

## Stroke Awareness Activity Ideas

- Contact a reporter with a great story. Local newspapers, and TV and radio stations, are always seeking compelling human-interest stories. If you have a patient or former patient whose success story is truly unique, find out the name of a local reporter who covers health and science issues and write him or her a short letter or email describing the patient's condition and what was accomplished. Be mindful of patient confidentiality restrictions if you choose this option, and be sure to get their permission before releasing any personal information to the media. When communicating include the fact that May is American Stroke Month. Remember, stories that might include or offer good photos are always preferred.
- Look for opportunities to interact with public audiences. Use one of the already created presentations on stroke signs and symptoms and offer to deliver an informal speech to community service organizations (Kiwanis, Rotary Clubs, etc.), the local AARP or senior centers/senior health fair. Distribute appropriate handouts.
- Proclaim May as American Stroke Month. Contact your local Mayor or City Council and ask for a Proclamation of May as Stroke Awareness Month. A sample Proclamation is included in this toolkit.
- Partner with public service. To distribute materials throughout your community, partner with Girl Scout and Boy Scout troops, local high school service organizations, etc. Some areas you may target for information: local libraries and post offices with bookmarks of stroke warning signs, grade schools with puzzles and word finds about stroke, and local stores or area mall.
- Throw an American Stroke Month party. Invite stroke survivors and their caregivers for a celebration of their achievements during American Stroke Month. Ask them to bring friends and family. Invite local government officials, including your Senator or member of Congress. Serve refreshments, offer a tour, and take lots of pictures. Prepare an article for your in-house publications, and send a news release to your local newspaper.
- Hold a contest. Invite pediatric clients and their siblings or local schools to complete a coloring sheet depicting stroke. Display the entries and draw the names of several winners. Take photos of the winners and send them with a story to your facility's newsletter, or even the local newspaper. Be sure to acquire permission before submitting stories to the media.



- Confer special honors. Recognize an outstanding administrator, name an employee of the year, or honor a patient or caregiver. Arrange a ceremony or event to present the honor. Produce a certificate. Take photos and send them with a short description to your local newspaper. Have stroke survivors volunteer by staffing front portions of the hospital to increase the visibility of stroke.
- Inform co-workers. Set up a display table in the cafeteria over lunch or early in the morning. Email your coworkers information about stroke signs and symptoms.
- Post stroke awareness information on your social media pages.
- Have a brown bag lunch one day each week during the month of May with a stroke speaker. Inform others in your work setting through cafeteria tent cards, fliers, email, or bulletin board notices. Have staff on hand to chat and inform people about stroke, maybe even take blood pressures. Play videos about stroke.
- Provide stroke videos to departments to play during a staff meeting.
- Post signs and flyers throughout your workplace about stroke.
- Organize a stroke education event at your local church, synagogue or mosque. Invite stroke survivors to share their experience. Partner with a nursing program to provide blood pressure and/or cholesterol screening. Be sure to provide adequate referrals for follow up.
- Host a Stroke Fair at your organization. Include “Let’s Talk About Stroke” fliers and games for the participants. Example: Set up a mini-golf game with turf and golf club. Have your participants randomly select a stroke disability from a deck of cards (i.e.: eye patch over one eye, cane, walker, wheelchair, sling for one arm). Have the participant golf with this disability. It will demonstrate the devastating effects that stroke sufferers experience daily and bring awareness of the importance of stroke prevention and education.