

MOST WOMEN DON'T KNOW FEMALE-SPECIFIC STROKE SIGNS



National survey: women are largely unaware of many symptoms and risks of strokes

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The Ohio State University Wexner Medical Center

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SUGGESTED TEASE	<p>STILL TO COME, IT KILLS TWICE AS MANY WOMEN A YEAR AS BREAST CANCER,^{1,2} BUT MOST WOMEN <i>STILL</i> DON'T KNOW MUCH ABOUT ITS SYMPTOMS.</p> <p>THE RESULTS OF A SURPRISING NEW SURVEY ON STROKES - AND THE CLUES WOMEN SHOULD LOOK FOR, NEXT IN HEALTH NEWS.</p>
ANCHOR LEAD	<p>MAY IS AMERICAN STROKE MONTH - A TIME DEDICATED TO RAISING AWARENESS ABOUT THE SYMPTOMS AND RISKS OF STROKES.</p> <p>THEY CAN AFFECT MEN AND WOMEN IN VERY DIFFERENT WAYS, BUT A SURPRISING NEW SURVEY IS OUT SHOWING JUST HOW UNAWARE MOST <i>WOMEN</i> ARE WHEN IT COMES TO STROKES.</p> <p>WITH THE RESULTS OF THAT SURVEY AND A FEW THINGS ALL WOMEN SHOULD KNOW, HERE'S CLARK POWELL.</p>
	(Nats - Nurse working in hospital) :02
<p>CG: Courtesy: The Ohio State University Wexner Medical Center</p> <p>Shots of Callie at work</p> <p>Shots of Callie checking vitals</p> <p>Shots of Callie's hands</p>	<p>WORKING AS A CRITICAL CARE NURSE, CALLIE EARLIWINE IS TRAINED TO SPOT EVEN THE MOST SUBTLE SIGNS OF PROBLEMS IN HER PATIENTS.</p> <p>IT'S SOMETHING SHE RARELY MISSES IN THEM, BUT RECENTLY FAILED TO RECOGNIZE IN HERSELF.</p> <p>CALLIE WAS SUFFERING FROM MIGRAINES, DIZZINESS AND EVEN TREMORS, ALL OF WHICH SHE THOUGHT WERE JUST SIGNS OF STRESS. :17</p>
CG: Callie Earliwine Stroke survivor	"These symptoms started but never would I have contributed, at my age, of 32, of having a stroke." :07
Shots of Callie with patient	BUT THAT'S JUST WHAT HAPPENED AND DOCTORS SAY CALLIE IS NOT ALONE. :04
CG: Dr. Diana Greene-Chandos	"Women do not think that they are going to have a stroke. They

Ohio State's Wexner Medical Center	think of it as a men's disease." :06
<p>Shots of doctor working on computer</p> <p>Shots of Callie with headache</p> <p>Tilt down in surgery/blur</p> <p>(Graphic) National Survey of Women -Only 11% could identify female-specific risks -9 out of 10 didn't know hiccups are symptoms of a stroke</p>	<p>DOCTOR DIANA GREENE-CHANDOS IS A NEUROLOGIST WHO SAYS WOMEN HAVE UNIQUE RISKS AND SYMPTOMS WHEN IT COMES TO STROKE, BUT MANY DON'T KNOW IT. THINGS LIKE PREGNANCY AND MIGRAINES CAN MAKE A STROKE MORE LIKELY.</p> <p>BUT A NEW NATIONAL SURVEY OF WOMEN RELEASED BY THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER FOUND THAT ONLY 11-PERCENT OF WOMEN COULD IDENTIFY A LIST OF FEMALE-SPECIFIC RISKS.</p> <p>AND 9 OUT OF 10 DIDN'T KNOW WOMEN OFTEN HAVE HICCUPS DURING A STROKE. :26</p>
	(Nats- ambulance) :01
<p>Shots of ambulance at ER</p> <p>Unloading ambulance at ER</p>	<p>KNOWING THE VERY FIRST SIGNS OF A STROKE IS CRUCIAL, BECAUSE DOCTORS SAY THERE IS ONLY A 3 HOUR WINDOW TO GET TO A HOSPITAL FOR POSSIBLE LIFE-SAVING MEDICINE. :08</p>
Dr. Greene-Chandos (CG'd earlier)	<p>"You have to know when you're having a stroke, you have to recognize that it's a stroke and you have to get to the emergency room and receive the medication." :08</p>
<p>Shots of Callie at hospital</p> <p>Shots of Callie with patient</p>	<p>CALLIE WAS LUCKY. SHE HAD HER STROKE AT THE HOSPITAL AND GOT HELP IMMEDIATELY.</p> <p>BUT SHE SAYS SHE'S LEARNED THAT SHE SHOULD HAVE LISTENED TO HER BODY ALL ALONG. :08</p>
Callie (CG'd earlier)	<p>"Get checked out, get lab works done, you know. Tell your doctor some of your symptoms. :04</p>
Cover w/ Callie and daughter playing	<p>"I want to be here for my family. I want to be here for my little girl." :02</p>
Wide shot of both playing	<p>AT OHIO STATE'S WEXNER MEDICAL CENTER THIS IS CLARK POWELL REPORTING. :03</p>
ANCHOR TAG	<p>THE SURVEY ALSO FOUND THAT NEARLY HALF OF ALL WOMEN SAID THEY DON'T KNOW WHAT RISKS FEMALES FACE AFTER A STROKE.</p> <p>DOCTORS SAY IN ADDITION TO NERVE DAMAGE AND PROBLEMS SWALLOWING, DEPRESSION IS COMMON AMONG WOMEN AND OFTEN KEEPS THEM FROM GETTING THE REHAB THAT'S VITAL TO THEIR RECOVERY.</p>
 Share it! Suggested tweet:	<p>Survey @OSUWexMed finds most women don't know important female risk factors or symptoms of stroke. Do you? Details: http://bit.ly/1IMrfmx</p>
 Suggested post:	<p>Feeling tightness in your chest, getting a migraine or a having a sudden case of hiccups might not seem like urgent medical</p>

	<p>problems, but for women, it’s a combination that could be very serious. Those are all risk factors or symptoms of a stroke that are unique to women, and a new national survey released by The Ohio State University Wexner Medical Center found that most women aren’t even aware of them. See why knowing the earliest warning signs of a stroke is so important by clicking here: bit.ly/1H9QDVV</p>
<p>References -</p>	<p>¹<i>Impact of Stroke (Stroke Statistics), American Stroke Association</i>, May 2014. Online: http://www.strokeassociation.org/STROKEORG/AboutStroke/Impact-of-Stroke-Stroke-statistics_UCM_310728_Article.jsp</p> <p>²<i>Breast Cancer Statistics, Centers for Disease Control and Prevention</i>, April 2015. Online: http://www.cdc.gov/cancer/breast/statistics/</p> <p>³<i>What is a Stroke?</i>, National Stroke Association, April 2015. Online: http://www.stroke.org/understand-stroke/what-stroke</p> <p>⁴<i>Women and Stroke, National Stroke Association</i>, April 2015. http://www.stroke.org/understand-stroke/impact-stroke/women-and-stroke</p>
	<p style="text-align: center;">Extra Bites</p>
<p>CG: Dr. Diana Greene-Chandos Ohio State’s Wexner Medical Center</p>	<p><i>Dr. Greene-Chandos talks about the need for stroke education in women -</i> “I think we have a ways to go when it comes to educating women about stroke and the unique risk factors to them and just stroke in general.” :10</p> <p><i>Dr. Greene-Chandos talks about female-specific symptoms of stroke -</i> “They may have more headaches with their strokes. They actually can have hiccups with a little bit of chest pain with their stroke symptoms, sometimes sending them down the pathway of looking for either heart disease or indigestion.” :16</p> <p><i>Dr. Greene-Chandos talks about stroke risk factors in pregnant women -</i> “Actually, pregnancy increases their risk of stroke. Particularly in the final months and the immediate period after delivering the child.” :09</p> <p><i>Dr. Greene-Chandos talks about why some women ignore symptoms -</i> “If pain presents to us, that’s the thing we’re going to talk about. Stroke is actually painless, the majority of strokes. And so, often times that’s why we think we can shake it off.” :12</p>
<p>CG: Callie Earliwine Stroke survivor</p>	<p><i>Callie talks about the day of her stroke -</i> “My friend Kyla, she, with both of her hands she grabbed my face and like stop moving your head. I’m like, is my head moving? And when I would close my eyes, I could feel on my eyelids, my eyeballs moving. :11</p>
<p>CG: Callie Earliwine Stroke survivor</p>	<p><i>Callie talks about her symptoms and why she never suspected a stroke -</i> “Never would I have thought that any of these symptoms would</p>

	<p>have contributed, you know. I had the migraine, the hand tremors, the hearing loss. Nothing, nothing came to me, no, not at 32.” :16</p> <p><i>Callie talks about how thankful she is to have had a stroke at work - “It was just really scary. I couldn’t have been in a better place with, you know, my group of friends that I’ve worked with for a long time.” :06</i></p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://osuwmc.multimedianeewsroom.tv</p>

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