



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
Centers for Disease Control and Prevention



Know Stroke. Know the Signs. Act in Time.

The National Institute of
Neurological Disorders and Stroke

Marian Emr and Margo Warren
Office of Communications and Public Liaison

**KNOW
STROKE**
KNOW THE SIGNS. ACT IN TIME.



Stroke Treatment History

- Neurology — field of hopeless diseases
- In 1995, breakthrough for acute ischemic stroke — t-PA
- Stroke put NINDS in public education business



Initial Stroke Education Efforts

- Press conference about t-PA
- Pro bono TV PSA
- “ER” t-PA plot line



Comprehensive Public Education Campaign

- Focus Group Research:
 - Fear of disability greater than death
 - Reluctance to “see” a stroke
 - Reluctance to activate the EMS system



Know Stroke. Know the Signs. Act in Time.

- Campaign Strategies:
 - Materials development
 - Targeted TV and radio public service advertising
 - National and local media outreach
 - Community education



Know Stroke. Know the Signs. Act in Time.

- Campaign Elements:
 - Simple messages
 - Unified list of stroke symptoms
 - Tested well for readability
 - Bold colors



Community Education

- Community Stroke Education Kit
 - Educational video
 - Facilitator's guide
 - Educational brochures
 - Posters



Billboards and Airport Dioramas

- Airport Dioramas
 - 117 airports
 - 826 million impressions annually
- Billboards
 - Target "Stroke Belt" markets
 - Total daily circulation average: 884,600



Public Service Advertising

- TV PSA
 - Initial nationwide distribution
 - Re-distribution to major markets
 - Cooperative version— NSA, ASA, ACEP, ASNR



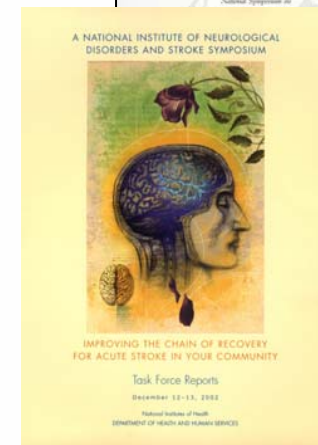
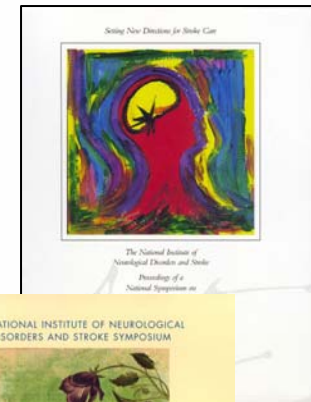
Public Service Advertising

- Radio PSAs
 - 2001 campaign targeting the general public
 - 2004 partnership with Radio One
 - 2004 campaign targeting African Americans



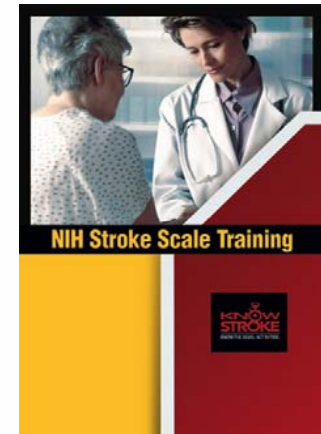
Professional Outreach

- 1996 Stroke Symposium
 - “Rapid Identification and Treatment of Acute Stroke”
- 2002 Stroke Symposium
 - “Improving the Chain of Recovery for Acute Stroke in Your Community”



Professional Outreach

- NIH Stroke Scale Training
 - Designed to train healthcare professionals
 - Illustrated all levels of disability
 - Featured interviews with leading stroke experts
 - Validated scientifically
 - Distributed through NINDS, ASA, AAN



Where Are We Now?

- Use of thrombolytic therapies (t-PA) still hovers at 2%
 - “Public Health disgrace”
 - Public education challenge
 - Commitment from professional community
 - Systems are improving but not in every community

Key is getting the message to the community

Know Stroke Phase II

- African Americans and Hispanics are at greater risk for stroke
- Need targeted materials to reach special populations



Materials Development

- Tested, produced Spanish brochure
 - Focus groups:
 - Road sign concept is easy to understand
 - *Ataque cerebral* is the best terminology
- Tested, produced African-American brochure
 - Focus groups:
 - Interested in prevention and treatment
 - Preference for personal stories or testimonials
 - Asked for easy-access information



Community Outreach Initiative

- ***Know Stroke in the Community***

- Partnership with the CDC
- Targeting African Americans, Hispanics, seniors
- Program components:
 - Stroke Champions training
 - Media outreach
 - Ongoing partnership
- Completed pilot phase in 5 cities in 2004
- Expanding into 5 additional cities in 2005



Extending *Know Stroke in the Community*

- Potential program expansion:
 - Texas Department of Health
 - The Illinois Department of Health
 - Great Lakes Stroke Network
 - Delta States Stroke Consortium



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