


**Power to End Stroke:
Initiative of the
American Stroke
Association**

**Satellite Conference and Live Webcast
Monday, May 2, 2011
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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Health Equity Regional Director
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Discover passion in everything you do:
Embrace Our Cause

What is Stroke?

- A stroke occurs when blood flow to the brain is interrupted by a blocked or burst blood vessel
- There are two main types of strokes:
 - Ischemic
 - Hemorrhagic

What is the Impact of Stroke?

- Stroke is a major cause of serious, long-term disability
- Someone suffers a stroke every 45 seconds
- 700,000 Americans suffer a new or recurrent stroke each year

What is the Impact of Stroke?

- Every 3 - 4 minutes someone dies of a stroke
- Four million Americans are stroke survivors

African Americans and Stroke

- Cardiovascular diseases, including stroke, are the leading cause of death for African Americans
- Blacks have almost twice the risk of a first-ever stroke as whites
- Blacks have higher death rates for stroke compared to whites

Stroke Warning Signs

- Sudden numbness or weakness of the face, arm, or leg especially on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing in one or both eyes

Stroke Warning Signs

- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden, severe headache

Stroke Response

- Call 911 immediately if you or someone you know experiences any of these warning signs
- Time lost is brain lost

2005 Stroke Survey

- 53% of respondents have hypertension and 41% have diabetes in their family
- Believe to be at little or no risk of:
 - Hypertension = 66%
 - Diabetes = 72%
 - Stroke = 73%

2005 Stroke Survey

- 70% feel knowledgeable about stroke
- 75% give an incorrect definition of stroke
- 88% believe stroke would have a high impact on quality of life
- Conclusion
 - 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 African Americans



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

- It unites African Americans, as well as others, to make an impact on the high incidence of stroke within the African American community

Vision

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

Objectives

- Increase education and awareness of stroke, especially among African Americans who are at greatest risk and teach that stroke can be prevented
- Recruit, retain, and motivate individuals to be ambassadors for African Americans and related stroke issues

Objectives

- Directly engage African Americans to join PTES by taking the pledge
- Increase healthcare professional's adherence to primary and secondary prevention guidelines
- Position the ASA as a resource for education

Objectives

- Increase recognition of the PTES logo



- Seek partners to drive expansion of the campaign

Target Audience

- African Americans ages 30 - 64
- Key opinion leaders
- Media
- Healthcare professionals
- Strategic alliances

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**
- **Recognize warning signs**
- **Respond immediately**

Call to Action

- **Join the movement: take the pledge**
- **Call 888 - 4 - Stroke**
- **Visit: strokeassociation.org/power**
- **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**
 - Easy way for individuals to understand their increased risk of stroke by tracking family medical history

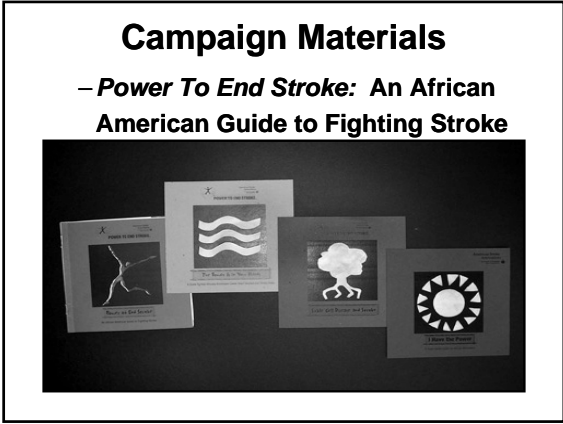
Campaign Materials

- Church Fan
 - Places of worship, local events, and seminars
 - Includes stroke facts, stroke warning signs, and inspirational quotes



Campaign Materials

- Brochures
 - *I Have the Power: A Heart-Health Guide for African Americans*
 - *The Power Is in Your Hands: A Guide To Help African Americans Lower Heart Disease and Stroke Risks*
 - *Sickle Cell Disease and Stroke*



Share Your Power

- Become a PTES Ambassador
- Teach others the warning signs and symptoms of stroke
- Involve your place of worship
- Promote utilization of Healthy Soul Food Cookbook
- Utilize family reunion kits
- Utilize family history tree

Share Your Power

- Utilize social media
- Promote Power Finance
- Promote Power Nutrition
- Promote Power Fitness
- Promote Most Powerful Voices competition
- 31 Days of Power

Power Church Service

- **Places of worship:**
 - heart of communities (spiritual comfort, support center for social, educational and health issues)

Power Church Service

- **Involve your place of worship:**
 - Conduct a Power Church Service using online Toolkit
<http://www.powertoendstroke.org/tools-power-sunday.html>
 - Pass out PTES registration cards, church fans and educational pamphlets

Power Church Service

- Start exercise and/or healthy cooking classes
- Download PTES tools to include in church programs

Power Church Service

“To all my brothers and sisters, we have a serious health issue that is claiming the lives of our loved ones. It’s called stroke. Join me in making a declaration to stand up and do something about it.”
– Kirk Franklin, Gospel Artist

Power Family Health History

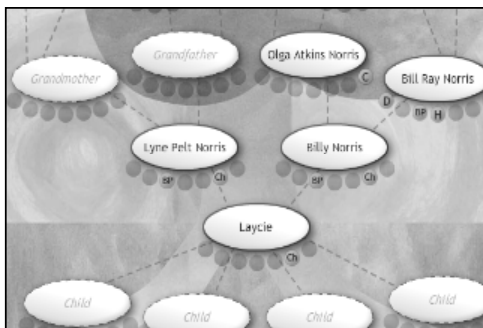
- **Teach family and friends about stroke risk factors and prevention by hosting a picnic or family reunion**



Power Family Health History

- **Utilize Power Family Reunion toolkit as guide including Health History Tree that everyone can take to their families**
 - Can be done with family and friends or a community-wide event
 - <http://www.powertoendstroke.org/tools-family-reunion.html>

Power Family Health History



Most Powerful Voices Competition and Tour

- PTES has partnered with Gospel Music Channel to host an online video choir competition where participants invite their churches and individual social networks to vote for them on the contest website



Most Powerful Voices Competition and Tour

- Registration is required: vote or to increase PTES program registration
- Winners perform at the 2011 Power Awards show at the Apollo Theater in New York



PTES Social Media

- PTES began participating in social media during FY 2009-2010:
 - Facebook (1,512) 
 - Twitter (252) 
 - LinkedIn (71) 

PTES Social Media

- YouTube (2,926 videos viewed)
- NING
- Link to these sites resides in PTES website and each e-Newsletter

Power Finance

- A stroke can be a life-changing event
 - In addition to impacting your health, the effects can be equally devastating to finances

Power Finance

- **Power Finance provides general financial information on:**
 - **How stroke affects family finances**
 - **What you can do to protect you and your family**
 - **Financial information for stroke caregivers**

Power Finance

- **Created for PTES by Shannon King Nash**
 - **CPA, attorney, author and entrepreneur**



Power Nutrition

- **Power to End Stroke has partnered with chef Maurietta Amos to create Power Nutrition, a section of the Power Web site that can help you understand why good nutrition is important and learn how to make changes in your diet to achieve your nutrition goals**

Power Nutrition

- **The section includes the following nutrition topics:**
 - **Transition to a healthier diet**
 - **Fruit and vegetable makeover**
 - **Power foods**
 - **Quick tips**
 - **Recipes**

Power Nutrition

- **Includes links to the AHA Nutrition Center for additional consumer information**

Power Fitness

- **Andrea Nichols-Everett and Bernie Salazar (Season 5 at home winner, The Biggest Loser), have created two workout plans to get you moving towards a healthier and more powerful you**

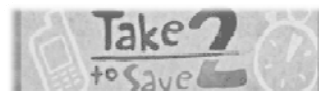


Power Fitness

- These workout plans can be completed from home, while traveling, or in a gym/workout facility
- Each plan has 30/60/90 day components that allows each consumer to tailor the plan to their current level of fitness
- www.powertoendstroke.org/fitness

Take 2 to Save 2

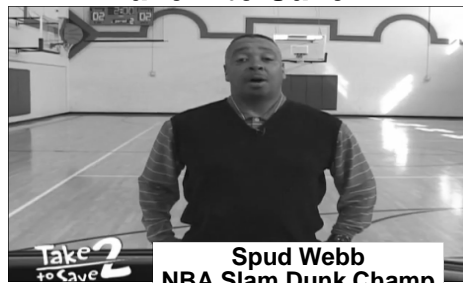
- Take 2 to Save 2 is a multi-channel component of the Power to End Stroke movement to reach consumers with life saving messages via email, phone, text, Twitter, Facebook or a blog post



Take 2 to Save 2

- Call to Action
 - Ask others to Take 2 minutes to Save 2 lives by visiting PowerToEndStroke.org/Take2 and sending health messages to at least two people

Take 2 to Save 2



www.youtube.com/watch?v=Jj6qk57XWDc

31 Days of Power

- The goal is to secure activities for each day in May
 - These activities are for public or private, large or small
- Church based events such as Power Church Service
- Power Finance Plan event
 - Financial expert

31 Days of Power

- Power Nutrition event
 - Host power breakfast, lunch, dinner, cooking demo, recipe exchange, or gardening activity
- Power Fitness event
 - Any exercise activity, including dance

We Need You to Get Involved

*“Because we want to live in a world
which is not dominated by
a division of people who live
on the cutting edge of a new
economy and others who live
on the bare edge of survival,
we must be involved...”*

–William J. Clinton

ASA and ADPH Partnership

- The American Stroke Association and the Alabama Department of Public Health CVH 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 please feel free to contact us

Let Us Know How You Plan to Get Involved

- Please let us know what you have done
- Please send descriptions or photos of what you have done
- We also need you to return any completed registration cards

Contact Information

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