

Messaging and Media Tips for National Stroke Awareness Month May 2023

May is National Stroke Awareness Month. NQICs can use this observance to promote stroke awareness with their stakeholders, patients and families. Help patients learn how common strokes are and their signs and symptoms. NQICs can also share the importance of healthy lifestyle changes and controlling health conditions that raise the risk for stroke.

Activities for Consideration:

- Download the American Heart Association's complete 2023 [American Stroke Month Toolkit Resources](#), which includes a F.A.S.T. infographic of stroke signs and symptoms in English and Spanish.
- Use the Centers for Disease Control and Prevention (CDC) [interactive atlas](#) of heart disease and stroke to create and customize county-level maps organized by race and ethnicity, gender, age and more to share with Partnerships for Community Health and HQIC partners.
- Share this 7-minute Million Hearts [Live to the Beat](#) video, featuring KevOnStage discussing the impact of heart disease in the Black Community and how working with a doctor can be a huge win for your heart health.
- Read what Million Hearts has to say about [Reducing Disparities in Cardiovascular Health](#).
- Share the American Stroke Association's [Simply Good Cookbook](#) in English or Spanish with health care providers to help their patients learn how meal preparation can be made easier with planning and special utensils.
- Review the CDC's [stroke educational materials for health professionals](#).
- Offer the National Stroke Association's video [Stroke: It Happens in an Instant](#) for facility waiting rooms to help patients and family members better understand strokes and the signs and symptoms to look for.
- Distribute National Institute of Neurological Disorders and Stroke [Manage Your Risk](#) tips to NQIC partners.
- Providers can share this [stroke quiz](#) with patients and their families.

Social Media Posts:

Raise awareness about National Stroke Awareness Month on social media by sharing information about strokes and their prevention and treatment. Tag these accounts in your posts:

[@American Heart](#) and [American Heart Association](#) on Facebook, [@CDCHeart Stroke](#), [@MillionHeartsUS](#) and [Million Hearts Facebook](#). Use the hashtag #stroke. Possible posts include:

- Strokes can happen at any time. Learn about the many faces of stroke through these stroke survivors: <https://bit.ly/2vA8EvI>
- Face. Arms. Speech. Time. Remember #F.A.S.T. to help save lives. Share @CDCgov's video, *Recognize the Signs and Symptoms of Stroke*: <https://bit.ly/2UuPYck>
- Start Early! Use the @NINDSNews *Questions to Ask Your Provider* form to discuss your risk of high blood pressure and #stroke <https://bit.ly/41C4tw5>
- Share @CDCgov's Stroke Graphics in English and Spanish: <https://bit.ly/40hKgdU>
- @CDCgov division for heart disease and stroke prevention supports state, local, and tribal efforts to prevent, manage and reduce the risk factors associated with heart disease and stroke. Learn more about their programs here: <https://bit.ly/3UMVyFU>

General Education and Background Resources:

- [Million Hearts®](#)
- [Centers for Disease Control and Prevention \(CDC\)](#)
- [National Institute of Neurological Disorders and Stroke \(NINDS\)](#)
- [Centers for Medicare & Medicaid Services \(CMS\) Million Hearts®](#)
- [American Stroke Association](#)