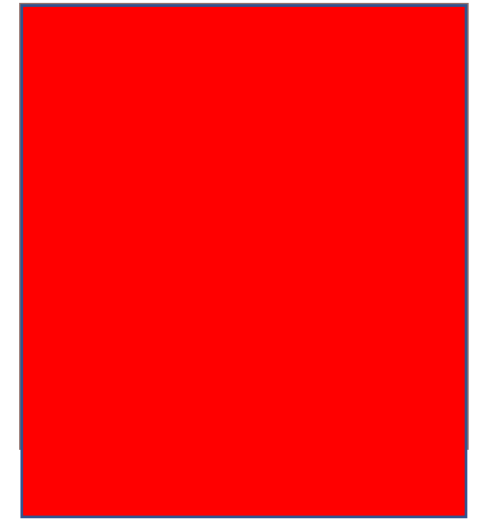


Stroke Awareness Foundation



Increasing community awareness to better prepare families and loved ones for what can be the devastating effects of a stroke.

All 10 SCC Hospitals are Certified Stroke Centers-6 Primary and 4 Comprehensive



- 1 El Camino Hospital, Los Gatos
815 Pollard Rd., Los Gatos
- 2 El Camino Hospital, Mt. View
2500 Grant Rd., Mountain View
- 3 Good Samaritan Hospital
2425 Samaritan Drive, San Jose
- 4 Kaiser Permanente, San Jose Medical Center
250 Hospital Pkwy., San Jose
- 5 Kaiser Permanente, Santa Clara Medical Center
700 Lawrence Expy., Santa Clara
- 6 O'Connor Hospital, San Jose
2105 Forest Ave., San Jose
- 7 Regional Medical Center of San Jose
225 N. Jackson Ave., San Jose
- 8 Saint Louise Hospital
9400 No Name Uno, Gilroy
- 9 Stanford Hospital and Clinics
300 Pasteur Dr., Palo Alto
- 10 Valley Medical Center San Jose
751 S. Bascom Ave., San Jose

Early recognition and treatment during the first hours after a stroke are critical in optimizing long-term functional outcomes and minimizing recurrence risk. Patients who arrive at the emergency room within three hours of their first symptoms tend to have less disability three months after a stroke than those who receive delayed care.

*Community
Outreach Program*
***Advancing
Health Equity***

- Stroke and multiethnic communities
- Education within underserved diverse population
- Culturally and Linguistically appropriate messaging
- Awareness outreach through effective channels



Life-Saving Stroke Awareness Information Now offered in 6 languages

English • Español • 中文
Quốc ngữ • Tagalog • Farsi



Aprenda las señales de un derrame cerebral. Con su pronta acción puede salvar una vida



辨識中風症狀能夠在緊急關頭
可以救回一條生命。



Learn the signs of a stroke.
Your quick action could save a life.



Tìm hiểu các dấu hiệu của sự đột quỵ. Phản ứng nhanh chóng của bạn có thể cứu một mạng người.

www.strokeinfo.org/signs/picklanguage/

Multilingual Campaign Overview

Goal

Reach specific multilingual populations to

- Increase awareness of signs of stroke (Stroke is the #1 cause of disability in the US)
- Seek medical care if you or a family member is showing signs of a stroke
- Increase Awareness to the fact that a stroke is treatable

Target

Hispanic populations

- Geo: Santa Clara County
 - Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga and Sunnyvale
- Children and grandchildren of elders, and elders
 - Primary 40 – 60
 - Secondary 13 – 39
 - Tertiary 60+

Language Specific Multimedia Campaigns

Programmatic

Social

Digital Networks

Retargeting

Radio

Print



Animated Banner Copy

Frame 1



Frame 2



Frame 3



Frame 4



English Copy

Frame 1: **Be there for your family.**

Frame 2: **Know the signs of a stroke.**

- Drooping Face.
- Weak limb.
- Slurred Speech.

Frame 3: **Every second matters. Stroke is an emergency.**

Frame 4: Know the signs. Save a life [Learn more]

URL: strokeinfo.org/signs/es/UTM

Spanish Language Outreach

Campaign Performance Summary



La acción rápida salva vidas

Aprenda las señales de un derrame cerebral. **Usted puede salvar la vida de un ser querido.**



Busque estas señales:

- ¿Cara caída?
- ¿Brazo o pierna débil?
- ¿Habla confuso?
- ¿Perdida del balance?
- ¿Perdida de la vision?

Si usted o un ser querido está mostrando cualquiera de estas señales **llame al 911 o vaya al hospital inmediatamente.**

Visite www.apprendalassenales.com para aprender más.

 **22,951,949**


Impressions
(21,273,649 excluding radio and print)

 **30,254**

Banner Clicks

 **46 seconds**

Average Time on Page

 9 seconds since last report

Landing Page Performance Highlights



Visits



Users



Average
Time on Page

Spanish Landing Page

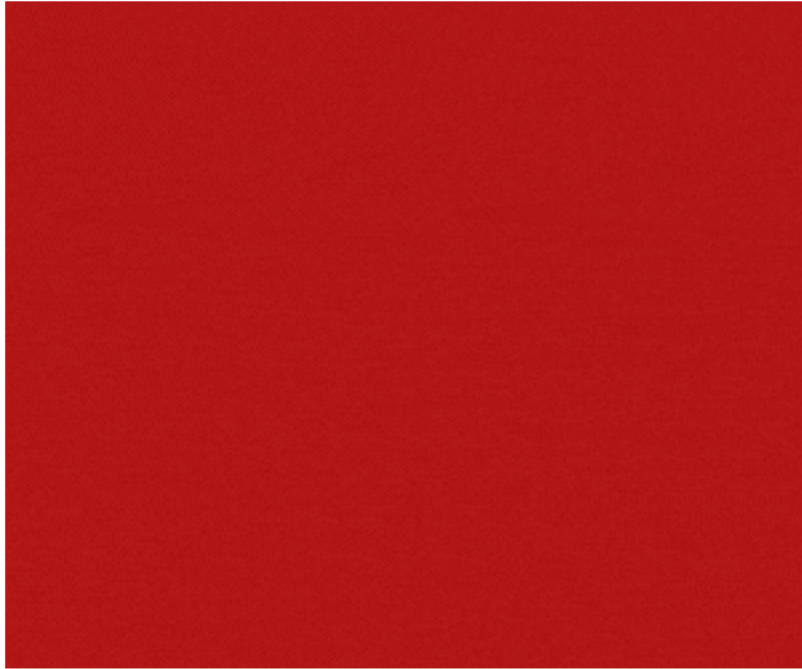
19,486

17,492

46 seconds

↑ 9 seconds since last report

Mandarin Language Outreach



Animated ad

中風是一種危急的情況

辨識中風症狀能夠在
緊急關頭可以救回一
條生命。



	面部歪斜		眼睛
	平衡		语言/音
	手臂		头痛

STROKE
AWARENESS
FEDEATION

www.strokeinfo.org

Static Ad with Stroke Signs

Singtaousa.com

Inbox (39) - connie@singtaousa.com x Employee Home x New Tab x 三藩市 | 星島日報 x +

singtaousa.com/sf

Facebook New Tab ear

星島日報 首頁 | 電子報 紐約 三藩市 洛杉磯 美國 | 國際 | 兩岸 | 香港 | 娛樂 體育 | 財經 地方 分類/商業 三

粵語台直播 國語台直播 登入

3. Get access to Wave Browser Wave Browser

三藩市



- 澤連斯基再喊西方提供重型武器 普...
- 「白金禧」慶典落幕 英女王再現身...
- 巡遊馬車內現年輕女王影像
- 「派對門」發酵 約翰遜面臨不信任...
- 供應鏈 成白宮近憂遠慮
- 神舟十四號飛船升空 浩瀚星河探索...
- 時隔十年 劉洋當媽後再「飛天」
- 「六四」33周年 香港維園午夜解封
- 美駐港領館點電子蠟燭 中方批布林...

中風是一種危急的情況
辨識中風症狀能夠在緊急關頭可以救回一條生命。

了解更多

STROKE AWARENESS FOUNDATION

SAVE \$3

RADIANCE IN 7 DAYS!

#16% Ascorbic Acids
#Ultra-stable
#Brightening

\$3 OFF NOW

APRILSKIN

Click for instant \$3 off

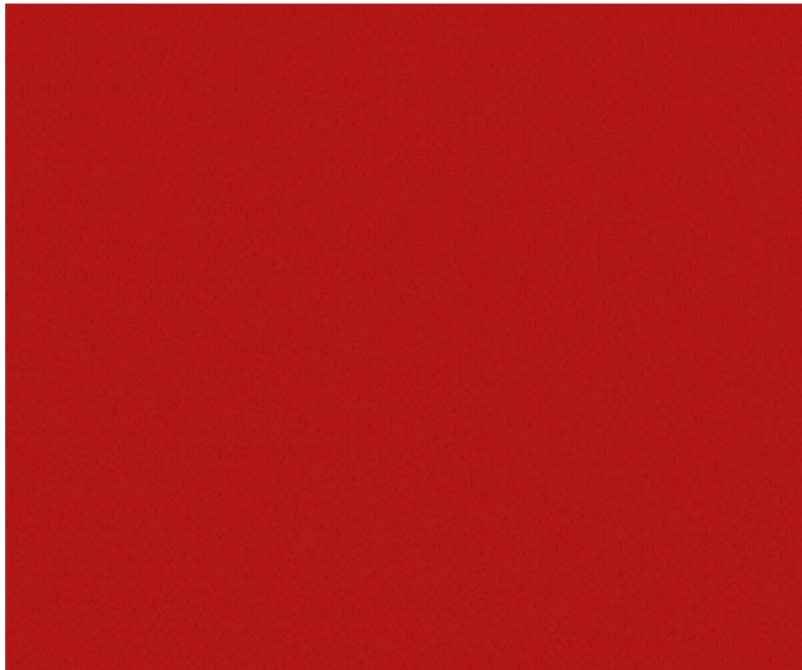
APRILSKIN Open >

StuffAnswered.com

中国老年人独立生活公寓

了解详情

Vietnamese Outreach



Animated ad

Đột quỵ là một trường hợp nguy cấp

Hãy gọi 911 hoặc đến bệnh viện ngay lập tức.



 Mặt	 Đôi mắt
 Thẳng băng	 Giọng nói
 Cánh tay	 Nhức đầu

STROKE
AWARENESS
FOUNDATION

www.strokeinfo.org

Static Ad with Stroke Signs

Vietnamdaily.com

vietnamdaily.com A division of PACIFIC PRESS Corp. - The oldest and largest Vietnamese daily newspaper in Northern California since 19

Việt Nam NĂM THỨ 37

ĐƯỢC CẢI TIẾN BỞI Google


June 09, 2022 **NIÊN GIẢM - BUSINESS DIRECTORY**


hôm nay cộng đồng my vnnb vnnb tv

Chọn ngày dưới đây và bấm OK để xem VNNB TV:
testing
loading...

Âm thanh:


Xin bấm nút Play. Nếu không xem được video, xin download Flash Player [tại đây](#)

Đột quy là một trường hợp nguy cấp
Hãy gọi số 911 ngay lập tức.
TÌM HIỂU THÊM 



CHƯƠNG TRÌNH PHÁT THANH VỊ DÂN
1430 AM (1:00-4:00PM)

Việt Nam ký với Ấn Độ thỏa thuận hỗ trợ hậu cần quân sự đầu tiên

 **HÀ NỘI (RFI)** - Với Trung Quốc trong tầm nhắm, bộ trưởng Quốc Phòng Ấn Độ Rajnath Singh đã bắt đầu ba ngày công du Việt Nam. Sau cuộc hội đàm hôm nay, 08/06/2022, giữa ông Rajnath Singh với đồng nhiệm Việt Nam Phan Văn Giang, hai bên đã ký kết một bản Tuyên Bố Tầm Nhìn


NHẬT BÁO
Trang đầu
Tin tức ▶
Bình luận
Văn học/Tài liệu ▶
Quan điểm
Thể thao
Điểm phim
Bạn đọc viết
Sinh hoạt cộng đồng
Rao vặt
Tang Tế

CUỐI TUẦN
Y học thường thức
Nổi nhip cầu
Nhỏ to tâm sự
Hộp thư độc giả
Tử vi trong tuần

ONLINE
All Videos & Audios
Thăm dò dân ý
Mưu cầu Hạnh phúc
Hình ảnh khắp nơi
Tìm người thân
Business directory
Dân Chủ cho VN
FREE Classifieds

NEW

TÒA SOẠN
Tác giả & Tác phẩm
Liên lạc / Contact us



San Jose Mercury News Digital Targeted Outreach

The screenshot shows the San Jose Mercury News website with a Vietnamese language advertisement for stroke awareness. The ad features a photo of a doctor and a patient, with the headline "Đột quỵ là một trường hợp nguy cấp" (Stroke is a dangerous case). Below the headline, it says "Phản ứng nhanh chóng của bạn có thể cứu một mạng người. Hãy gọi số 911 ngay lập tức." (Your quick response can save a life. Call 911 immediately). A red button says "TÌM HIỂU THÊM" (Learn More). The ad also includes the Stroke Awareness Foundation logo and website URL.

Browser tabs: Inbox - dberry, Pod3 Campaig, campaign: BA, Google Ad Ma, The Mercury N, AffinityX AdW, campaign: BA.

URL: mercurynews.com/?google_preview=6jvNTXdj9mAYkc_5IAYwkeuunAalAYCAgOC46NHrDw

Page content: All Sections, Log in, 68°F Monday, June 6th 2022 Today's E Edition, The Mercury News, AM EX Apply for loans up to \$40K. For eligible Card Members. Learn More Terms Apply, News Local Obituaries Sports Things to Do Business Real Estate Opinion Marketplace E-Edition, TRENDING: Warm weather is back Kapler welcomes criticism Rebirth of cool in SJ Juneteenth celebrations Weekend trip: Ferndale June 7 election endorsements, Đột quỵ là một trường hợp nguy cấp, Phản ứng nhanh chóng của bạn có thể cứu một mạng người. Hãy gọi số 911 ngay lập tức. TÌM HIỂU THÊM, STROKE AWARENESS FOUNDATION WWW.STROKEINFO.ORG, BREAKING NEWS Family of slain San Jose Safeway employee 'broken' after shooting early Sunday morning, SUBSCRIBER ONLY Family of slain San Jose Safeway employee 'broken' after shooting early Sunday morning, LATEST HEADLINES Investigation ordered after text from Wikipedia, other sources is found in draft of costly Santa Clara County history book 1 day ago, Police investigating homicide in Richmond after woman found dead, STA

The screenshot shows the San Jose Mercury News website with a Chinese language advertisement for stroke awareness. The ad features a photo of two doctors, with the headline "中風是一種危急的情況" (Stroke is a dangerous situation). Below the headline, it says "辨識中風症狀能夠在 緊急關頭可以救回一條生命。" (Recognizing stroke symptoms can save a life in an emergency). A red button says "了解更多" (Learn More). The ad also includes the Stroke Awareness Foundation logo and website URL.

Browser tabs: Rei Stroke, Pod3 Campaig, campaign: BA, Google Ad Ma, The Mercury N, AffinityX AdW, campaign: BA.

URL: mercurynews.com/?google_preview=l6a_Sv9mESsY_ND5IAYw_OyunAalAYCAgOC46NGIEA

Page content: All Sections, Log in, 68°F Monday, June 6th 2022 Today's E Edition, The Mercury News, AM EX Apply for loans up to \$40K. For eligible Card Members. Learn More Terms Apply, News Local Obituaries Sports Things to Do Business Real Estate Opinion Marketplace E-Edition, TRENDING: Warm weather is back Kapler welcomes criticism Rebirth of cool in SJ Juneteenth celebrations Weekend trip: Ferndale June 7 election endorsements, 中風是一種危急的情況, 辨識中風症狀能夠在 緊急關頭可以救回一條生命。 了解更多, STROKE AWARENESS FOUNDATION, BREAKING NEWS Family of slain San Jose Safeway employee 'broken' after shooting early Sunday morning, SUBSCRIBER ONLY Family of slain San Jose Safeway employee 'broken' after shooting early Sunday morning, LATEST HEADLINES Investigation ordered after text from Wikipedia, other sources is found in draft of costly Santa Clara County history book 1 day ago, British Prime Minister Johnson survives no-confidence vote 32 mins ago, STA

Vietnamese and Chinese Language Outreach



Đột quỵ là một trường hợp nguy cấp

Phản ứng nhanh chóng của bạn có thể cứu một mạng người. Hãy gọi số 911 ngay lập tức.

[TÌM HIỂU THÊM](#)



Campaign Performance Summary



19,101,089

Impressions
(18,851,089, excluding
radio and print)



10,549

Banner Clicks



17.5 seconds

Average Time on Page

Landing Page Performance Highlights



Visits



Users



Average
Time on Page

Chinese Landing Page

6,089

5,572

21 seconds

Vietnamese Landing Page

4,541

4,218

14 seconds

30 Second Radio Spot

English Copy

Music up

Voiceover:

Did you know stroke is an emergency and can be treated? **Be there for your family** and learn the signs. **Your quick action could save a life.**

Look for the signs of a stroke.

Drooping face? Weak arm or leg? Slurred speech? Loss of balance?
Loss of vision?

If you or a loved one is showing any of these signs **call nine one one or go to the hospital immediately.**

Learn more at
Las senales dot com

Music down

Spanish Copy

Music up

Voiceover:

¿Sabía que un derrame cerebral es una emergencia y se puede tratar? **Este ahí para su familia** y aprenda las señales. **Su acción rápida podría salvar una vida.**

Busque las señales de un derrame cerebral.

¿Cara caída? ¿Brazo o pierna débil? ¿Habla confuso? ¿Pérdida del balance? ¿Pérdida de visión?

Si usted o un ser querido están mostrando cualquiera de estas señales **llame al 911 o vaya al hospital inmediatamente.**

Mas información en
Las señales punto com

Music down

Poster/Flyer



Quick action saves lives La acción rápida salva vidas 爭分奪秒救回性命 Phản ứng kịp thời cứu nhiều sinh mạng

Stroke is an emergency. Learn the signs so that you know when to get help for yourself or a loved one. Be there for your family.

If you or a loved one is showing any of these signs **call 911 or go to the hospital immediately.**

El derrame cerebral es una emergencia. Aprenda las señales para saber cuándo obtener ayuda para usted o un ser querido. Este ahí para su familia.

Si usted o un ser querido están mostrando cualquiera de estas señales **llame al 911 o vaya al hospital inmediatamente.**

中風是一種危急的情況，識別中風症狀能夠在緊急關頭可以幫忙救助你的至親。

如果你的親友有以上症狀，請至電911或至附近醫院救助。

Đột quỵ là một trường hợp nguy cấp. Tìm hiểu các dấu hiệu để biết khi nào cần giúp đỡ chính mình hoặc người thân. Hãy sẵn sàng giúp gia đình bạn.

Nếu bạn hoặc người thân có bất kỳ một dấu hiệu nào trong số những điều này, hãy gọi 911 hoặc đến bệnh viện ngay lập tức.

Every second counts. Know the signs. Save a life.

Cada segundo cuenta. Conozca las señales. Salve una vida.

這是一件爭分奪秒的事，請務必辨識中風的特徵，你或許可以救回一條性命！

Mỗi giây đều quan trọng. Nhận biết các dấu hiệu. Cứu một mạng người.

Learn more.

Aprenda más.

學習更多有關中風知識，請到

Tim hiểu thêm.

www.stroke-signs.com

Check for the signs of a stroke:

Revise las señales de un derrame cerebral:

以下中風的五項特徵：

Kiểm điểm dấu hiệu của sự đột quỵ:



Drooping face?
¿Cara caída?
面部歪斜
Mặt rủ xuống?



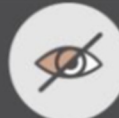
Weak arm or leg?
¿Brazo o pierna débil?
手腳麻痺
Tay hoặc chân yếu?



Slurred speech?
¿Habla confuso?
言語表達不清
Nói lắp bắp?



Loss of balance?
¿Pérdida del balance?
身體不平衡
Mất thăng bằng?



Loss of vision?
¿Pérdida de la visión?
視覺模糊
Mất thị lực?

English Copy

Quick action saves lives

Stroke is an emergency. Learn the signs so that you know when to get help for yourself or a loved one. Be there for your family.

Check for the 5 signs of a stroke:

- Drooping **face**?
- Weak **arm or leg**?
- Slurred **speech**?
- Loss of **balance**?
- Loss of **vision**?

If you or a loved one is showing any of these signs **call 911 or go to the hospital immediately.**

Every second counts.

Know the signs. Save a life.

Learn more

www.stroke-signs.com

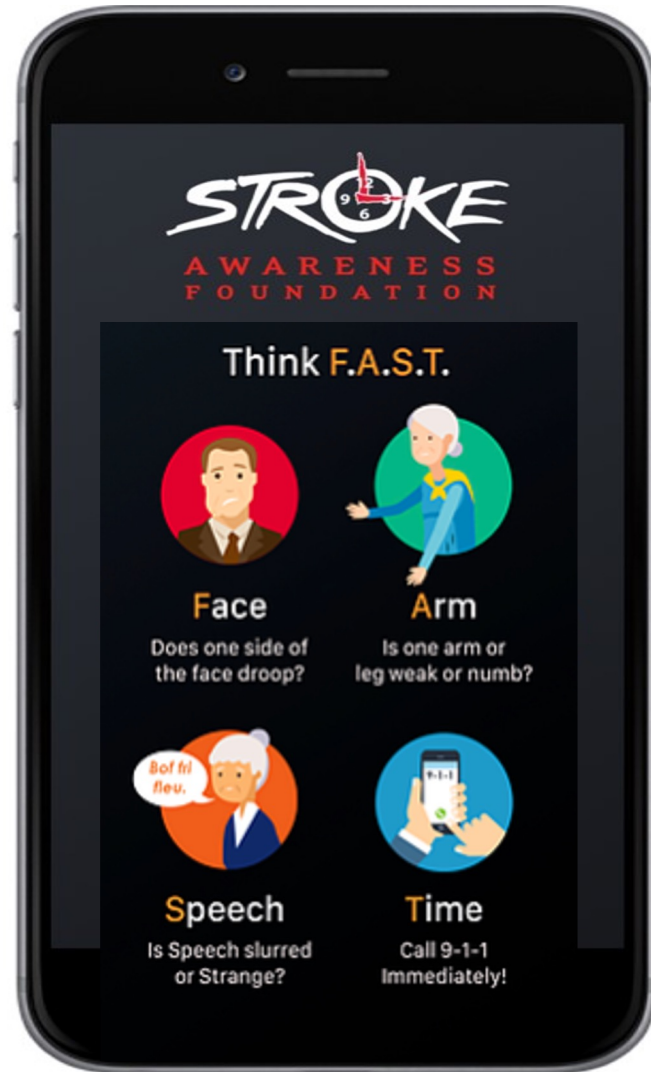
LOAD THE APP, Save A Life

Dial 911

Alert Your Emergency
Contacts

Learn Stroke
Signs and Symptoms

Find the Nearest Certified
Stroke Center



Free Lifesaving App
Now Available In:

English
Español
中文
Quốc ngữ

STROKE AWARENESS FOUNDATION APP

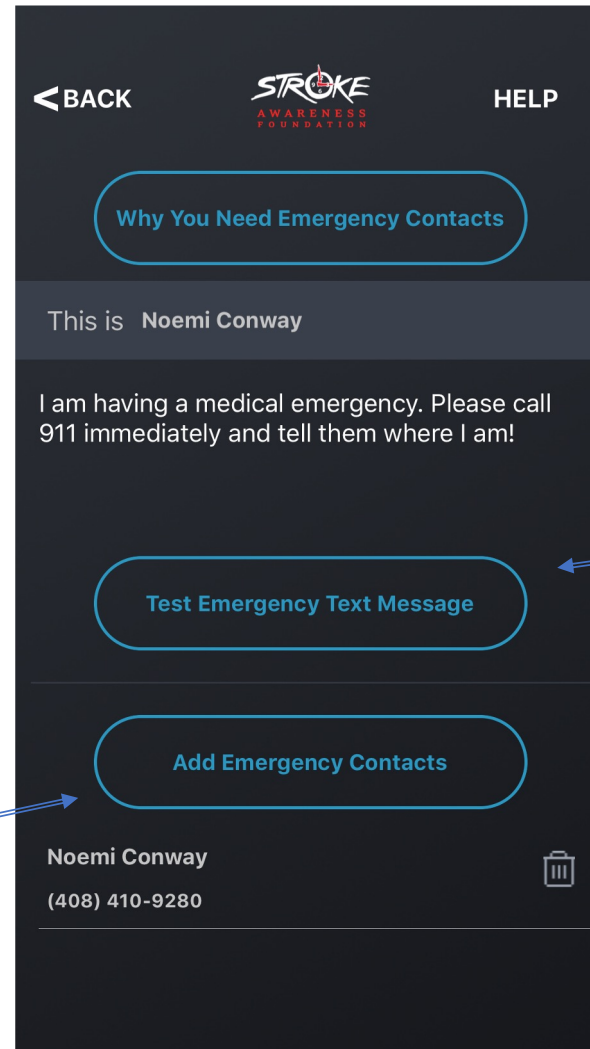
Download this lifesaving App on IOS and
Android Today

Search: *Stroke Awareness*



Alert Your Emergency Contacts

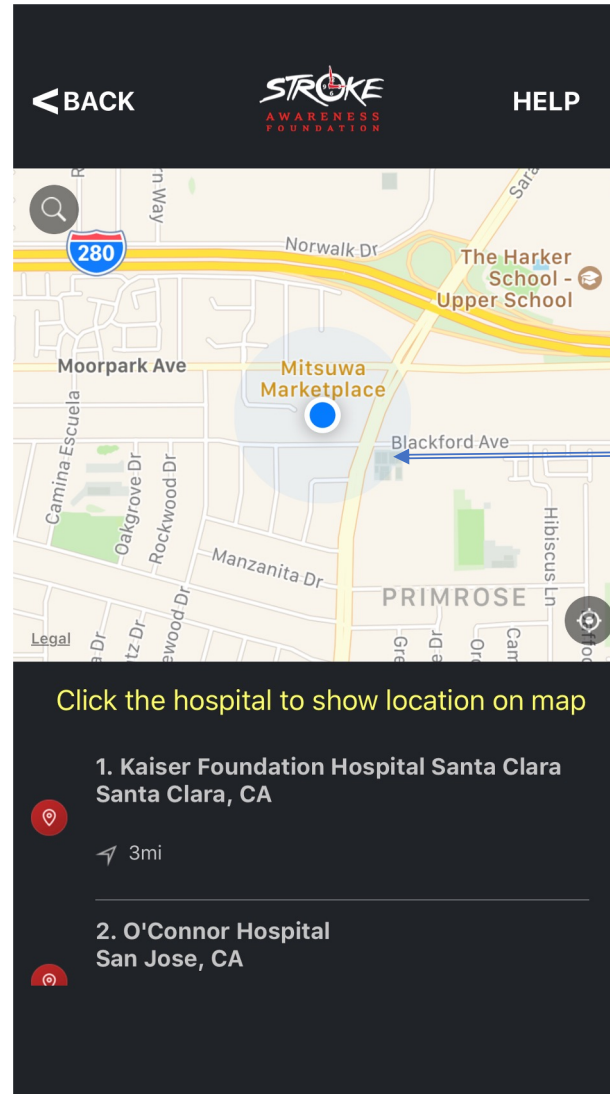
With a 911Call via the app automatically alert your loved ones of your emergency



Send your GPS location to your Emergency Contacts

Choose up to 6 Emergency Contacts

Find the Nearest Certified Stroke Center Anywhere in the US



Your GPS Location

Stroke Center Locations
Listed By Distance



Load The App SAVE A LIFE

Free Lifesaving App Now Available In:

English • Español • 中文 • Quốc ngữ



Load the App SAVE A LIFE

Free Lifesaving App Now Available In:

English
Español
中文
Quốc ngữ



Load the App SAVE A LIFE

Free Lifesaving App Now Available In:

English
Español
中文
Quốc ngữ



Load the App SAVE A LIFE

Free Lifesaving App Now Available In:

English
Español
中文
Quốc ngữ



SAF Ambassador Program



Identify leading community “influencers” to become an SAF Life Saving Ambassador

Gain insight from Ambassadors to advise on messaging to identified community

Procure trusted, community respected sources to share life-saving information

Utilize Ambassador’s social channels to spread life saving Stroke awareness & educational message

**Thank you to the
SAF Ambassadors
for partnering in
stroke education
efforts within the
multicultural
communities of
Santa Clara County.**

- U Kelly Chau, PhD., Senior VP of Programs, The Health Trust**
- U Rick Callender, Chief Executive Officer, Valley Water**
- U Dr. Ranjani Chandramouli, MD, Medical Director, Gardner Health Services**
- U Hon. Cindy Chavez, Supervisor, Santa Clara County**
- U Guillermo Diaz Jr., CEO at Kloudspot Inc.; Chairman, Hispanic IT Executive Council**
- U Lan Diep, Former Councilmember, City of San Jose**
- U Hon. Maya Esparza, Councilmember, City of San Jose**
- U Kai Ying “Pinki” Fung, Director, Chinese Community Center & Diversity Outreach Avenidas**
- U Bernadette Gomez, Filipino Liaison & Community Leader**
- U Ron Gonzales, President and CEO, Hispanic Foundation of Silicon Valley; Former Mayor of San Jose**
- U H.G. Nguyen, Anchor at San Jose Co Gi La Radio**
- U Madison Nguyen, Former San Jose Vice Mayor**
- U Hon. Raul Peralez, Councilmember, City of San Jose**
- U Dr. Harmeet Sachdev MD, Board Certified Neurology Specialist**
- U Benson Yeung, Founder, Triware Network Systems, LLC & Community Leader**
- U Fernando Zazueta, President, Rotary Club of San Jose & Community Leader**





HISPANIC FOUNDATION OF SILICON VALLEY

Call 911 or get to a hospital IMMEDIATELY.

**Thank
You**

