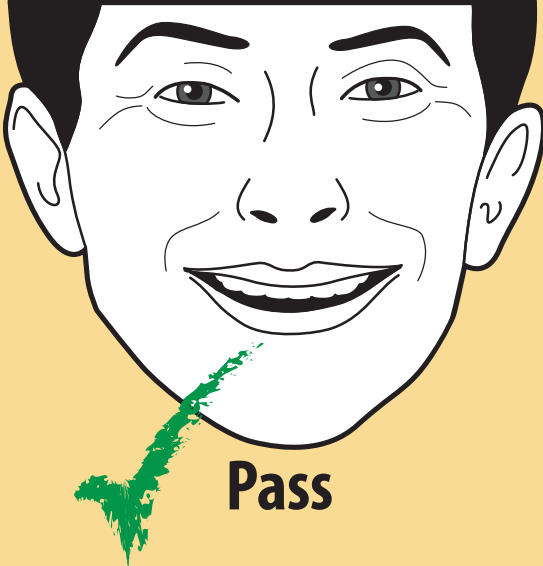


# Can You Spot a Stroke?

Even ONE Sign, **CALL 911** NOW

## Stroke Test: Smile



## Stroke Test: Raise arms



### Know the Signs

- Weak or numb on one side of body
- Slurred speech
- Loss of balance
- Loss of vision
- Severe headache

### Strokes Kill and Disable

- 1 in 6 of us will have a stroke
- 80% of families affected
- 2 million brain cells killed a minute
- 1 in 6 strokes are fatal
- #1 cause of long-term disability

# ¿Puede detectar un accidente cerebrovascular?

Aunque sea **UN signo**, **LLAME AL 911** YA MISMO

## Prueba de accidente cerebrovascular: **Sonría**



## Prueba de accidente cerebrovascular: **Levante los brazos**



### Conozca los signos

- Un lado del cuerpo está débil o insensible
- Dificultad en el habla
- Pérdida del equilibrio
- Pérdida de la vista
- Dolor de cabeza severo

### Los accidentes cerebrovasculares matan e incapacitan

- 1 de cada 6 de nosotros tendrá un accidente cerebrovascular
- 80% de las familias son afectadas
- Cada minuto mueren 2 millones de células cerebrales
- 1 de cada 6 accidentes cerebrovasculares es fatal
- Es la causa N.º 1 de discapacidad a largo plazo

# Stroke Test: Smile



# Stroke Test: Raise arms



# Strokes Kill and Disable

- 1 in 6 of us will have a stroke
- 80% of families affected
- 2 million brain cells killed a minute
- 1 in 6 strokes are fatal
- #1 cause of long-term disability



Stroke  
Smart

CITY OF  
*Alexandria*  
VIRGINIA

Kwikpoint®



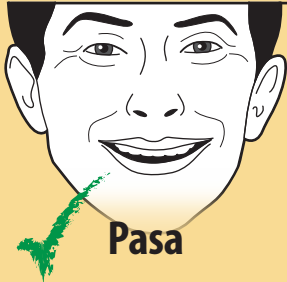
## Know the Signs

- Weak or numb on one side of body
- Slurred speech
- Loss of balance
- Loss of vision
- Severe headache



Even **ONE Sign**, **CALL 911** NOW

# Prueba de accidente cerebrovascular: Sonría



**Pasa**



**No pasa** **LLAME AL 911**  
Un lado caído.

# Prueba de accidente cerebrovascular: Levante los brazos



**Pasa**



**No pasa**

Un brazo  
cuelga sin  
control.

**LLAME AL 911**

# Los accidentes cerebrovasculares matan e incapacitan

- 1 de cada 6 de nosotros tendrá un accidente cerebrovascular
- 80% de las familias son afectadas
- Cada minuto mueren 2 millones de células cerebrales
- 1 de cada 6 accidentes cerebrovasculares es fatal
- Es la causa N.º 1 de discapacidad a largo plazo

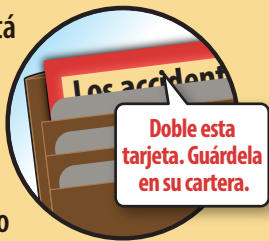


**Aunque sea UN signo, **LLAME AL 911** YA MISMO**

kwikpoint.com | Copyright © 2018

## Conozca los síntomas

- Un lado del cuerpo está débil o insensible
- Dificultad en el habla
- Pérdida del equilibrio
- Pérdida de la vista
- Dolor de cabeza severo



**Aunque sea UN signo, **LLAME AL 911** YA MISMO**

# How to Spot a Stroke

## STROKE TEST: SMILE



Pass



Fail: One side droops.

**CALL 911**

## STROKE TEST: RAISE ARMS



Pass



Fail

Arm drifts downward.

**CALL 911**

Even **ONE** Sign, **CALL 911** NOW

- Slurred speech
- Loss of balance
- Loss of vision
- Weak or numb on one side of body
- Severe headache

*E-mail [vislang@kwikpoint.com](mailto:vislang@kwikpoint.com) and tell us if this magnet helped you.*

**Visual Language Saves Lives**  
**kwikpoint.com** | Copyright © 2018

**Kwikpoint**<sup>®</sup>



# Cómo detectar un accidente cerebrovascular

## PRUEBA DE ACCIDENTE CEREBROVASCULAR: SONRÍA



## PRUEBA DE ACCIDENTE CEREBROVASCULAR: LEVANTE LOS BRAZOS



Aunque sea **UN** signo, **LLAME AL 911** YA MISMO

- Dificultad en el habla
- Pérdida del equilibrio
- Pérdida de la vista
- Un lado del cuerpo está débil o insensible
- Dolor de cabeza severo

Envíenos un correo electrónico a [vislang@kwikpoint.com](mailto:vislang@kwikpoint.com) y díganos si este imán le fue útil.



Cut out and post on refrigerator, bathroom mirror, or other location where you will regularly view.

# How to Spot a Stroke

**STROKE TEST: SMILE**

**STROKE TEST: RAISE ARMS**

**Even ONE Sign, CALL 911 NOW**

- Slurred speech
- Loss of balance
- Loss of vision
- Weak or numb on one side of body
- Severe headache

E-mail [vislang@kwikpoint.com](mailto:vislang@kwikpoint.com) and tell us if this magnet helped you.

**Visual Language Saves Lives**  
kwikpoint.com | Copyright © 2018

## Stroke Test: Raise arms

## Stroke Test: Smile

## Know the Signs

- Weak or numb on one side of body
- Slurred speech
- Loss of balance
- Loss of vision
- Severe headache

**Even ONE Sign, CALL 911 NOW**

## Strokes Kill and Disable

- 1 in 6 of us will have a stroke
- 80% of families affected
- 2 million brain cells killed a minute
- 1 in 6 strokes are fatal
- #1 cause of long-term disability

**Stroke Smart** *Alexandria* CITY OF VIRGINIA

Cut out, fold and place in wallet or purse.

For an actual magnet and 5 tear proof wallet cards, send a SASE to  
**SSA c/o Alan Stillman 35 E Linden St. Alexandria, VA 22301**  
 For larger volumes, email me at [Alan@kwikpoint.com](mailto:Alan@kwikpoint.com)

## PROCLAMATION

*WHEREAS, 1 in 6 people will have a stroke in their lifetime, 1 in 4 strokes is fatal, and 80% of families are affected by the disease, strokes are a leading cause of death and disability that devastates individuals and families in our communities; and*

*WHEREAS, there are life-saving treatments that must be administered within 3-4 hours once symptoms begin, but less than 10% of patients get to a hospital within this time due to the vast majority of people not knowing how to spot a stroke and the importance of calling 911 when symptoms are recognized; and*

*WHEREAS, Alan Stillman, a 30-year resident of Alexandria, who lost his grandmother Rose to a stroke and subsequently his devastated mother Helen as well, has started a "Spot-a-Stroke, Stop-a-Stroke, Save-a-Life" campaign to raise stroke awareness among the citizens of Alexandria; and*

*WHEREAS, the City of Alexandria is committed to educating city employees, including but not limited to, the Health Department, Fire Department, and Community & Human Services about how to spot a stroke; and*

*WHEREAS, as a Primary Stroke Center, Inova Alexandria Hospital was one of the first hospitals in the Washington, D.C. metro area to receive The Joint Commission's Gold Seal of Approval for stroke care, and was awarded The Gold Plus Award for outstanding specialized stroke treatment by The American Heart Association (AHA) and the American Stroke Association (ASA). The hospital's "Get with the Guidelines" designation indicates that its stroke assessment and services provide patients with the best chance of survival; and*

*WHEREAS, Alexandria public and private schools will be encouraged to make "Spot-a-Stroke, Stop-a-Stroke, Save-a-Life" part of their training to all their students; and*

*WHEREAS, all Alexandria health-focused entities, including hospitals, clinics, doctors, pharmacies, coalitions, etc. will be urged to participate in improving the city's stroke literacy; and*

*WHEREAS, in addition, the greater Alexandria community, including businesses, civic organizations, senior services, houses of worship, and inhabitants, will be encouraged to participate and contribute to the Spot-a-Stroke, Stop-a-Stroke, Save-a-Life campaign through active citizenship efforts; and*

*WHEREAS, the goal is to educate everyone in the City of Alexandria about stroke, and therefore reducing the Onset-to-911 time, to be measured by the Alexandria Fire Department; and*

*WHEREAS, the "Spot-a-Stroke, Stop-a-Stroke, Save-a-Life" campaign will make Alexandria a model for other communities, cities, counties, states and the nation.*

*NOW, THEREFORE, I, ALLISON SILBERBERG, Mayor of the City of Alexandria, Virginia, and on behalf of the Alexandria City Council, in support of upcoming World Stroke Day 2017, do hereby proclaim Alexandria as a:*

### **"STROKE SMART CITY"**

*IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Alexandria to be affixed this 10<sup>th</sup> day of October, 2017.*



*Allison Silberberg*  
**MAYOR ALLISON SILBERBERG**  
On behalf of the City Council  
of Alexandria, Virginia

ATTEST:

*Gloria A. Sitton*  
Gloria A. Sitton, CMC City Clerk





### OPINION

# Saving Lives by Becoming a Stroke Smart City

BY ALAN STILLMAN



**O**dds are you know someone who has had a stroke or is a caregiver to a stroke patient. In fact, stroke affects 80 percent of all families and is a leading cause of death and disability. The lifetime risk of stroke is 1 in 5 for women, 1 in 6 for men. Those odds increase even more for those with certain risk factors like smoking and high blood pressure.

Unfortunately, less than 10 percent of people who are eligible for t-PA get to a hospital within the time window. Even more advanced treatments are available these days, but because the vast majority of people do not know how to spot a stroke and the importance of calling 911 as soon as the symptoms are recognized, many stroke victims tragically missed the chance for recovery, even survival.

Alexandria is fortunate to have one of the best primary stroke centers in the country. INOVA Alexandria Hospital has been awarded the Joint Commission's Gold Seal of Approval for stroke care, and recognized for its outstanding specialized stroke treatment by the American Stroke Association (ASA). While our local hospitals have made impressive improvements in reducing the door-to-needle time, it is now up to us, Alexandrians, to lower the onset-to-911 time to help those struck down get the best chance of survival and recovery.

To educate Alexandrians to recognize the signs of a stroke, Stroke Smart Alexandria is making available free educational materials around our city. Pictured at right is a specially designed visual tool to help everyone learn and remember the signs of a

stroke. The tool is available in the forms of tear-and-waterproof wallet cards, stickers, refrigerator magnets, and posters, available for free at the following locations: City Hall; INOVA Alexandria; Giant Pharmacies and Neighborhood Pharmacy; Libraries; Recreation Centers; Starbucks with bulletin boards; Senior Services of Alexandria, and City Clinics; Christ Church Alexandria; Goodwin House; Immanuel on the Hill; and Watergate at Landmark.

Because most people who are suffering a stroke have difficulty calling 911 themselves, it is important to educate the people around you on how to spot a stroke. Every Alexandrian is encouraged to learn and remember the signs of stroke, and to distribute the stroke visual tool to friends and family. By spreading the word, you may just save your own life or someone else's.

*In his TED Talk, Alan Stillman, a 30-year resident of Alexandria, shares his personal story of watching helplessly his grandmother Rose suffer a stroke, and being left alone in the world at a young age without a family after eventually losing Rose. Knowing the personal cost of the disease, he started the Spot-a-Stroke, Stop-a-Stroke, Save-a-Life campaign to raise stroke awareness among the public. His TED Talk can be viewed at [tinyurl.com/SpotStroke](http://tinyurl.com/SpotStroke).*

### COMMENTARY

Strokes exact a heavy toll on individuals and families. In October 2017, Mayor Allison Silberberg proclaimed a city-wide health campaign to protect our community from the devastation caused by stroke. The goal of Stroke Smart Alexandria (SSA) is to educate every person who lives, works and regularly spends time in Alexandria on how to spot a stroke and how critical it is to stroke survival to call 911 immediately.

Life-saving treatments are available to stroke victims but they are all time-sensitive. A clot-buster called t-PA, for example, can be given to restore blood flow to the brain. However, it must be administered within 3-4 hours of onset of stroke symp-

## How to Spot a Stroke

**STROKE TEST: SMILE**

Pass X Fail: One side droops.  
**CALL 911**

**STROKE TEST: RAISE ARMS**

Pass X Fail  
Arm drifts downward.  
**CALL 911**

**SYMPTOMS: ANY OF THESE CALL 911**

- Slurred speech
- Loss of balance
- Loss of vision
- Weak or numb on one side of body
- Severe headache

E-mail [vislang@kwikpoint.com](mailto:vislang@kwikpoint.com) and tell us if this magnet helped you.

Visual Language Saves Lives  
[kwikpoint.com](http://kwikpoint.com) | Copyright © 2018

Beginning with Stroke Smart Alexandria in his hometown, Stillman hopes to eventually get the ear of Gov. Ralph Northam and take the campaign to the state level. If you have ideas on how to spread the word or want to help, contact Stillman at [Alan@kwikpoint.com](mailto:Alan@kwikpoint.com)



# SPOT A STROKE, STOP A STROKE, SAVE A LIFE

## STROKE SMART ALEXANDRIA – A CAMPAIGN TO STOP THE SCOURGE OF STROKE

BY KRIS GILBERTSON

When Alexandria business owner Alan Stillman was 24, he rode a bicycle around the world to promote world peace. He didn't achieve that goal, but in three decades since, he has improved the lives of millions of people by developing and producing his "iconic communications" known as **Kwikpoints**.

Alan's goal now is to eradicate the death and disability caused by stroke, community by community. He will do it through the universal language of pictures, and he has started with *Stroke Smart Alexandria*.

### The numbers don't lie

Stroke is among the top five leading causes of death worldwide. One in six people lifetime will suffer a stroke. For women, it's closer to one in five. Some 80% of Americans will have someone in their direct circle—their spouse, siblings, parents, or children—suffer a stroke. But when treated rapidly, ideally within one hour ("the Golden

**How to Spot a Stroke**

**STROKE TEST: SMILE**

Pass: Symmetrical smile. Fail: One side droops. **CALL 911**

**STROKE TEST: RAISE ARMS**

Pass: Arms level. Fail: Arm drifts downward. **CALL 911**

**Even ONE Sign, CALL 911 NOW**

- Slurred speech
- Weak or numb on one side of body
- Loss of balance
- Loss of vision
- Severe headache

E-mail [vislang@kwikpoint.com](mailto:vislang@kwikpoint.com) and tell us if this magnet helped you.

Visual Language Saves Lives  
[kwikpoint.com](http://kwikpoint.com) | Copyright © 2018

Kwikpoint

Courtesy of Kwikpoint

This image is designed to help everyone easily learn and remember the signs of a stroke.

## STROKE

CONTINUED FROM PAGE 9

### A TED Talk opens doors

There are two basic kinds of stroke: ischemic and hemorrhagic. Ischemic means that a blood vessel is blocked, like a hose having a blockage. Hemorrhagic means there is bleeding in the brain. About 90% of strokes are ischemic and there are two treatments: a blood thinner that will dissolve the clot (t-PA) or thrombectomy, a procedure that pulls the clot out.

In a study conducted in Norway\* last year, of 613 people who suffered strokes, the 73 who got to the hospital within the first hour, called the Golden Hour, had no residual effects. All 73 went home the next day like it didn't even happen. "If you can get help right away, it is so treatable," says Alan. "As you get into the second and third hours, there's a little bit of issue, but when you go into the fourth, sixth, or eighth hour, that's when you're going to live in a wheelchair. Two million brain cells die every minute, so minutes are so important."

In May 2017, Stillman got an opportunity to give a TED Talk about stroke, and he re-focused his efforts on the issue. "The value in having a TED Talk is that people will watch it because it's a TED Talk," says Alan, "and that opens doors." He made two vital connections: Mayor Allison Silberberg and Ann Harbour, Director, East Re-

gion Government and Community Relations for the Inova Health System.

Through Ann Harbour, he learned that Alexandria has one of the best primary stroke centers in the country. Inova Alexandria Hospital was awarded the Joint Commission's Gold Seal of Approval for stroke care and recognized for its outstanding specialized stroke treatments by the American Stroke Association.

Alexandria Senior Services has been presenting stroke awareness talks at senior centers for years. In October 2017, Mayor Silberberg proclaimed a citywide health campaign, *Spot-a-Stroke, Stop-a-Stroke, Save-a-Life*, to protect Alexandria from the devastation caused by stroke. The

home alone one summer day in 2016 when she felt a tingling in her left arm that moved up to the side of her face.

Two months earlier, Alexandria Senior Services had given a stroke awareness talk at Charles Houston Senior Center, at which Rosa memorized FAST (F: face; A: arms; S: speech; T: time). Recognizing the onset of stroke, she called 911 and was swiftly transported to Inova Alexandria Hospital. Rosa went home the next day, fully recovered.

Since then, Rosa Byrd has suffered two more strokes. In each case, she or her husband Jack got her to treatment rapidly and she lives with only a little residual effect from the

**Giving up cigarette smoking, not so easy.  
Losing weight, not so easy. But knowing how to  
spot a stroke? Very easy!**

goal is to teach every person who lives, works, and spends time in the city how to spot a stroke and that it is critical to call 911 immediately. Local hospitals have made impressive improvements in reducing the *door-to-needle* time, but it is up to us to lower the *onset-to-911* time to give victims the best chance of survival and recovery.

Alexandria Living Legend Rosa Byrd knows the importance of acting fast. She was

third incident.

Byrd attended the City Council meeting when Mayor Silberberg presented the *Stroke Smart Alexandria* proclamation. "I am so grateful to Alan," she says, "because his message is so powerful."

### Alan Stillman

On Alan's epic 2-1/2-year bicycle journey, he needed 22 different language dictionaries. It occurred to him

...hospitals have made impressive improvements in reducing the *door-to-needle* time, but it is up to us to lower the *onset-to-911* time...

Hour"), but definitely within three hours, stroke victims can recover with no or few residual effects. When he was a young teenager, Alan Stillman lost his grandmother to a stroke that went untreated for three days.

The vast majority of Americans don't know how to spot strokes. "We've had all these programs, like videos on TV to educate them," says Stillman, "but unlike the Heimlich maneuver, it hasn't stuck, and they've been pretty darn ineffective.

"What happens is people are just like, I'm a little bit off, let's see how I feel tomorrow, I'll call my doctor and get an appointment in the morning. They have all these thoughts, it's such a bad decision.

"If people can just get it burned into their brain that an

asymmetric smile, a drooping arm—if all of America knew this," he adds, "it would save hundreds of thousands of lives." This is where the visual language of pictures that is understood by speakers of all languages comes in.

In 2011, Stillman developed initial materials depicting the outward physical signs that a person is having a stroke. He gave 100K copies to the Prince Georges County fire department for distribution among the many non-English speakers living in the county. But Alan didn't have resources to track the material's effectiveness, he says, "so it became just a one-time deal and, with my business to run, got kind of got back-burned."



Courtesy of Alan Stillman

**Alan Stillman, creator of the Stroke Smart Alexandria campaign.**

one day that if he had just one picture dictionary, he could communicate in any language anywhere in the world.

### Kwikpoint visual language translators

Kwikpoints are laminated, accordion-fold cards that present pictures (or icons) signifying specific situations. They enable people speaking different languages to communicate, e.g., travelers, troops on deployment, health care personnel, disaster relief workers. Full size, the cards are around 11" x 24", but they fold up to 5-1/2" by less than 4", taking up very little space in anyone's gear. "It's called Kwikpoint," says Stillman, "because if you want to get your point across quickly, you quickly point."

Because he knew travel best, Alan first developed a Kwikpoint for travelers that depicted the most common situations where language could be a barrier and included translations of common phrases.

The travel Kwikpoint sold well. Then a physician friend who volunteers in sub-Sa-

haran Africa told him that health workers going abroad had a real need for medical Kwikpoints. "And then we thought that there's probably a need in the U.S. as well, because 10 percent of America doesn't speak English very well, and that got me into the medical area," says Alan.

He also developed a Kwikpoint for TB clinics that was adopted by WHO, CDC, and USAID, and is used internationally for better TB diagnostics. "It is my best example of how this really simple idea thought out and executed can be impactful."

Red Cross disaster volunteers carry Emergency Assistance Kwikpoints. When your home is destroyed by a catastrophic event and you don't speak English, relief workers need to understand what you've lost: your roof, your bed, your hearing aid, or your teeth in the flood, etc. It is used in all chapters of the Red Cross.

### September 11, 2001

When the 9/11 attacks took place, the great bulk of Stillman's business involved consumer travel, people going to Europe, Africa, and the Middle East. He thought he was going to go out of business because he knew that travel would dry up for the next year or two.

Three days later, a Marine Corps Major in Hawaii emailed Alan saying that he had been traveling with a Kwikpoint and asking if it could be modified to include

CONTINUED ON PAGE 57

# STROKE

CONTINUED FROM PAGE 56

military images. This opened the door to working for the USMC, the Army, and eventually more than six million Kwikpoints were distributed to our troops.

In Afghanistan, where local people speak Pashto or Dari, soldiers used phonetically spelled key phrases to ask where the bomb, the IED, the land mine might be. A local resident can point out the lo-

cation on a landscape picture and provide details (characteristics of the explosive). In one instance, a cache of 500 IEDs was discovered in a basement through the help of a resident and Kwikpoint.

## How's business?

"When the actual combat was going on, I had a 25-person staff and a full floor of a building on King Street. When the military mostly pulled out, I decided to downsize and become what is called a lifestyle entrepre-



Photo: Steven Halperson/Tisara Photography, courtesy of Rosa Byrd

**2013 Living Legend Rosa Byrd has survived three strokes and leads a normal life because she very quickly received medical care.**

neur," says Alan.

"I'd rather have a smaller business but do something that is really important to me, because this is about half my life, about 20 hours a week giving talks and getting ma-

terials out, so I chose to have a much smaller business so I can have this charity," he adds.

NOTE: Stillman is funding *Stroke Smart Alexandria* himself, so he doesn't need to take donations and hasn't formed a 501(c)(3). He would like donations, but they will not be tax deductible.

"Mostly what I need," says Stillman, "is sweat labor. Someone to help me go around to all these places and say can we put it out at your store or can we hang it on your wall?" Senior Services of Alexandria has put it out to all their locations, and Alan gives talks frequently to places like Martin de Porres Senior Center and Charles Houston Senior Center.

Getting into doctor's offices has been "tricky" he says, be-

cause it's hard to get doctors' attention. But pharmacies, like Neighborhood Pharmacy in Del Ray, and Giant pharmacies stock posters, wallet cards, and magnets. Burke & Herbert has a *Stroke Smart Alexandria* poster in all their break rooms, but a lot of other big companies in Alexandria have hundreds of employees. Just getting a poster into their kitchens could save lives. Any help will be welcome because there is so much to run down: churches, schools, businesses.

"Stroke's been called the most preventable cause of death in America," he adds. "Just knowing the signs and calling 911, you're good! Giving up cigarette smoking, not so easy. Losing weight, not so easy. But knowing how to spot a stroke? *Very easy!*"

The *Stroke Smart* tool is available free as wallet cards, stickers, refrigerator magnets, and posters at these locations:

- City Hall
- INOVA Alexandria
- Giant Pharmacies and Neighborhood Pharmacy
- Libraries
- Recreation Centers
- Starbucks with bulletin boards
- Senior Services of Alexandria and City Clinics
- Christ Church Alexandria
- Goodwin House
- Immanuel on the Hill
- Watergate at Landmark

Alan Stillman can be reached at Alan@kwikpoint.com and 703-402-4730

Alan's four-minute TED Talk about stroke: [www.tinyurl.com/SpotStroke](http://www.tinyurl.com/SpotStroke)

A video to teach children to spot stroke in parents/grandparents: [www.tinyurl.com/StrokeSong](http://www.tinyurl.com/StrokeSong)

\*The Golden Hour study: <https://sjtrem.biomedcentral.com/articles/10.1186/s13049-017-0398-5>

# BE A STROKE CHAMPION

## Spot-A-Stroke Stop-A-Stroke SAVE A LIFE

### **Educate your Circle**

List the people who should be able to spot a stroke in you.

---

---

---

---

---

---

---

---

---

---

### **Adopt a Bulletin Board**

Pick a bulletin board where you can post a stroke poster and maintain it.

---

---

---

### **Champion a Community**

Pick a community you are part of and commit to educating them.

---

---

Need more Stroke Education Materials

Two Articles

Zebra

Alexandria Gazette Packet

**LINKS:**

**TED Talk I gave on Stroke Literacy. (4min)**

<https://www.youtube.com/watch?v=NVZiNkx9StQ>

**Stroke Smart Alexandria (Mayoral Proclamation) (10min)**

<https://www.youtube.com/watch?v=ajVIup1IUdM>

**Stroke Recognition Senior Services of Alexandria TV Show (6min)**

<https://www.youtube.com/watch?v=FmHBVkkO82w>

**Stroke Recognition Song (written for children) (2min)**

<https://www.youtube.com/watch?v=-9PyDw5ymw8&t=1s>

Contact me

Alan Stillman

Alan@Kwikpoint.com