

Social Media Toolkit

Title: Stroke Awareness Month

For use during week 21
Launch Date: 5/25/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit provides the tools to publicize Stroke Awareness Month, which has been designated in the month of May. The goal for Stroke Awareness Month is to help the general public identify the signs of stroke, as well as to provide information on the prevention and timely treatment of stroke. Stroke is the country's fifth leading cause of death in the United States.¹ In addition to mortality, stroke is regarded as a prominent cause of morbidity.¹

A stroke (cerebrovascular disease) is caused by a lack of healthy blood flow in the brain, either because of a blood clot or a bleed in the brain. This results in inadequate oxygen supply to the brain's tissues, resulting in brain cell death. A variety of potential treatments exist for stroke, but many rely on timely diagnosis of the issue and presentation to an emergency care facility. It is therefore imperative that the signs of stroke be recognized quickly, and that the individual affected be referred for prompt evaluation and treatment. The CDC has promoted the "act **FAST (Facial drooping, Arm weakness, Speech difficulty, Time to call 9-1-1)**" protocol, among others, to educate the public on timely recognition of stroke. Healthy lifestyle choices, such as physical activity, eating a balanced diet, and avoidance of tobacco have been identified as reducing an individual's risk of stroke.² Certain medical conditions may increase one's risk of stroke, including high blood pressure, high cholesterol, heart disease, and diabetes². The Office of Minority Health reports that African Americans adults are 50 percent more likely to suffer from a stroke as compared to their white counterparts.⁴

Most of the material and information found in this week's toolkit has been acquired from the Centers for Disease Control and Prevention (CDC), which has provided information and resources to facilitate the prevention and timely identification of stroke. These resources can be used by local public health agencies as messaging to better inform members of the public on stroke prevention and recognition. Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

Target Audience:

All members of the general public

High-risk subset³:

- Adults over the age of 55
- Individuals with certain medical conditions, including:
 - High blood pressure
 - Cigarette smoking
 - High cholesterol
 - Diabetes
 - Obstructive Sleep Apnea
 - Cardiovascular Disease
 - Personal or family history of stroke or heart attack

-African Americans

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

It is unlikely that there would be appreciable opposition to this campaign. However, it will be important to stress that stroke prevention and identification should extend beyond those who may be affected. It will often be incumbent on family members, friends, and community members to identify when an individual may have suffered a stroke, and to ensure that they are referred for timely emergency evaluation.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

- [Centers for Disease Control and Prevention--Stroke](#)
- [National Institutes of Neurological Disorders and Stroke](#)
- [American Stroke Association](#)

References

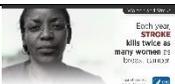
1. Morbidity and Mortality Weekly Report. 2017. *Announcement: National Stroke Awareness Month — May 2017*. [online] Available at: <<https://www.cdc.gov/mmwr/volumes/66/wr/mm6618a8.htm>> [Accessed 4 April 2020].
2. Centers for Disease Control and Prevention. 2019. *Stroke Communications Kit*. [online] Available at: <https://www.cdc.gov/stroke/communications_kit.htm> [Accessed 4 April 2020].
3. Mayo Clinic. 2019. *Stroke - Symptoms and Causes*. [online] Available at: <<https://www.mayoclinic.org/diseases-conditions/stroke/symptoms-causes/syc-20350113>> [Accessed 4 April 2020].
4. The Office of Minority Health. 2020. *Stroke and African Americans* [online] Available at: <<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&lvlid=28>> [Accessed 13 May 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sterling Shriber II, Northeast Ohio Medical University, Medical Student																													
Estimated time used to create	7 hours																													
Date submitted	4-5-2020																													
DUE date & TARGET date for release (Monday)	4-24-2020																													
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD</td> <td>5/11/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Osman Ulvi, MBBS</td> <td>5/13/20</td> <td>OU</td> <td>OU</td> <td>OU</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD	5/11/20	AL	AL		Osman Ulvi, MBBS	5/13/20	OU	OU	OU										
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Approvers Instructions <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																														
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Accuracy	Sources of all data are provided (all credible sources)																													
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FACEBOOK

Facebook 1	Stroke is the fifth leading cause of death in the United States and a major life-changing event. Stroke can also cause major disability in survivors. It can happen at any age, but adults over 55, and those with certain medical conditions are most at risk. See the stories of 10 stroke survivors. http://bit.ly/2HVJJej
Facebook 2	Risk factors for stroke can include common medical conditions like heart disease, high blood pressure, and high cholesterol. It's important to know your risk for stroke and what you can do to work to prevent it. You have the power to make a difference in your health and work to prevent stroke. http://bit.ly/2oJOWle
Facebook 3	Every minute can count when responding to a stroke, and YOU may be the one to first see the signs in a family member or friend. Learn how to recognize when someone is having a stroke and what to do. Learn to apply the F.A.S.T. system and call for help when needed. http://bit.ly/2mYG0xa
Facebook 4	Stroke, which kills twice as many women every year as breast cancer, can present differently in women than in men. Women can have a stroke at any age and may have different risk factors than men. Learn more about what you can do to reduce your risk and prevent stroke. https://bit.ly/2YI30JM
Facebook 5	Stroke affects someone in the United States every 40 seconds. According to the Centers for Disease Control and Prevention, up to 80% of these events can be preventable. You have the power to take control of your health and help prevent stroke. Ask your doctor about your risk factors and what you can do. http://bit.ly/2vUKTA4 

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/stroke/images/Stroke-Infocard5-medium.jpg	Stroke is a leading cause of death and disability nationwide and around the world—but it doesn't have to be. Learn how you can treat and prevent stroke with tools from CDC [tag]. http://bit.ly/2oJOWle 	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/stroke/images/Stroke-Infocard1-medium.jpg	N/A	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/stroke/images/women-and-stroke-infocard4.jpg	Did you know that some stroke symptoms in women may be different from those in men? Here are 5 risk factors women should know to protect their brain health. https://bit.ly/2YI30JM	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 4		https://www.cdc.gov/stroke/images/Stroke-Infocard6-medium.jpg	Do you know the signs and symptoms of stroke? F.A.S.T. is an easy acronym to help you remember them—and perhaps save a life. https://bit.ly/2nwcsZU	4/4/2020	Source: Centers for Disease Control and Prevention
Facebook 5		https://www.cdc.gov/stroke/images/women-and-stroke-infocard3.jpg		4/4/2020	Source: Centers for Disease Control and Prevention

*Captions provided by CDC

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1²	Recognizing the signs and symptoms of a #stroke F.A.S.T. can help save lives. Here's how. http://bit.ly/208s3wkexternal icon
Tweet 2²	Every 3 minutes and 35 seconds, someone dies of #stroke. Learn how you can prevent a stroke or lower your risk of having one with tips from @CDCHeart_Stroke. http://bit.ly/2hSXB9external icon
Tweet 3²	Learn how the @CDCHeart_Stroke Coverdell Program works to improve access and care for #stroke patients nationwide. http://bit.ly/2ovTdlh
Tweet 4²	A #stroke can happen at any age, at any time—just ask these 10 stroke survivors. Read their stories on @CDCHeart_Stroke. http://bit.ly/2HVJJeexternal icon
Tweet 5²	DYK #women have unique #stroke risk factors from men? Here are 5 risk factors women should know to protect their brain health. https://bit.ly/2YI30JMexternal icon
Tweet 6²	Not all #women are equally affected by #stroke; #AfricanAmerican women are more likely to have a stroke than any other group of women in the U.S. Try these 4 lifestyle changes to lower your risk. https://bit.ly/2YI30JMexternal icon
Tweet 7²	About 1 out of 4 #Hispanic women have high #BloodPressure, a major #stroke risk factor. Learn how the ABCS of heart health can help lower your risk. https://bit.ly/2YI30JMexternal icon
Tweet 8²	Up to 80% of strokes are preventable. Reduce #stroke deaths in your community with prevention and treatment strategies from @CDCHeart_Stroke. http://bit.ly/2vUKTA4external icon
Tweet 9	#Stroke can be prevented. Know the risk factors, including certain medical conditions, and what you can do to lower your risk. http://bit.ly/2vUKTA4external icon
Tweet 10	You may be the one to recognize one of your family or friends potentially having a #stroke. Familiarize yourself with the signs. Treatment depends on quick recognition. http://bit.ly/208s3wkexternal icon

*Tweets 1-8 taken from the CDC website

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/stroke/images/Stroke-Infocard2-medium.jpg	Time lost is brain lost. Every minute counts when you or someone you know is having a stroke. Act F.A.S.T. and call 9-1-1 right away if you spot signs of stroke. http://bit.ly/2mYG0xa	4-4-2020	Source: Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/stroke/images/Stroke-Infocard4-medium.jpg	Stroke is a leading cause of death and disability nationwide and around the world—but it doesn't have to be. Learn how you can treat and prevent stroke with tools from CDC [tag]. http://bit.ly/2oJOWle	4-4-2020	Source: Centers for Disease Control and Prevention
Instagram 3		https://www.cdc.gov/stroke/images/Women-and-Stroke-infocard1-medium.jpg	DYK #women have unique #stroke risk factors from men? Here are 5 risk factors women should know to protect their brain health. https://bit.ly/2YI30JM	4-4-2020	Source: Centers for Disease Control and Prevention
Instagram 4		https://www.cdc.gov/stroke/images/Stroke-Infocard6-medium.jpg	Do you know the signs and symptoms of stroke? F.A.S.T. is an easy acronym to help you remember them—and perhaps save a life. https://bit.ly/2nwcsZU	4-4-2020	Source: Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/stroke/images/Stroke-Infocard1-medium.jpg	Understand your risk for stroke.	4-4-2020	Source: Centers for Disease Control and Prevention

*Captions provided by CDC

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#StrokeMonth
Hashtag 2	#StrokePrevention
Hashtag 3	#ActFAST
Hashtag 4	#PreventStroke
Hashtag 5	#BrainHealth
Hashtag 6	#Stroke
Hashtag 7	#TIA
Hashtag 8	#StrokePrevention
Hashtag 9	#BloodPressure
Hashtag 10	#StopStroke

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1	<pre><iframe width="296" height="146" src="https://www.youtube.com/embed/mkpbbWZvYmw" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen ></iframe></pre>	 https://youtu.be/mkpbbWZvYmw	<p>When someone is having a stroke, every minute counts. Just as putting out a fire quickly can stop it from spreading, treating a stroke quickly can reduce damage to the brain. If you learn how to recognize the telltale signs of a stroke, you can act quickly and save a life—maybe even your own.</p>	4-4-2020	Sterling Shriber	Source: Centers for Disease Control and Prevention