

Sponsor Spotlight: Genentech

Introducing the “Overreact2Stroke” Campaign

Stroke remains the fifth leading cause of death and the leading cause of adult disability in the United States. There is a significant need to help carepartners of potential stroke patients quickly recognize the signs of stroke and ensure patients get to a hospital as soon as possible while treatment options are still available to them.

When it comes to stroke, it is not enough for an individual to simply identify when it occurs, it is also important to feel confident to act urgently. However, because we live in a “wait and see” culture, it may be challenging for us to spring into action when we think we may be witnessing a stroke. Therefore, *permission* must be given—to stop overthinking and start overreacting. As well as *encouragement*—to act on instinct, move fast, and to not second-guess.

With these goals in mind, Genentech created a bold new campaign to motivate carepartners to get their loved ones to the hospital quickly.

“The Overreact2Stroke campaign contains important public health messages that we hope will educate people about the urgency of getting immediate medical attention when a stroke occurs,” said Julio Lairet, DO, FACEP, Chair of the ACEP EMS Committee. “Every minute counts, so it’s critical that the public learns to recognize the signs and symptoms of stroke to get to a hospital as quickly as possible. A stroke can happen to anyone—at any time.”

“Some people wait to call 911, because they don’t associate their loved ones’ or their *own* symptoms with stroke,” said Tina Vanichsarn, Lytics Marketing, Genentech. “Our Overreact2Stroke campaign was designed to educate and provide loved ones with the resources they need to recognize stroke and take immediate action. Stroke education can be life-changing.”

The mission of overreacting to stroke is one that is intended to be shared by healthcare professionals. EMS responders are the first line of defense against stroke. The EMS professional role is critical in optimizing stroke care to help lower mortality and long-term disability associated with stroke. Quick recognition of stroke upon EMS arrival remains crucial.

Overreacting to stroke falls onto the public, as well, yet public awareness of the signs and symptoms of stroke remains poor. In fact, calling 911 within 1 hour of symptom onset is done in fewer than 50 percent of stroke cases. Additionally, fewer than 50 percent of 911 callers know they are calling about a stroke-related symptom. Better stroke outcomes begin with faster identification of stroke symptoms and taking immediate action.

Through consistent education, we can encourage everyone to learn the 10 signs of stroke and take urgent action. The Overreact2Stroke campaign can be seen in select areas across the United States with



the intention of getting more stroke patients to the hospital more quickly—all to help save more lives from stroke.

When it comes to stroke, are you prepared to overreact? Get the information and tools you need at overreact2stroke.com.