



# WORLD STROKE DAY

**October 29, 2010**

The World Stroke Organization (WSO) is calling for immediate action to address the epidemic of stroke.

WSO is advocating for a comprehensive, continuum approach, from prevention to treatment and towards rehabilitation and long-term support.

In this pamphlet, we would like to share with you three basic principles.





**1 in 6  
people  
worldwide  
will have a  
stroke  
in their  
lifetime.**




**Every 6 seconds**  
stroke kills someone.

**Every other second**  
Stroke attacks a person –  
regardless of age or gender.

**15 million people**  
experience a stroke each year.  
6 million of them do not survive.

**About 30 million people**  
have had a stroke –  
most have residual disabilities.



**Behind  
these  
numbers  
are  
real lives.**

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# 1 PREVENTION



Here are six steps anyone can take to reduce the risk and the danger of stroke.

1. Know your personal risk factors: high blood pressure, diabetes, and high blood cholesterol.
2. Be physically active and exercise regularly.
3. Avoid obesity by keeping to a healthy diet.
4. Limit alcohol consumption.
5. Avoid cigarette smoke. If you smoke, seek help to stop now.
6. Learn to recognize the warning signs of a stroke.

WSO recommends that persons who have experienced a heart attack, have been diagnosed with a heart ailment or have irregular heart rhythm, to have regular medical follow-ups to prevent the occurrence of stroke.

## STROKE WARNING SIGNS

You may be having a stroke if you suddenly experience one or more of these symptoms:

- Sudden numbness or weakness especially on one side of the body
- Sudden trouble speaking or understanding language
- Sudden trouble seeing in one or both eyes, or having double vision
- Sudden trouble walking and loss of balance
- Sudden vertigo
- Sudden severe headache with no cause

**If you notice any of these warning signs, act fast.**

**Stroke is a medical emergency.**

**Call your emergency medical services or get to a hospital immediately!**

# TREATMENT 02



**TIME LOST  
IS BRAIN  
FUNCTION  
LOST.**

The window of opportunity to treat stroke is limited once symptoms appear.

If you think that you or anyone nearby is having a stroke, immediately:

- Call your local emergency phone number
- Go to the nearest hospital

Even if the symptoms disappear in a few minutes, call the emergency phone number, because it may be your last opportunity to prevent a potentially forthcoming major stroke.

Hospital care, medication, vascular surgery and rehabilitation are all accepted treatments after stroke.

## **HOSPITAL CARE**

Stroke survivors face better odds and get better functional outcome if they are admitted to dedicated stroke units, staffed by experienced physicians, nurses and therapists.

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## LONG-TERM CARE & SUPPORT



Stroke is a leading cause of adult disability worldwide. Stroke survivors need appropriate long-term care and support.

### **Physical and occupational therapy**

Most persons that survive a stroke have some degree of post-stroke disabilities. Although rehabilitation does not reverse brain damage, it can substantially improve function leading to better quality of life.

Persons who have had a stroke are in need of long-term follow-up for preventive strategies, risk factor control, advice and regular check-up for disabilities.

### **Mental health support**

Stroke survivors may experience depression. To improve the quality of life and to facilitate rehabilitation, it is essential that they have access to professional help as well as receive sustained emotional support from their families and friends.

We strongly encourage you to supplement the information in this brochure with data from WSO member organizations worldwide. Please check the campaign website, [www.worldstrokecampaign.com](http://www.worldstrokecampaign.com), for a list of all WSO member organizations.





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**Stop Stroke. Act Now. Join the Campaign!**  
**[www.worldstrokecampaign.org](http://www.worldstrokecampaign.org)**

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