



Stroke Social Media Campaign May 2017

Stroke Data in South Carolina

- Did you know? Stroke is South Carolina's 3rd biggest killer.
- In 2015, more than 2,600 people have died from a stroke in South Carolina.
- According to the CDC, South Carolina had the 7th highest mortality rate in the nation that year.
- 20,532 people were treated for stroke in South Carolina in 2015. Of those, there were 5,520 emergency department visits and 15,012 hospitalization discharges.
- In South Carolina, the cost of hospitalization due to stroke was \$1.5 billion in 2015. It is projected to reach \$2 billion by 2020.

Information About Stroke

What is a stroke? A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or bursts.

When this happens, part of your brain cannot get the blood and oxygen it needs and starts to die. If this lasts for long, it can cause permanent damage.

The acronym FAST (Face Arm Speech Time) is an easy way to remember and identify the most common symptoms of a stroke.

- **Face:** Does one side of the face droop or is it numb? Ask the person to smile. Is the person's smile uneven?
- **Arm:** Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?
- **Speech:** Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a simple sentence, like "The sky is blue." Is the sentence repeated correctly?
- **Time:** If someone shows any of these symptoms, even if the symptoms go away, CALL 9-1-1 and get the person to the hospital immediately. Check the time so you'll know when the symptoms first appeared.

Call To Action: If you think you are having a stroke, call 9-1-1 right away - not a friend! Emergency medical services (EMS) staff can begin life-saving treatment immediately!

Social Media Video and Image Recommended “How-Tos”

Please make sure your organization’s Facebook and Twitter accounts “Likes” the following social media accounts:

- South Carolina Hospital Association (SCHA):
 - <https://www.facebook.com/schospitals/>
 - <https://twitter.com/SCHospitals>

- South Carolina Department of Health and Environmental Control (SCDHEC)
 - <https://www.facebook.com/SCDHEC/>
 - <https://twitter.com/scdhec>

Please make sure all social media posts include the following information:

- Website Address: FaceArmSpeechTime.com
- Please tag SCDHEC and SCHA in each of your social media posts. Specifically, tag the photos so you do not have to include in the copy.

Recommended Social Media Posts

FACE

What do you do when you are having a stroke on a farm? Learn more:
FaceArmSpeechTime.com/Face

In 2015, more than 2600 people have died from a stroke in South Carolina. Learn more:
FaceArmSpeechTime.com/Face

Have you felt one side of your face go numb? Are you having a stroke? Learn more:
FaceArmSpeechTime.com/Face

What do you do when you have a stroke? What are the signs and symptoms? Learn more:
FaceArmSpeechTime.com/Infographic

ARM

Are you worried about a stroke? Is one arm weak or numb? Learn more:
FaceArmSpeechTime.com/Arms

Do you know the signs of a stroke? Ask the person to raise both arms. Does one arm drift downward?
Learn more: FaceArmSpeechTime.com/Arms

Ever witnessed someone having a stroke? Do you know the signs? Learn more:
FaceArmSpeechTime.com/Arms

SPEECH

Did you know a stroke can happen at any time including a walk in the park? Learn more:
FaceArmSpeechTime.com/Speech

What is the difference between a stroke and a heart attack? Are the signs and symptoms the same?
Learn more: FaceArmSpeechTime.com/Speech

TIME

Stroke is the 5th leading cause of death in South Carolina. Learn the signs and symptoms:
FaceArmSpeechTime.com/Infographic

The clock starts ticking the moment you realize someone is having a stroke! Learn the signs and symptoms: FaceArmSpeechTime.com/Time

Why is it important to know the signs and symptoms of a stroke? Because it is a race against TIME.
Learn more: FaceArmSpeechTime.com/Time

Stroke can impact anyone, anytime, anywhere. Learn more about the signs and symptoms:
FaceArmSpeechTime.com/Time