable about stroke = 70%**
- **Percent giving an incorrect definition of a stroke = 75%**
- **Percent feeling stroke would have a high impact on their quality of life = 88%**

2005 Stroke Survey

- **Conclusions**
 - **High realization, but not personalizing the risk to themselves**

**Power to End Stroke . . .
You are the Power**

- **An aggressive education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of Americans**
 - **It unites Americans to impact the high incidence of stroke within the community**

Vision

- **Create a national awareness campaign which will significantly heighten awareness around the risk of stroke in Americans**
- **Mobilize key opinion leaders to serve as cause ambassadors for enticing the public to take action**

Key Messages

- **In most cases stroke is not inevitable**
 - **You can prevent it**
- **African Americans are at higher risk for stroke**
- **Know your risk**
 - **Control you blood pressure and diabetes to prevent stroke**

Key Messages

- **Work with a healthcare provider to manager your risk**
- **If nutrition and exercise alone don't work, then ask your doctor about medication and take it as prescribed**

The 3 R's

- **Reduce the risk of stroke**
- **Recognize warning signs of stroke**
- **Respond immediately to stroke**

Call to Action

- **Join the movement by registering for PTES**
 - **Call 888 - 4 - Stroke**
 - **Visit www.powertoendstroke.org**
 - **Take the online personal stroke risk assessment**
 - **Adopt a healthier lifestyle**
 - **Wear PTES lapel pin**

Campaign Materials

- **Registration card**
 - **Encourages people to join the movement, request stroke related information, and share the knowledge**
 - **Triggers fulfillment for supporting materials**

Campaign Materials

- **Shape Your Family History brochure**
 - An easy way for individuals to understand their increased risk of stroke by tracking family medical history

Campaign Materials

- **Church Fan**
 - Perfect for places of worship, local events and seminars
 - Includes stroke facts, stroke warning signs and inspirational quotes

31 Days of Power

- **The goal is to secure activities for each day in May**
 - Activities may be open to the public or private, large or small
- **Church based event**
 - Power Church Service

31 Days of Power

- **Power Social Media**
 - Send messages via Facebook and Twitter
- **Power Nutrition Plan event**
 - Host power breakfast, lunch, dinner, cooking demo, recipe exchange, or gardening activity

31 Days of Power

- **Power Fitness event**
 - Could use any exercise activity, including dance
- **Distribute Power to End Stroke materials at workplace, beauty salon, barber shop, family reunion, etc.**

31 Days of Power

- **Give a Power to End Stroke presentation at your workplace, community group, fraternity, or sorority meeting**

ASA and ADPH Partnership

- The American Stroke Association and the Alabama Department of Public Health's Cardiovascular Health Branch have partnered to support YOU in the promotion of this health initiative in your local communities

ASA and ADPH Partnership

- We are willing to provide a limited amount of campaign materials for you to educate others
- For additional information, contact us

ASA and ADPH Partnership

- Let us know what you have done
 - Send descriptions or photos of what you have done
 - Return any completed registration cards

Contact Information

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