



We're on the web!  
<http://ghsn.uic.edu>



## IN THE SPOTLIGHT: STROKE EDUCATION

The Great Lakes Regional Stroke Network is pleased to change our Wave Format this month to include Public Education Materials for Stroke Month, May, 2008.



A new campaign, "Give me 5 for Stroke" has a poster and other materials that can be found at: [www.giveme5forstroke.org](http://www.giveme5forstroke.org). This campaign, developed between the American Stroke Association, the American Academy of Emergency Physicians and the American Academy of Neurology, presents a new way to remember the stroke warning signs: Walk, Talk, Reach, See, Feel.

National Stroke Association materials can be downloaded including a community presentation, paycheck stuffers, bag stuffers, greeting cards, flyers, newsletter articles, letters to the editor and more! Go to:

[http://www.stroke.org/site/PageServer?pagename=SAM\\_materials](http://www.stroke.org/site/PageServer?pagename=SAM_materials).



Last month, we featured Stroke Alert Day, May 6, 2008, in our Wave. Go to: <http://www.strokealert.org> for information on free materials. Also, register your events for free on this website and get ideas of what others are doing for Stroke Alert Day across the Nation!

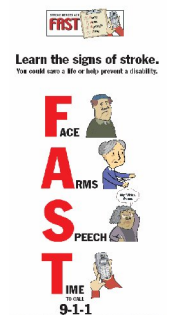
The American Stroke Association has educational materials for your patients and consumers. A stroke month toolkit will soon become available and can be downloaded for free. In addition, Stroke: Patient Education Tool Kit, which contains fact sheets, presentations, awareness materials, a video, CD-ROM and more for stroke prevention and life after stroke can be found at: <http://www.strokeassociation.org/presenter.jhtml?identifier=3018490>. Patient Education Brochures. Topics include stroke care, prevention and emergencies. <http://www.strokeassociation.org/presenter.jhtml?identifier=1200412>. Downloadable Materials. In a PDF format about stroke prevention, recovery or the warning signs - even how to start a stroke support group!

<http://www.strokeassociation.org/presenter.jhtml?identifier=3030067>

Stroke Heroes Act FAST materials are also available from Massachusetts Department of Public Health at

<http://www.macleavinghouse.com/catalogpageHDSP.htm>

In addition to the English version of the Stroke Heroes Act FAST, a Spanish version is currently available and late this spring a Portuguese version will be released. All materials, the animations, brochures and posters have been culturally adapted, concept and focus group tested with the respective target audi



GREAT LAKES REGIONAL STROKE NETWORK  
**The Wave**

# 10 Things You Can Do to Celebrate Stroke Awareness Month

1. **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 e-mail 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 National Stroke Awareness Month. Remember, stories that might include or offer good photos are always preferred.
2. **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.
3. **Proclaim May at Stroke Month.** Contact your local Mayor or City Council and ask for a Proclamation of May as Stroke Awareness Month. See a sample proclamation as well as how to get a proclamation on page 3.
4. **Make This Your Month to Advertise.** If your hospital or program does not advertise regularly, Stroke Awareness Month is an excellent time to start. Try using radio and TV public service announcements.
5. **Partner with Public Service.** To distribute materials throughout you community, partner with Girl Scout and Boy Scout troops, local high school service organizations, etc. Some areas they 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.
6. **Throw a Stroke Awareness Month Party - Include Policymakers.** Invite stroke survivors and their caregivers for a celebration of their achievements during National Stroke Awareness 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.
7. **Hold a Contest.** Invite pediatric clients and their siblings 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.
8. **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.
9. **Inform Co-workers.** Set up a display table in the cafeteria over lunch or early in the morning or have a brown bag lunch one day each week during the month of May. Inform others in your work setting through cafeteria tent cards, fliers, e-mail, 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.
10. **Organize a stroke education event at your local church, synagogue, 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.



Have other ideas? We'd love to hear them. Send them to Angela at [hedworth@uic.edu](mailto:hedworth@uic.edu). Adapted from "10 Things You Can Do for Occupational Therapy Month" at [http://www.promoteot.org/AL\\_OTM-link02.html](http://www.promoteot.org/AL_OTM-link02.html).

## Sample Stroke Month Proclamation

WHEREAS, stroke is the third leading cause of death in the United States striking over 780,000 Americans each year, including XYZ number of (insert state here); and

WHEREAS, (insert state here) is a part of the Great Lakes Regional Stroke Network whose mission is to optimize collaboration and coordination among the Great Lakes Regional States to reduce the burden of stroke and disparities; and

WHEREAS, the majority of (insert city or state here) are not aware of their risk factors for a stroke, nor are they aware of the signs and symptoms of a stroke; and

WHEREAS, symptoms of stroke include sudden numbness or weakness of the face, arm or leg, especially on one side of the body; sudden confusion, trouble speaking or understanding; sudden trouble seeing in one or both eyes; sudden trouble walking, dizziness, loss of balance or coordination; and sudden severe headache with no known cause; and

WHEREAS, new and effective treatments have been developed to treat and minimize the severity and damaging effects of strokes, but much more research is needed; and

WHEREAS, acknowledging May 2008 offers advocates for stroke prevention and treatment an opportunity to educate the public and policymakers about the devastating effects of stroke.

NOW THEREFORE, I (insert Mayor's name here), MAYOR OF (insert city here), DO HEREBY PROCLAIM MAY 2008, AS:

### STROKE AWARENESS MONTH

IN THE CITY OF (insert city here), and urge all citizens to familiarize themselves with the signs, symptoms and risk factors associated with stroke so that we might begin to reduce the devastating effects that a stroke makes on our population.

IN WITNESS WHEREOF, I have hereunto set my hand caused the Seal of the City of \_\_\_\_\_ to be affixed this \_\_\_\_ day of May 2008.

### How to Get a Proclamation for Stroke Month

- Call the Mayor/City Council's office to introduce yourself and your organization. Ask what the procedure is for the mayor to issue a proclamation. Share any special activities you may be scheduling for that day/week/month and answer any questions they may have. Offer to submit a sample proclamation for their review. Some mayors have their picture taken with representative of the organization at the signing of the proclamation.
- Send a letter confirming the telephone call and include information about your organization and a sample proclamation. Include the name of a contact person and phone number for any further questions.
- Follow-up with a phone call regarding the status of the proclamation.
- PR for local newspapers -Consider taking a picture of people with your organization's leaders/officers with the proclamation and an article on your organization. Other articles on any special activities can also be included.

## Working with the Media

**Develop a Media List.** Make a list or database of the following: daily and weekly newspapers, newspaper supplements, and special sections or columns that cover those topics; radio stations; television stations including local cable channels; and Web-based community news sites. The media list should include contact names, addresses, phone and fax numbers, and e-mail addresses of the editors, radio division directors, television news and program producers, and the reporters and columnists you have targeted. You can also place event information in community calendars published in newspaper special sections. Calendars have strict deadlines and limitations on the number of words you can include.

**Identify Stroke Spokesperson.** Choose someone who can speak authoritatively on stroke issues, is comfortable with the media, and is able to be at the event (and available for possible telephone interviews before and after the event). It is good to have a back-up spokesperson. Delivering on the interview is important to developing good media relationships for future issues and activities. A person of prominence in the community will increase the media who attend your event.

**Develop a Press Kit.** Include a press kit with the name of a local contact and spokesperson; educational or background information on the event, a bio of your spokesperson with a photograph if one is available; and background information on the organization sponsoring the event. Include previously published articles that highlight stroke and any other information that will help convey your message.

**Tailor Materials to Local Community Concerns.** Relate the information to topical events and any previous awareness actions that were taken in your community or issues that were publicly raised. Including a local angle will increase your likelihood of getting coverage or air time. Personalize media outreach materials with the name of your organization and the name of a knowledgeable contact person available and willing to talk to reporters.

**Contact the Media.** Telephone or e-mail the editors and reporters on your list. (If this is a long list, it's a good idea to prioritize the contacts, creating an "A list" and a "B list." Give priority to reporters with whom you already have a relationship and those who you think will be most interested in the subject matter). Give the date, place, time, and participants in the event. As succinctly as possible, touch on the major points of the event, including why the issue is important to the reporter's readers or audience. Offer the reporter a chance to do an interview with your spokesperson prior to the event to get a feel for the issues. Tell the reporter that you will send information and then do it right away.

**Send out Press Kits to Reporters Requesting Information.** Include a cover letter to introduce yourself or your organization as a resource on stroke and "pitch" your event as an event that they will definitely want to cover. Personalize mailings by addressing materials to individuals rather than departments. Always ask about their deadline.

**Time Your Mailings.** Calendar sections, weekly publications, and newspaper special sections often fill available space well in advance, while final decisions about which events to cover the day before or day of the event, depends on breaking news.

**Follow Up Mailings With Phone Calls.** Ask if the material was received, reiterate major points of the event and stroke, and ask if you can provide any additional information that would get them to come to your event and get your story published or broadcast. Request that they e-mail their finished story or send you a "tear sheet" (the page containing the published article) if they cover the event or issue.

**Set Up a Press Table at the Event.** Have a clipboard with a sign-in sheet so that you can keep track of who attends. Have press kits and your business cards available. Make sure your spokesperson is available to speak with members of the press. Try to have someone at the table at all times to direct the press and coordinate press interviews with the spokesperson and other event participants.

**Evaluate Your Effectiveness.** Which reporters came to your event and which did not? Sometimes it's just a matter of timing. If other news pulls media attention away from the event, follow up afterwards with reporters who seemed interested when you first pitched to them. Ask them to do a story on the issues around which your event was based, and then set up experts for them to interview. Monitor which materials you provided were printed or adapted, and which were not selected.

# Sample Press Release for Stroke Awareness Month

FOR IMMEDIATE RELEASE

May 1, 2008

For more information contact:

INSERT CONTACT NAME

INSESR PHONE, EMAIL

## STROKE MONTH ACTIVITIES RAISE AWARENESS OF THE SIGNS AND SYMPTOMS OF STROKE AND INCREASE THE NUMBER OF PATIENTS GETTING TREATMENT

[INSERT CITY, INSERT STATE] — Though there are treatments available that can reverse disability from stroke, less than five percent of patients in [INSESR STATE NAME] and throughout the country receive them. Stroke is the third-leading cause of death and a leading cause of adult disability nationwide. And, in [INSERT STATE NAME], stroke affects more than [INSERT NUMBER] people who have stroke annually and [INSERT NUBMER] people who experience strokes and survive.

To help increase the number of stroke patients who receive treatment for stroke, [INSERT STATE/ORGANIZATION NAME] is working with the Centers for Disease Control and Prevention (CDC) and the Great Lakes Regional Stroke Network to raise public awareness of stroke signs and symptoms and to help improve health care for stroke patients.

May is national Stroke Awareness Month. During May and throughout the year, [INSERT STATE/ORGANIZATION NAME] will work to raise awareness of the signs and symptoms of stroke and encourage people to call 9-1-1 immediately if they experience or witness anyone experiencing the following symptoms:

- Sudden numbness or weakness of face, arm, or leg—especially on one side of the body;
- Sudden confusion, trouble speaking, or difficulty understanding;
- Sudden trouble seeing in one or both eyes;
- Sudden trouble walking, dizziness, loss of balance or coordination; or
- Sudden severe, headache with no known cause.

“Again and again we see in studies that patients do not recognize symptoms as stroke and fail to get to the hospital in time. This is a crisis of underutilization that causes unnecessary disability and costs millions extra in health care costs nationwide,” said Dr. George Mensah, Distinguished Scientist and Consultant in the Heart Disease and Stroke Prevention, Division for Heart Disease and Stroke Prevention at CDC.

[INSERT SPECIFIC INFORMATION ON STATE/ORGANIZATION ACTIVITIES]

During Stroke Awareness Month, [INSERT STATE/ORGANIZATION NAME] encourages people at risk for stroke and their family members, friends and caregivers to learn the signs of stroke. In many cases a person experiencing stroke does not realize it is occurring, but bystanders can recognize the symptoms and act quickly.

“The best thing to do when you see someone having a stroke is to call 9-1-1 immediately,” said [INSERT NAME, TITLE]. “Getting stroke victims to the hospital immediately can greatly increase their chance of having little or no disability,” [INSERT NAME] said.

Additionally, states are working with local communities to improve hospital and emergency medical services and increase quality of care for stroke patients. This process requires working with neurologists, radiologists, emergency physicians, nurses, emergency medical technicians and others (such as primary care physicians and family practice physicians) to create and implement systems and protocols for evaluating and treating stroke patients.

“By improving the systems that affect stroke care, we can dramatically improve the outcomes for many patients,” said [INSERT NAME HERE]. “The key to stroke care is creating a chain of recovery that is focused on identifying and treating stroke patients at the earliest stage possible.”

For more information about the signs and symptoms of stroke, please visit [INSERT WEBSITE HERE].

###

Taken from “Taking Action for Heart Healthy and Stroke Free States: A Communication Guide for Policy and Environmental Change”

## Sample Op-Ed Article

Op-ed articles are brief opinion pieces usually published opposite the editorial page in newspapers. They allow readers to present a particular position or thought on timely or controversial topics in great depth than possible with a letter to the editor.

The piece below offers consumer education messages to help increase the number of patients who access stroke centers and symptoms. Tailor it with stories of patients who recognized stroke symptoms and call 9-1-1 with state level data from CDC's Atlas of Stroke Mortality found at <http://www.cdc.gov/dhdsplibrary/maps/statemaps.htm>.

### YOU ARE THE FIRST LINK IN THE CHAIN OF RECOVERY

By [INSERT NAME]

[INSERT TITLE]

{INSERT ORGANIZATION NAME}

[INSERT SURVIVOR STORY HERE].

Stroke is the third-leading cause of death and a leading cause of disability in the United States. More than 700,000 new strokes are reported each year, and [INSERT STATE HERE] ranks [INSERT RANK HERE] in stroke deaths in the United States.

Fortunately, many of these strokes and much of the death and disability resulting from stroke can now be prevented. Over the past several years, scientists have developed new treatments that can reduce the number of stroke deaths and disabilities. The reality, though, is that few benefit from these new treatments because most have to be administered within the first few hours of stroke onset. In far too many cases, people do not recognize the signs and symptoms of stroke and arrive at the hospital too late to receive this treatment.

We are lucky to have access to cutting edge treatments for stroke. But to ensure that our system can do its work, we all must learn the signs of stroke and if we see them in ourselves or someone around us, make the decision to call 9-1-1.

These are the signs of stroke:

- Sudden numbness or weakness of face, arm, or leg—especially on one side of the body;
- Sudden confusion, trouble speaking, or difficulty understanding;
- Sudden trouble seeing in one or both eyes;
- Sudden trouble walking, dizziness, loss of balance or coordination; or
- Sudden severe, headache with no known cause.

Learn these signs and our emergency medical technicians and hospitals can help more people with stroke walk out of the hospital. They are doing their jobs. Now it is the time for all of us to do ours.

## Sample Drop In Article

A drop in article is completely prewritten news or feature story that can be published verbatim in worksite and organization newsletters, community magazines, shopping guides and other local publications read by key audiences.

### RECOGNIZE THE SIGNS OF STROKE

Each year more than 700,000 Americans suffer a stroke. Yet many Americans do not know the signs and symptoms of a stroke or what to do when they witness someone having a stroke. Just like a heart attack, a stroke is a medical emergency requiring immediate treatment.

A stroke occurs when blood flow to the brain is interrupted. Brain cells die when deprived of oxygen and nutrients provided by blood. Because stroke injures the brain, a person having a stroke may not realize what is happening.

[INSERT ORGANIZATION NAME] and the Great Lakes Regional Stroke Network encourages the public to recognize the signs and symptoms of stroke:

- Sudden numbness or weakness of face, arm, or leg—especially on one side of the body;
- Sudden confusion, trouble speaking, or difficulty understanding;
- Sudden trouble seeing in one or both eyes;
- Sudden trouble walking, dizziness, loss of balance or coordination; or
- Sudden severe, headache with no known cause.

If you recognize any of these symptoms, it is important to call 9-1-1 or your local emergency number immediately. Local hospitals and stroke centers have treatments available that can reduce the risk of severe disability, but patients must get help quickly for these treatments to be effective.

For more information on stroke or information on reducing the risk of stroke, please visit [INSERT WEBSITE HERE].

Taken from "Taking Action for Heart Healthy and Stroke Free States: A Communication Guide for Policy and Environmental Change"

## More Stroke Awareness Month Event Ideas

- Partner with local businesses in your community to promote stroke awareness in their workplaces.
- Encourage your local community colleges or universities to host stroke health forums.
- Send out a stroke prevention "tip of the week" email.
- Create school or workplace stroke awareness bulletin boards. Contact National Stroke Association's Ms. Jeannie Price at (303)

754-0928 to learn more about the [Hip Hop Stroke Education Program](#)™ Bulletin Board in a Box for schools.

- If your state has a license plate program for causes, contact the Department of Motor Vehicles about adding a plate for Stroke Awareness.
- Attend Town Hall meetings and ask stroke-related questions on stroke issues such as: disability, insurance and resources. This is also a great opportunity to share your story if you have been personally

affected by stroke.

- Organize a day at the state Capital to meet with elected officials and discuss stroke related-issues.
- Coordinate a letter writing campaign to elected officials to make them aware of the impact stroke has in the US and worldwide. Or visit your state representative office.

Ideas from National Stroke Association at [http://www.stroke.org/site/PageServer?pagenam=SAM\\_eventideas](http://www.stroke.org/site/PageServer?pagenam=SAM_eventideas)

## Developing Talking Points

Talking points should always be tailored to a specific meeting, presentation, media interview or other planned communication activity. It is also a good idea to have general talking points prepared for responding to unexpected calls and other requests for information from the media, potential partners, and others.

In order to develop talking points, it may be helpful for you to develop a Single Overriding Communication Objective (SOCO). To create a SOCO, use these helpful prep steps.

1. In one brief paragraph, state the key point or objective. This statement should reflect what you, the writer and/or speaker, would like to see as the lead paragraph in a newspaper story or broadcast news report.
  
2. What are the three facts or statistics you would like the public to remember as a result of reading or hearing about your story?
  - 1.
  - 2.
  - 3.
  
3. Who is the main audience or population segment you would like this message to reach?  
Primary: \_\_\_\_\_ Secondary: \_\_\_\_\_
  
4. What is the one message the audience needs to take away from this report/interview?
  
5. Who in your office will serve as the primary point of contact for the media?  
Name \_\_\_\_\_ Phone \_\_\_\_\_  
  
Date and time available: \_\_\_\_\_
  
6. List anticipated questions (with answers) that you may receive during an interview.

## Sample Talking Points

### NATIONAL DATA — STROKE

The points listed here are from the American Stroke Association Heart Disease and Stroke Statistics — 2008 Update, website (<http://www.americanheart.org/presenter.jhtml?identifier=1200026>)

- Stroke is the third-leading killer in the United States and a leading cause of severe, long-term disability.
- Each year about 780,000 people experience a new or recurrent stroke — about 600,000 of these are first attacks and 180,000 are recurrent.
- Each year, about 60,000 more women than men have a stroke.
- Twice as many black adults as white have a risk of first-ever stroke.
- On average, every three to four minutes someone dies of a stroke.
- Stroke costs the United States \$65.5 billion per year.

### GREAT LAKES REGION DATA—STROKE

Regional data sources can be found at the bottom of the page.

- Illinois and Michigan have the highest overall stroke prevalence in the region.<sup>1,2</sup>
- Stroke mortality in the Great Lakes Region is higher than the national average (48.1 vs. 46.6).<sup>3</sup>
- Stroke mortality was highest for black men in the Great Lakes region.<sup>4</sup>

### CONSUMER MESSAGES FOR ACUTE STROKE

- The signs of stroke are:
  - Sudden numbness or weakness of face, arm, or leg—especially on one side of the body;
  - Sudden confusion, trouble speaking, or difficulty understanding;
  - Sudden trouble seeing in one or both eyes;
  - Sudden trouble walking, dizziness, loss of balance or coordination; or
  - Sudden severe, headache with no known cause.
- If you are aware of the signs of stroke in yourself or someone else, call 9-1-1 or your local emergency number.
- Getting to a hospital stroke center within 60 minutes of the onset of stroke symptoms may reduce disability from stroke.

### Data Sources

1 Heart Disease and Stroke Statistics. 2008 Update. American Heart Association. *Circulation*. 2008;117:e61-e62.

2 Self-reported stroke using BRFSS 2005 and BRFSS 2006 methodology.

3 CDC Wonder, 2004-2005, Compressed Mortality data.

4 Centers for Disease Control and Prevention, National Center for Health Statistics. Compressed Mortality File 1999-2004. CDC WONDER On-line Database, compiled from Compressed Mortality File 1999-2004 Series 20 No. 2J, 2007. Accessed at

<http://wonder.cdc.gov/cmfi-icd10.html> on Feb 29, 2008 5:58:06 PM.

## Sample Talking Points continued

### TOPIC: STROKE CENTERS

- There are many approved treatments for stroke that can dramatically reduce disability, but currently fewer than five percent of eligible patients receive approved treatments for acute ischemic stroke.
- According to a survey conducted by the American Academy of Neurology, 20 percent of the U.S. population is without access to acute neurological services.
- As a result, many patients do not receive approved treatments for acute ischemic stroke that could improve survival and reduce disability.
- The Joint Commission and Healthcare Facilities Accreditation Program certifying hospitals that want to become stroke centers.
- By encouraging stroke center certification, the health care community can potentially increase the number of people who recover from stroke, reduce hospital stays and reduce the burden of stroke on health care and rehabilitation systems.

Continued from page 1

ences.

They have also created a comprehensive FAST educational kit for health trainers in all 3 languages. This versatile kit includes DVD and VHS versions of the animation, an educators' guide, and 2 versions (short and long) of a PowerPoint presentation. The kit includes a CD-ROM with all materials, including evaluation forms and a reproducible logo. For evaluation and tracking purposes, the educational kit is only available by contacting our program directly at 1-800-487-1119 or [heart.stroke@state.ma.us](mailto:heart.stroke@state.ma.us).



“Know Stroke. Know the Signs. Act in Time.” is a public education campaign by NINDS that also has public education materials available. <http://www.stroke.ninds.nih.gov/>. Brochures can be downloaded in English and Spanish. There is also a toolkit that can be ordered.

The St. John Health "Can You Spot a Stroke?" Community Outreach Education Program is a health education campaign designed to increase community knowledge of stroke risk factors, stroke warning signs, and action needed when stroke warning signs occur. Designed for Parish Health Nurses, it can be adapted to a wide range of audiences. <http://www.stjohn.org/communityhealth/Programs/ParishNursing/stroke/>

State Heart Disease and Stroke Prevention Programs across the US have developed many different media campaigns for stroke. Check out some of them at:

[http://www.healthmainepartnerships.org/MCVHP/resource\\_library.aspx](http://www.healthmainepartnerships.org/MCVHP/resource_library.aspx)

<http://health.utah.gov/hearhighway/time.html>

The Centers for Disease Control and Prevention has several tools that may be helpful. The Atlas of Stroke Hospitalizations among Medicare Beneficiaries is the fifth in a series of CDC atlases related to cardiovascular disease. It was developed in collaboration with the Centers for Medicare and Medicaid Services, and includes county-level maps of stroke hospitalizations by stroke-subtype, race/ethnicity, discharge status, and co-morbidity. Maps of hospital facilities and stroke specialists are also included.

[http://www.cdc.gov/dhdsp/library/stroke\\_hospitalization\\_atlas.htm](http://www.cdc.gov/dhdsp/library/stroke_hospitalization_atlas.htm). Also, addressing the nation's leading killers: <http://www.cdc.gov/nccdphp/publications/AAG/dhdsp.htm>. Successful Business Strategies to Prevent Heart Disease and Stroke. <http://www.cdc.gov/DHDSP/library/toolkit/index.htm>.