

Chronic Disease Prevention Partner Call

Stroke Awareness Month
with the Wisconsin Coverdell Stroke Program

April 22, 2025

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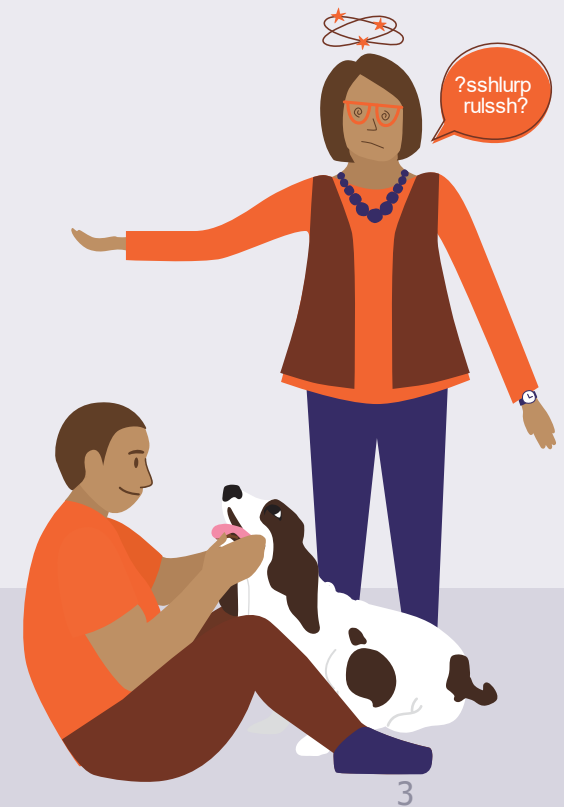




Agenda

- State of stroke in Wisconsin
- Coverdell stroke program overview
- Coverdell stroke program updates
- May stroke awareness month
- Questions

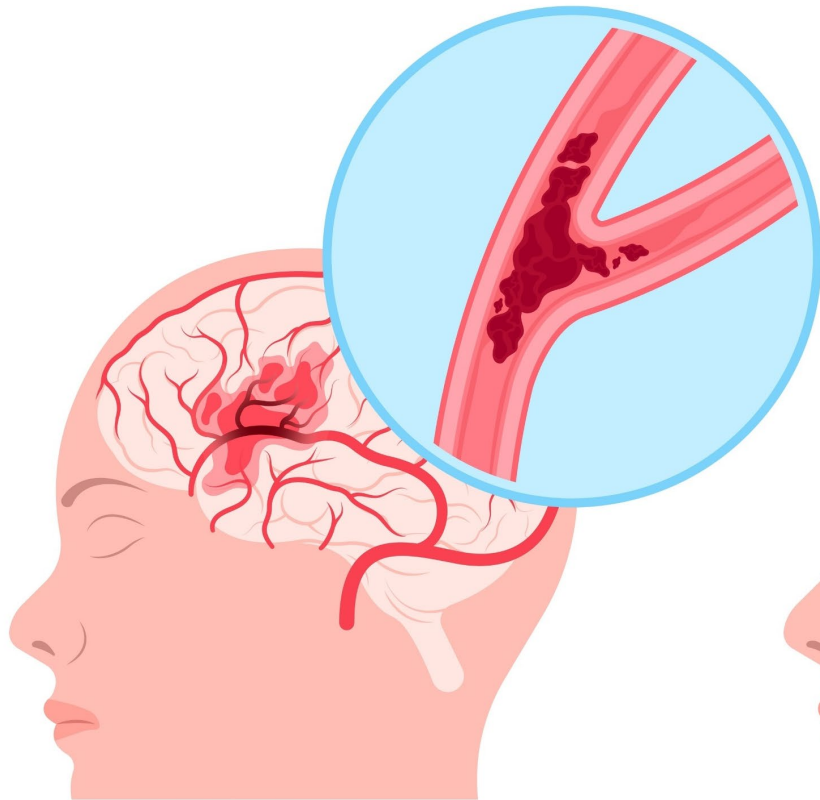
State of Stroke in Wisconsin





Types of Stroke

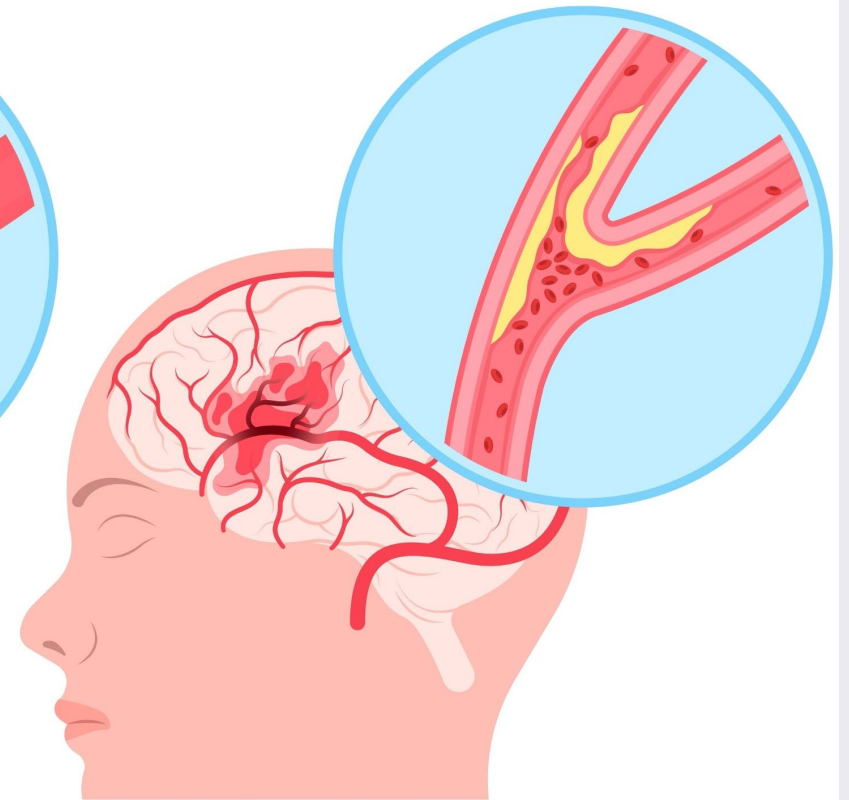
Ischemic
Stroke



Hemorrhagic
Stroke



Transient Ischemic
Attack (TIA)





Stroke Statistics

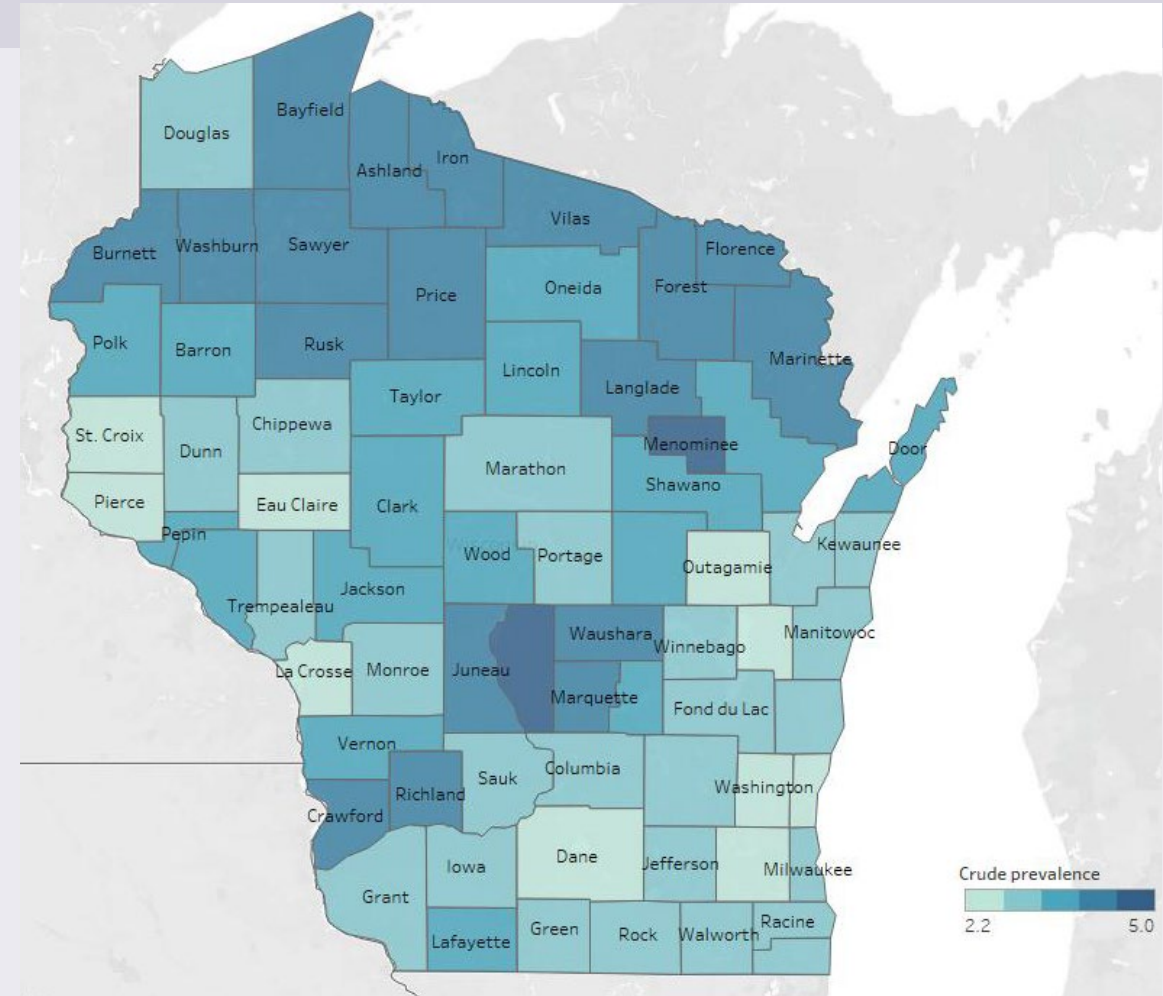
- Nearly 800,000 strokes per year in the U.S.
 - Cause 137,000 deaths annually
 - Rank as fifth leading cause of death in the United States
- Roughly 77% are first strokes
- Approximately 28% of people experience another stroke within five years



Wisconsin Stroke Statistics

Wisconsin rankings

- Stroke claimed 2,500 lives in 2023.
- Reported as the fifth leading cause of death in Wisconsin.
- In 2022, Stroke mortality rate was 35.3 per 100,000.
- Wisconsin ranks 31 among all states in stroke mortality.





Risk Factors

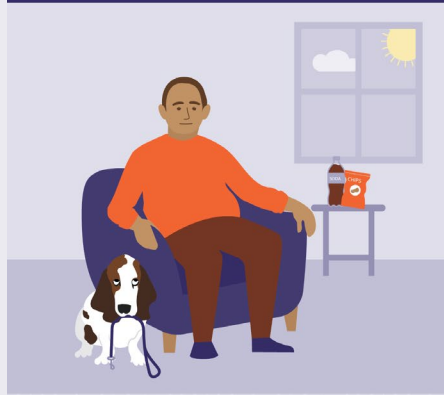
Risk Factor	2013– 2014	2023	Change
High cholesterol	36%	35%	1 ↓
Binge drinking	22%	18%	4 ↓
Tobacco use	17%	12%	5 ↓
High blood pressure	32	33	1 ↑
Obesity	31	36	5 ↑
Physical inactivity	21	27	6 ↑
Diabetes (type 1 or 2)	9	12	3 ↑



Risk Factor Rick

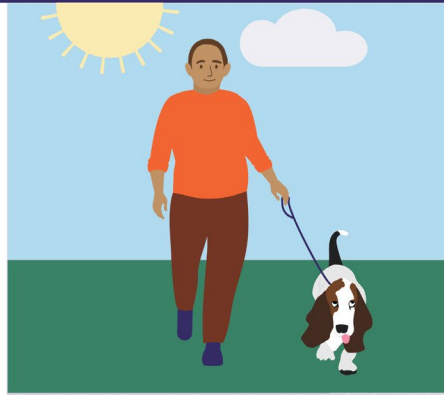
It's no joke...

You can **REDUCE YOUR RISK** of **STROKE**



IT'S NO JOKE.

Physical inactivity increases your risk of stroke.



MOVING MATTERS!

Regular physical activity reduces your risk of stroke.



REDUCE YOUR RISK.

Learn more →

dhs.wisconsin.gov/coverdell/community.htm



It's no joke...

You can **REDUCE YOUR RISK** of **STROKE**



IT'S NO JOKE.

High blood pressure increases your risks of stroke



KNOW YOUR NUMBERS.

High blood pressure? Controlling it will reduce your risk of stroke



REDUCE YOUR RISK.

Learn more →

dhs.wisconsin.gov/coverdell/community.htm





Disparities in Stroke

- **Racial disparities:** African American adults are 50% more likely to have a stroke compared to white adults.
- **Urban versus rural:** Stroke mortality rates are higher among rural patients (18.6%) compared to urban (16.9%).
- **Gender:** Lifetime risk of stroke is higher among women (20–21%) than men (14–17%).



BE FAST Bella

Know the signs of a stroke!

BE FAST

BALANCE
Sudden loss of coordination or balance

EYES
Sudden change in vision

FACE
Sudden weakness on one side of the face or facial droop

ARM
Sudden arm or leg weakness or numbness

SPEECH
Sudden slurred speech, trouble speaking, trouble understanding speech

TERRIBLE HEADACHE
Sudden onset of a terrible headache

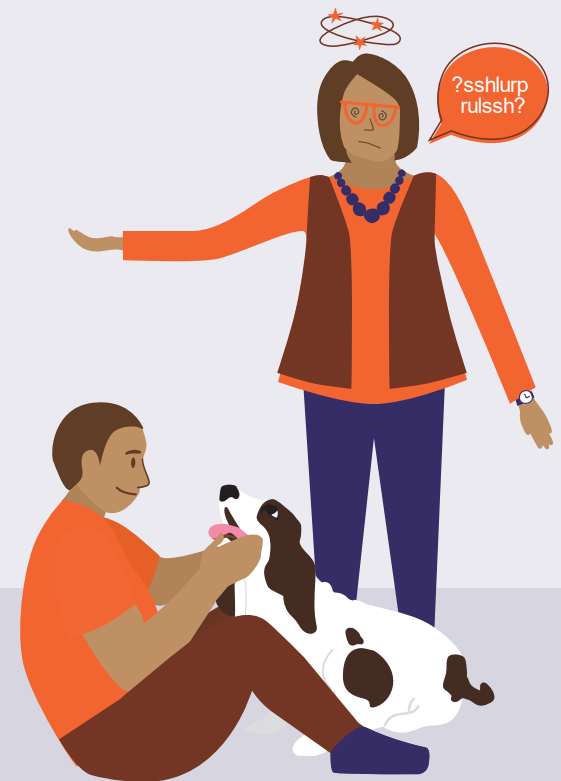
WISCONSIN COVERDELL
STROKE PROGRAM

WISCONSIN DEPARTMENT
of HEALTH SERVICES

TIME TO CALL 9-1-1

Every second counts!

Coverdell Stroke Program Overview





Short-Term Goals

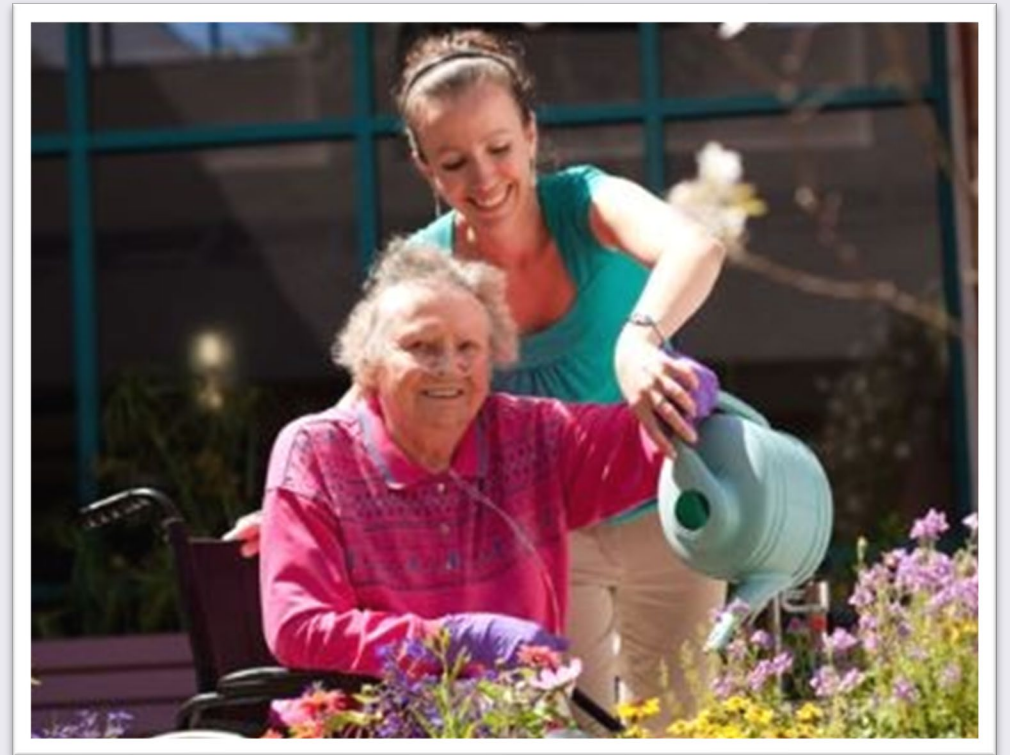
- Increase public awareness and recognition of stroke symptoms and the importance of calling 911
- Link and monitor data across transitions of care
- Improve care coordination throughout the care continuum





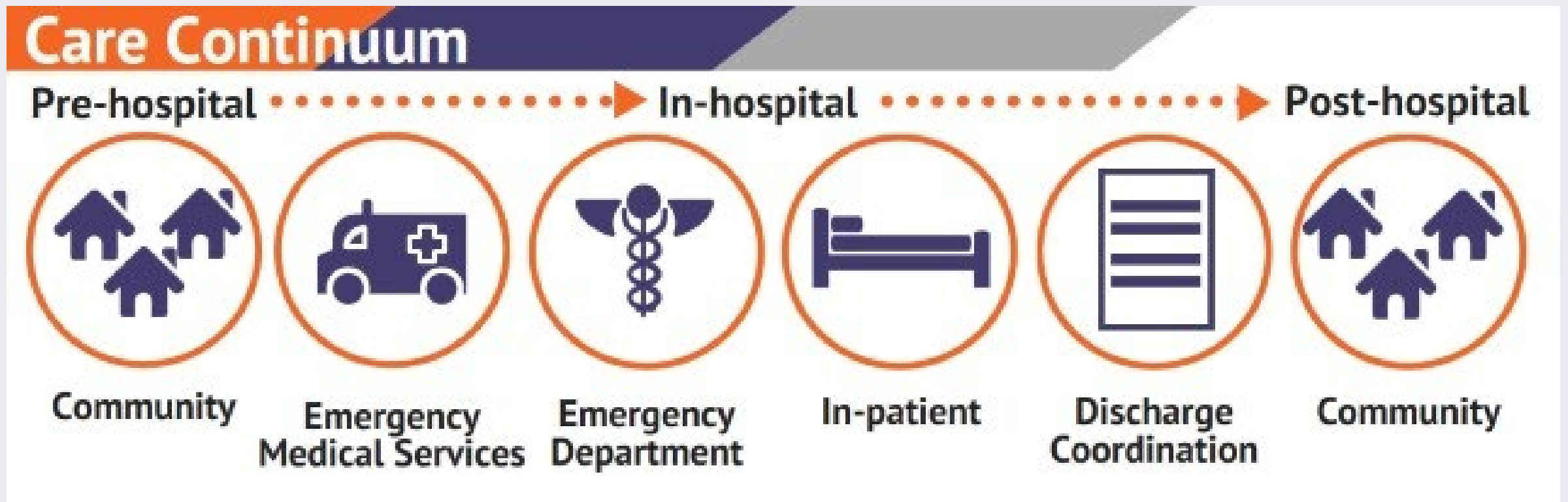
Long-Term Goals

- Decrease the burden of stroke in Wisconsin
- Reduce mortality
- Improve outcomes for stroke survivors
- Decrease incidence of subsequent strokes

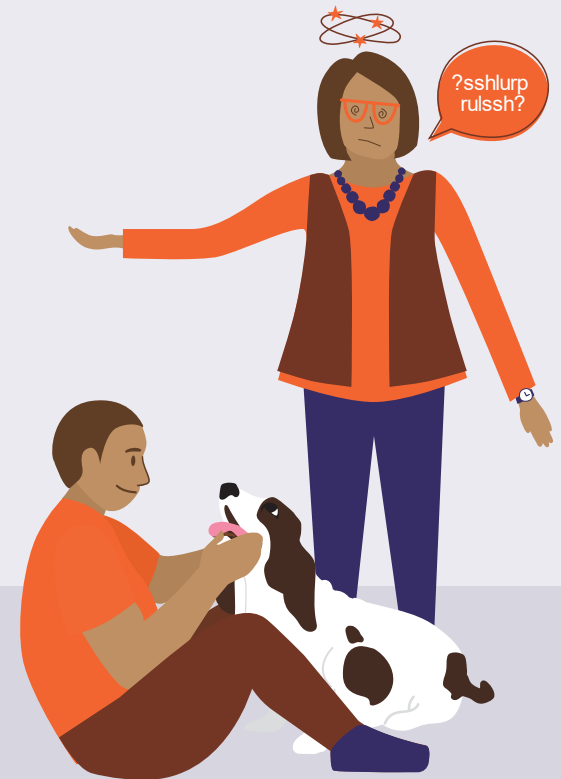




Stroke Care Continuum



Coverdell Stroke Program Updates





Wisconsin Coverdell Partnerships

- Wisconsin Stroke Coalition (WSC)
- Statewide Partnerships:
 - Community-based organizations
 - EMS (Emergency Medical Services)
 - Hospitals
- Learning Collaboratives





Community Partner Updates

- Membership includes 17 partners
- Bi-annual meeting scheduled for August
- Success story–Community stroke education for the Hispanic and Latino community





EMS Updates

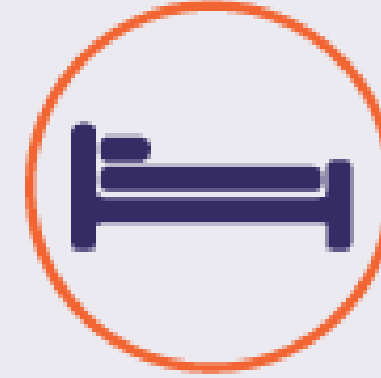
- Participation includes 29 agencies
- Report cards
- Quarterly EMS meetings





Hospitals Update

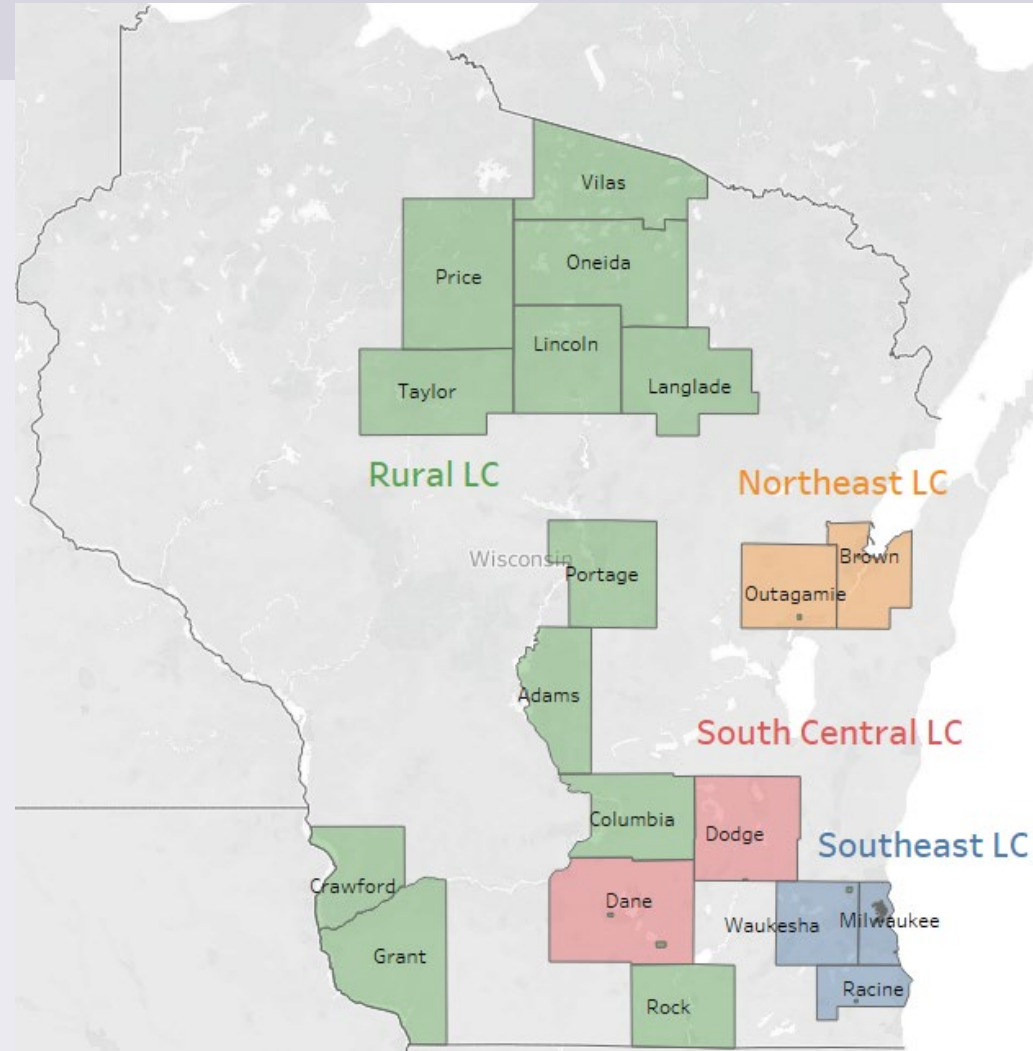
- Participation of 69 hospital partners
- Report cards
- Quarterly meetings
- Success story–Aurora System:
Developing a Door-In-Door-Out
Process for Thrombectomy Eligible
Patients
- Submitted two abstracts for
consideration





Learning Collaboratives (LC)

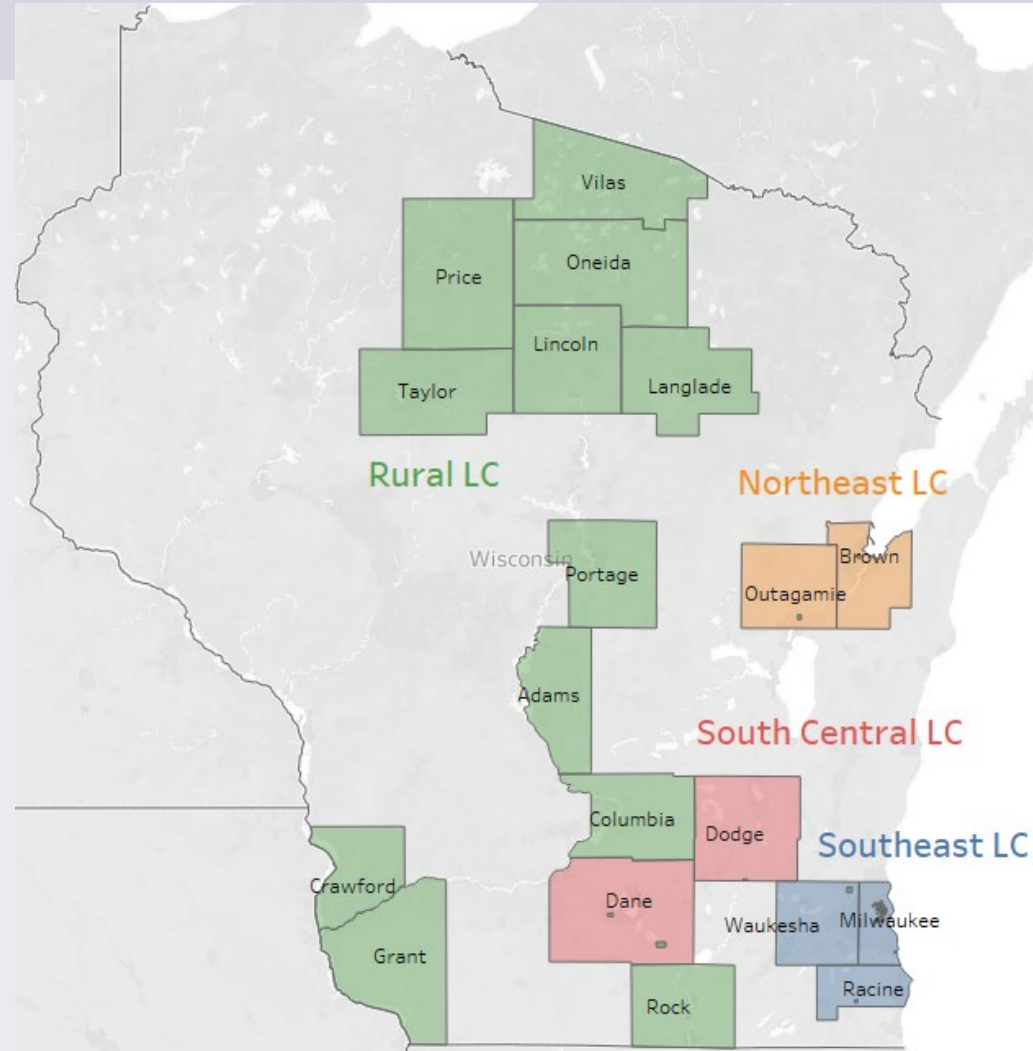
- **Rural LC update**
- Southeast update
- Northeast update
- South Central update





Learning Collaboratives (LC)

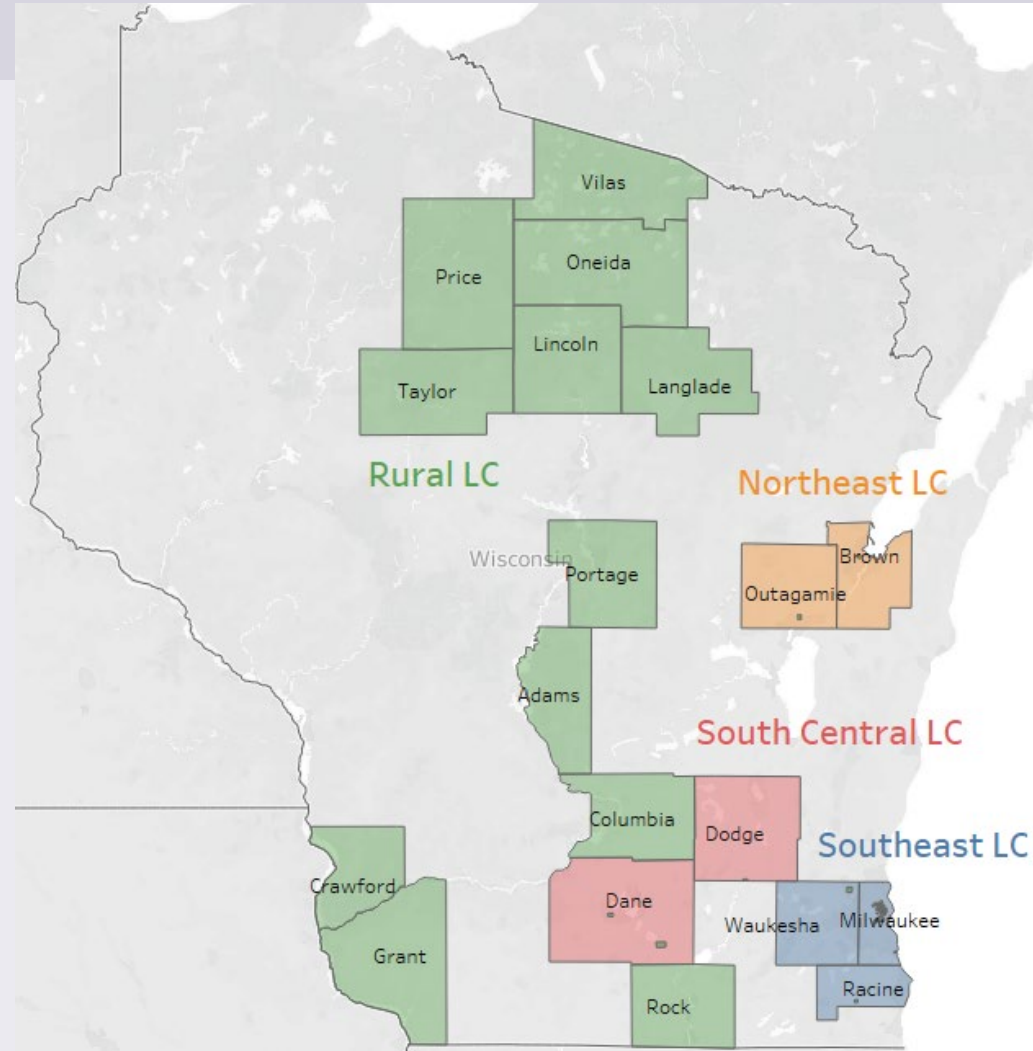
- Rural LC update
- **Southeast update**
- Northeast update
- South Central update



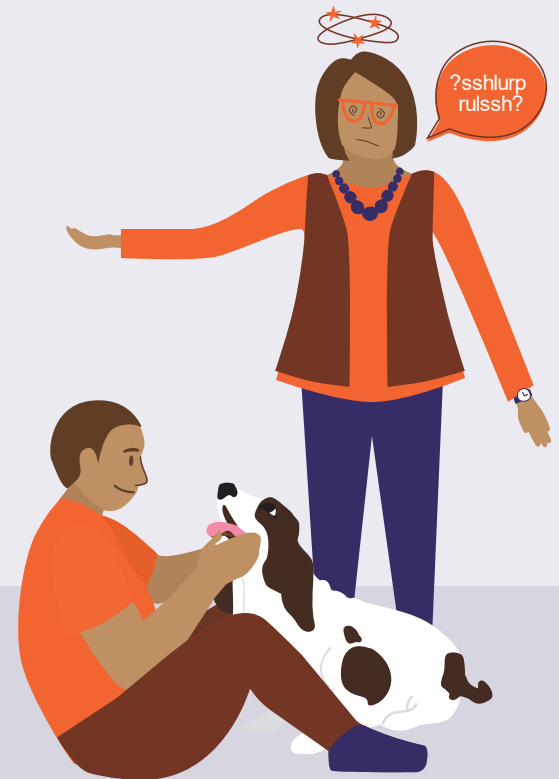


Learning Collaboratives (LC)

- Rural LC update
- Southeast update
- **Northeast update**
- **South Central update**



Stroke Awareness Month





Coverdell Stroke Month Plans

- Chronic Disease Prevention Program (CDPP) landing page
- Coverdell stroke landing page
- Social media and social media boosts
- Billboard

Recognize. Respond. BE FAST Against Stroke

Each year, stroke-related death and disability affect thousands of stroke patients, their families, employers, and communities in Wisconsin. More than 2,500 people died of stroke in Wisconsin in 2023, making it the fifth leading cause of death. In 2023, there were more than 11,000 hospitalizations in Wisconsin with stroke as the principal diagnosis.

Quick stroke recognition is the first step to ensure timely medical care.

BE FAST Bella helps people learn to act quickly recognizing the six most common signs of a stroke through the BE FAST acronym.

Balance – sudden loss of coordination or balance

Eyes – sudden change in vision

Face – sudden weakness on one side of the face or facial droop

Arm – sudden arm or leg weakness or numbness

Speech – sudden slurred speech, trouble speaking, trouble understanding speech

Terrible Headache – sudden onset of a terrible headache



Coverdell Stroke Program in Wisconsin



Stroke Awareness Resources

Community Stroke Education Page

- Posters
- Wallet cards
- Coloring and activity sheets
- Social media toolkit

The screenshot shows the Wisconsin Department of Health Services website. The header includes the department's name and a navigation menu with links like 'About DHS', 'Data & Statistics', 'Diseases & Conditions', 'Health Care & Coverage', 'Long-Term Care & Support', 'Prevention & Healthy Living', 'For Partners & Providers', and 'Certification, Licenses & Permits'. The main content area is titled 'Wisconsin Coverdell Stroke Program: BE FAST' and 'May is Stroke Awareness Month'. It features a large graphic with the text 'It's no joke... You can REDUCE YOUR RISK of STROKE by' and a list of risk factors: 'Getting regular physical activity', 'Not using commercial tobacco products', 'Controlling your blood pressure', 'Eating a balanced diet', 'Limiting alcohol intake', and 'Preventing or managing diabetes'. Below the graphic is a QR code and the text 'REDUCE YOUR RISK'. To the right of the graphic, there is text explaining the prevalence of stroke in Wisconsin and the importance of the BE FAST campaign. At the bottom, there is a section for 'Social Media' with instructions on how to share stroke awareness messages through social media channels. The page also includes a sidebar with links to 'Chronic Disease: Home', 'Diabetes', 'Prediabetes', 'Heart Disease', 'Coverdell Stroke', 'Nutrition and Physical Activity', 'Community Health Workers', 'Maps and Data', and 'Contact Us'.

Wisconsin Coverdell Stroke Program: BE FAST
May is Stroke Awareness Month

It's no joke...
You can REDUCE YOUR RISK of STROKE by

- Getting regular physical activity
- Not using commercial tobacco products
- Controlling your blood pressure
- Eating a balanced diet
- Limiting alcohol intake
- Preventing or managing diabetes

REDUCE YOUR RISK.

In Wisconsin, about 11,000 people experience a stroke and 2,700 Wisconsinites die from a stroke each year. Stroke can have devastating consequences not just for the person experiencing it—but for their family, friends, and co-workers who may all be impacted.

The good news? Strokes are largely preventable. The Wisconsin Department of Health Services offers a campaign to educate people on how to reduce their stroke risk, how to identify if someone is having a stroke, and actions to take in the event of a stroke.

BE FAST Bella materials teach people on the signs of stroke and encourage people to call 911 in the event of a stroke.

Risk Factor Rick materials focus on actions people can take to reduce their stroke risk. The messages focus on physical activity, monitoring blood pressure, reducing alcohol intake, quitting commercial tobacco use, and eating healthy foods.

You can play a critical role in raising awareness about identifying signs of a stroke and about stroke risk factors to your residents. By helping everyone know more about stroke, we can encourage Wisconsinites to be aware and take actions to reduce their stroke risk.

Join us in promoting stroke awareness this May using the social media toolkit and downloadable files for promotional posters, bookmarks, activity sheets, and more.

Social Media

Follow these steps to share stroke awareness messages through your social media channels.

1. Click the link to download an image. These images are sized to work on most popular social media platforms.
2. Right click to save the image on your computer.
3. Prepare your post text and link (See our sample language for ideas).
4. Add the hashtag #strokeawareness2025.
5. Complete (or schedule) the post in your usual manner.

[Close all](#) [Open all](#)

Be Fast Bella—Signs of stroke



Translated Resources

Materials in English

Materials in Spanish

Materials in Hmong

Materials in Russian

Materials in Somali

No Es Broma...
Usted puede **REDUCIR SU RIESGO** de sufrir un derrame cerebral



¡MANTENERSE ACTIVO ES IMPORTANTE!

La actividad física regular reduce el riesgo de sufrir un derrame cerebral.

REDUZCA SU RIESGO.
Para obtener más información →

WISCONSIN COVERDELL STROKE PROGRAM
WISCONSIN DEPARTMENT of HEALTH SERVICES
P-0343282 (04/2024)

Tsis yog dag...
Koj TXO QIS TAU KOJ TXOJ KEV PHEEJ HMOO yuav mob hlab ntsha tawg



TSIS YOG DAG.
Kev tsis tawm dag zog li yuav ua rau koj txoj kev pheej hmoo mob hlab ntsha tawg ntau tuaj.



KEV TXAV MUS LOS TSEEM CEEB!
Kev tawm dag zog tsis tu ncua yuav txo qis tau koj txoj kev pheej hmoo yuav mob hlab ntsha tawg.

TXO QIS TAU KOJ TXOJ KEV PHEEJ HMOO
Kawm Ntxiv →

WISCONSIN COVERDELL STROKE PROGRAM
WISCONSIN DEPARTMENT of HEALTH SERVICES
P-0343282 (04/2024)

Это не шутка...
Вы можете **УМЕНЬШИТЬ ВАШ РИСК** инсульта
(It's no joke... You can **REDUCE YOUR RISK** of STROKE)



ЭТО НЕ ШУТКА.
Диета с высоким содержанием холестерина, натрия (соли), насыщенных жиров, транс жиров и добавленного сахара увеличивает Ваш риск инсульта.



ЗДОРОВОЕ ПИТАНИЕ НАЧИНАЕТСЯ С ВЫБОРА ЗДОРОВОЙ ПИЩИ.
Сбалансированное питание, включающее свежие фрукты и овощи, продукты с содержанием клетчатки и полезные источники белка, может уменьшить Ваш риск инсульта.

УМЕНЬШИТЕ ВАШ РИСК.
Узнайте больше: →

WISCONSIN COVERDELL STROKE PROGRAM
WISCONSIN DEPARTMENT of HEALTH SERVICES
P-0343282 (04/2024)

Been ma aha...
Waad iska **YAREYN KARTAA KHATARTA FAALLIGIDDA**
(It's no joke... You can **REDUCE YOUR RISK** of STROKE)



BEEN MA AHA.
Sokorowga wuxuu kordhinayaa khatar ah faalligid.



CUNTO FIICAN CUN, OO JIMICSO!
Sokorowga waxaa lagula tacaalaa in lala socdo heerka sokorta, in la jimicsado, in cuntada la isku dheellitiro si loo yareeyo faalligid.

ISKA YAREE KHATARTA.
Faahfaahin raado →

WISCONSIN COVERDELL STROKE PROGRAM
WISCONSIN DEPARTMENT of HEALTH SERVICES
P-0343282 (04/2024)



Social Media Toolkit

May is Stroke Awareness Month



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[Close all](#) [Open all](#)

Be Fast Bella—Signs of stroke



[Link to the Be Fast Bella image](#)

Sample post:

Bella is showing signs of a stroke. It's time to call 911. Every second counts! #BEFAST

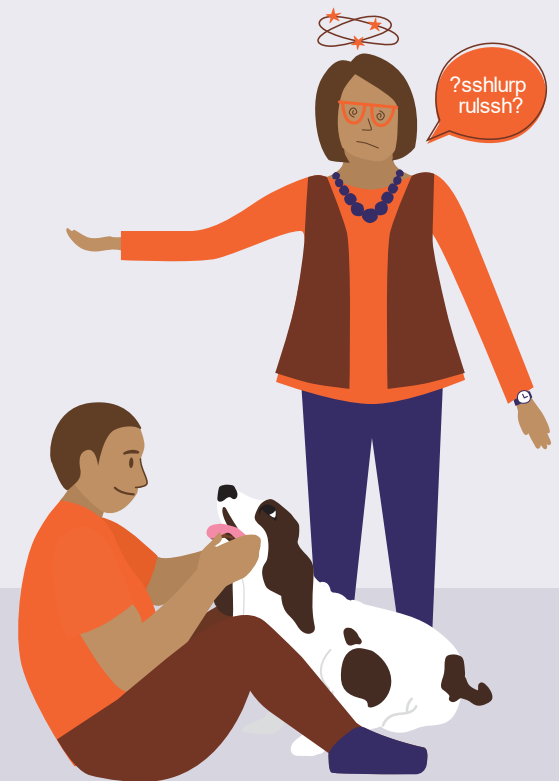


[Link to the Be Fast Bella image](#)

Sample post:

If you or someone you know exhibits signs of a #stroke, act fast. Call 911. Learn more at <https://www.dhs.wisconsin.gov/cove>

Thank you!



Questions?

Contact

dhscoverdellstroke@dhs.wisconsin.gov





References

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- Rexrode, K. M., Madsen, T. E., Yu, A. Y., Carcel, C., Lichtman, J. H., & Miller, E. C. (2022). The impact of sex and gender on stroke. *Circulation research*, 130(4), 512-528.