

## Information for Action # 2011-12

Knowledge of stroke signs and symptoms in New York State adults increased following a stroke awareness media campaign.

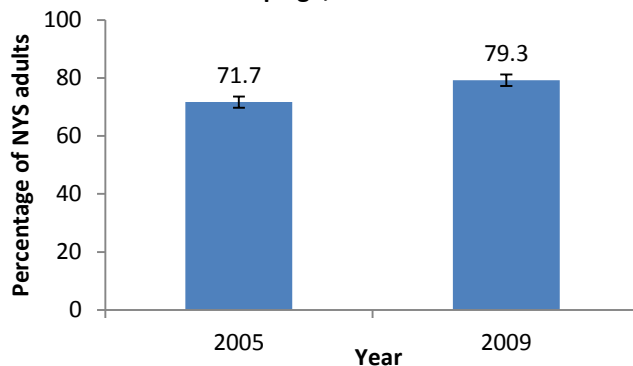
### Quick facts:

- Between 2006 and 2009, a stroke awareness media campaign educated New Yorkers about common signs and symptoms of stroke and the need to call 9-1-1 at the first sign of stroke using the simple, easy to remember acronym, FAST: drooping Face, weak Arm, slurred or confused Speech, and Time (time is critical; call 911 immediately).<sup>1</sup> The FAST campaign was coordinated in regions throughout upstate New York in partnership with emergency medical services, hospitals and local health departments.
- An evaluation showed the campaign was successful in increasing intention to call 9-1-1 for stroke symptoms in one region of New York State (NYS)<sup>2</sup> (not shown).
- Between 2005 and 2009, the percent of NYS adults recognizing all FAST elements increased from 71.7% in 2005 to 79.3% in 2009 (see Figure 1). The largest increases were among non-Hispanic black adults and Hispanic adults (see Figure 2).

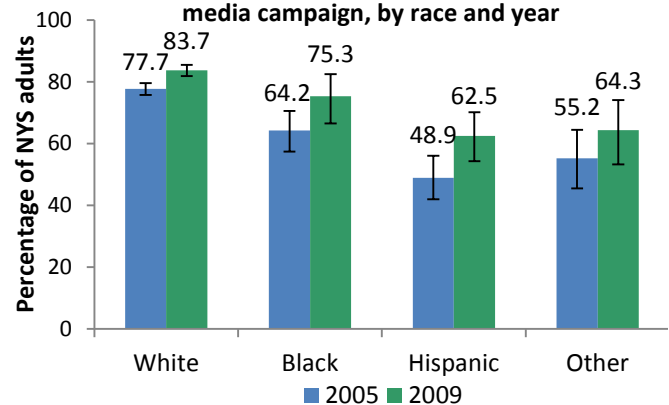
### Public health importance:

- On average, every 40 seconds, someone in the United States has a stroke.<sup>3</sup> In 2009 there were over 50,000 hospitalizations due to stroke in NYS.<sup>4</sup>
- Eligible stroke patients who receive treatment within 3 hours of the first signs of a stroke have a reduced risk of death and disability.<sup>5</sup>
- People experiencing stroke, and bystanders who witness stroke, may not consider the signs and symptoms to be serious and delay seeking care. This delay in recognizing the seriousness of stroke symptoms is one of the major barriers to receiving the most effective time sensitive treatments for stroke.<sup>3</sup>
- Increased recognition of the signs and symptoms of stroke and the need to use emergency transport (9-1-1) for stroke should translate to more people arriving at hospitals in time to receive life-saving treatments.<sup>6</sup>

**Figure 1. Percentage of NYS adults aware of all FAST symptoms of stroke, before and after a media campaign, 2005 and 2009**



**Figure 2. Percentage of NYS adults aware of all FAST symptoms of stroke, before and after a media campaign, by race and year**



Data Source: NYS Behavioral Risk Factor Surveillance System, 2005 & 2009

### PUBLIC HEALTH OPPORTUNITY

Involving local partners such as emergency medical services, hospitals and local health departments in planning and disseminating media represents a promising practice for raising public awareness about stroke signs and symptoms and encouraging access to timely and appropriate medical care for stroke.

### Contact:

For more information about the data included and their specific implications for action, please send an email to [DCDIPIFA@health.state.ny.us](mailto:DCDIPIFA@health.state.ny.us) with the IFA # 2011-12 in the subject line.

### References:

1. Available at <http://www.health.ny.gov/diseases/cardiovascular/stroke/>.
2. Jurkowski JM, Maniccia DM, Spicer DA, Dennison BA. Impact of a multimedia campaign to increase intention to call 9-1-1 for stroke symptoms, Upstate New York, 2006-2007. *Prev Chronic Dis* 2010;7(2). Available at [http://www.cdc.gov/pccd/issues/2010/mar/09\\_0087.htm](http://www.cdc.gov/pccd/issues/2010/mar/09_0087.htm). Accessed August 24, 2011.
3. Roger VL, Go AS, Lloyd-Jones DM, Adams RJ, Berry JD, et al. Heart disease and stroke statistics—2011 update: a report from the American Heart Association. *Circulation*. 2011;123:e18–e209. Available at <http://circ.ahajournals.org/content/123/4/e18.full.pdf>. Accessed August 25, 2011.
4. New York State Department of Health, Statewide Planning & Research Cooperative System (SPARCS - inpatient hospital discharge data), 2009.
5. Ingall TJ, O'Fallon WM, Asplund K, et al. Findings from the reanalysis of the NINDS tissue plasminogen activator for acute ischemic stroke treatment trial. *Stroke* 2004;35(10):2418-24.
6. Mosher DK, Kimble LP, Alberts MJ, Alonzo A, Croft JB, Dracup K, et al. Reducing delay in seeking treatment by patients with acute coronary syndrome and stroke: a scientific statement from the American Heart Association Council on cardiovascular nursing and stroke council. *Circulation* 2006; 114(2):168-82.

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