

NATIONAL STROKE
AWARENESS



2011-2012 CALENDAR

STAY
AWARE *and*
SHARE
All Year Long

YOUR ONE-STOP STROKE AWARENESS RESOURCE

www.stroke.org



Dear Friend,

Welcome to the 2011-2012 **National Stroke Awareness Calendar**. Please enjoy this useful resource and keep stroke awareness information at your fingertips. Every action you take is necessary and appreciated.

Also, remember that we need people like you to continue to support our efforts all year long. If you'd like to help us further our mission to reduce the incidence and impact of stroke, please visit www.stroke.org/givecal.

Together, we can make a difference!

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Baranski", written over a white background.

Jim Baranski, Chief Executive Officer

MAY 2011

SPREAD THE WORD ABOUT STROKE



May is **National Stroke Awareness Month**, a time to educate about stroke prevention plus stroke warning signs recognition and response. It is also an opportunity to honor the millions already impacted by stroke. Learn more and get involved at www.stroke.org/awareness.

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Memorial Day

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EDUCATE

JUNE 2011

• MAKE THE MOST OF RESOURCES



This June, continue to make the most of the awareness resources available to you through the **Stroke Awareness Resource Center**. The Resource Center is jam-packed with tools for raising stroke awareness. Visit www.stroke.org/awareness today!

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19 Father's Day	20	21	22	23	24	25
26	27	28	29	30	<i>National Aphasia Month</i>	

JULY 2011

• NOMINATE FOR RAISE AWARDS



National Stroke Association is recognizing local stroke heroes raising awareness in unique and effective ways through the First Annual RAISE Awards. Nominate someone at www.stroke.org/RAISE today.

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Stroke affects people of all ages, even children, so start teaching kids about stroke. Get children involved by engaging them with free, downloadable brain quizzes, crossword puzzles and much more. Visit www.stroke.org/brainiackids.

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EDUCATE

SEPTEMBER 2011 • HOST AN EVENT



Hosting your own event can be a simple and effective way to provide others with important stroke prevention and treatment information while raising funds to benefit stroke. Get tools to make your event a success at www.stroke.org/getinvolved.

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OCTOBER 2011 • BECOME A STROKE ADVOCATE



The **Stroke Advocacy Network** supports stroke survivors, caregivers and others who are passionate about stroke to become advocates. This effort is dependent on individuals like you to succeed. Add your voice to this cause at www.stroke.org/advocate.

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ADVOCATE

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NOVEMBER 2011 • START A SUPPORT GROUP



Support groups are a way to meet stroke survivors or caregivers who understand what you are going through. They can provide support, help you problem solve, teach you about stroke and recovery issues, help you find local resources or just have fun.

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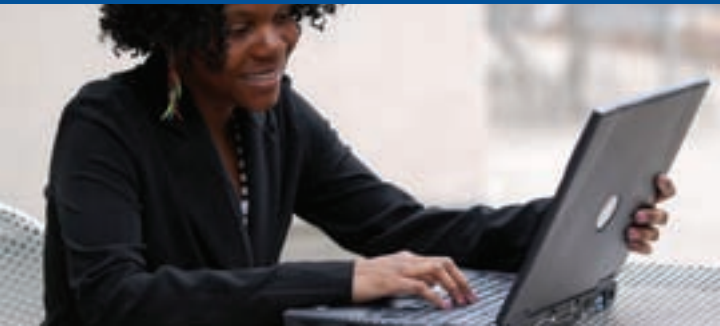
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*National Family
Caregivers Month*

DECEMBER 2011 • NETWORK WITH SOCIAL MEDIA



Stay warm indoors and use preformatted posts and tweets to reach out on Facebook and Twitter, or start a blog all from the comfort of your computer. Visit www.stroke.org/aware_ekit to get started.

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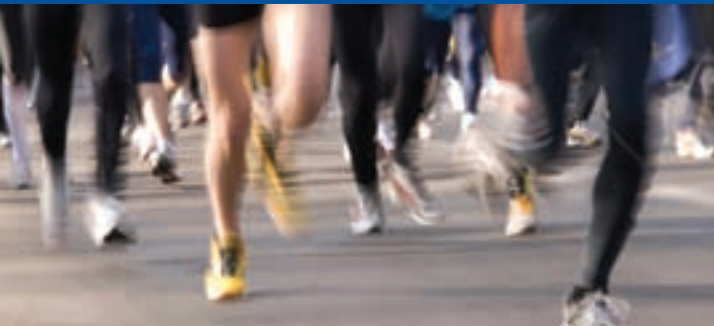


EDUCATE

				1	2	3
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18	19	20 Hanukkah Begins	21	22	23	24
25 Christmas	26 Kwanzaa Begins	27	28	29	30	31

JANUARY 2012

• JOIN OUR ENDURANCE TEAM



Looking for a worthy resolution for the New Year? With our variety of opportunities, getting active for stroke is easy. Join our Endurance Team and you can participate in a marathon, triathlon, bike tour or more, all while raising awareness about stroke.

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PARTICIPATE



You're already sending loved ones valentines, so why not let them know you really care by including information about stroke prevention and awareness? Send an ecard or email tips by visiting www.stroke.org/aware_participate.

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26	27	28	29	 EDUCATE		



Need help weathering the Ides of March? Go to www.stroke.org/aware_ekit to find videos and PowerPoint presentations that not only help you become informed about stroke, but also are available for you to share with groups.

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*Brain Injury
Awareness Month*

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18	19	20 Spring Begins	21	22	23	24
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What better way to get others excited for **National Stroke Awareness Month** in May than by alerting your local press? Visit www.stroke.org/aware_ekit for customizable newsletter and press release templates that you can forward on to your local media.

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	8 Easter	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28
	29	30	 EDUCATE				

MAY 2012



REMEMBER THE FACES OF STROKE



The ***Faces of Stroke*** was National Stroke Association's 2011 **National Stroke Awareness Month** campaign to bring attention to the personal side of stroke. Browse the ***Faces of Stroke*** gallery and remember stroke champions who shared their stories.

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Mother's Day

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Memorial Day

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JUNE 2012 • WALLPAPER YOUR COMMUNITY



When you're outside this summer, take some time to spread stroke awareness by hanging flyers and posters around your town. Hand out wallet cards reminding others to act FAST when they see stroke warning signs. Visit www.stroke.org/aware_ekit.

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Father's
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USE **FAST** TO REMEMBER

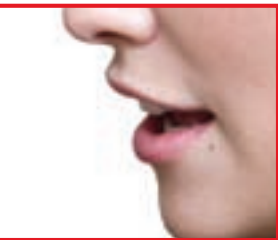
WARNING SIGNS OF STROKE



FACE: Ask the person to smile. Does one side of the face droop?



ARMS: Ask the person to raise both arms. Does one arm drift downward?



SPEECH: Ask the person to repeat a simple phrase. Is their speech slurred or strange?



TIME: If you observe any of these signs, **call 9-1-1 immediately.**

Learn the many warning signs of a stroke. Act FAST and CALL 9-1-1 IMMEDIATELY at any sign of a stroke. Use FAST to remember warning signs.

NOTE THE TIME WHEN ANY SYMPTOMS FIRST APPEAR.

If given within *three hours* of the first symptom, there is an FDA-approved clot-buster medication that may reduce long-term disability for the most common type of stroke.

LEARN ABOUT MORE SUDDEN SIGNS OF STROKE AT

www.stroke.org/symp

SPREAD THE WORD ABOUT STROKE

Stroke Awareness Resource Center

As you may know, public knowledge of stroke is low. It is time for stroke champions to band together and elevate stroke in the mindset of everyone in the U.S. Simple prevention and treatment education can help reduce stroke incidence. Influence loved ones to adopt healthier lifestyles and decision-makers to advocate for stroke by sharing personal stories. Explore the **Stroke Awareness Resource Center** and make stroke your cause today at www.stroke.org/awareness.



Twelve Tips to Help Raise Stroke Awareness

View the calendar months for more information on how you can make each tip work for you!

1. Make the most of resources
2. Nominate for RAISE Awards
3. Teach kids about stroke
4. Host an event
5. Become a stroke advocate
6. Start a support group
7. Network with social media
8. Join our Endurance Team
9. Send tips to loved ones
10. Explore multimedia tools
11. Remember the ***Faces of Stroke***
12. Wallpaper your community

**CALL 9-1-1 IMMEDIATELY IF YOU SEE
ONE OR MORE SIGNS OF A STROKE.**

National Stroke Association's mission is to reduce the incidence and impact of stroke by developing compelling education and programs focused on prevention, treatment, rehabilitation and support for all impacted by stroke.

A stroke is a brain attack that occurs when a blood clot blocks an artery or a blood vessel breaks, interrupting blood flow to an area of the brain. Brain cells begin to die.



**1-800-STROKES
(787-6537)
www.stroke.org**

All publications are reviewed by National Stroke Association's Publications Committee.

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