



# STROKES UP SHARPLY IN THE YOUNG, STILL MOST AVOID E.R.

*Survey: 3 out of 4 young adults with stroke symptoms would delay a trip to the hospital*

Ronald Reagan UCLA Medical Center

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<b>SUGGESTED TEASE</b>	STILL TO COME, MORE YOUNG PEOPLE ARE SUFFERING STROKES THAN EVER BEFORE, BUT FEW KNOW WHAT TO DO IF IT HAPPENS TO THEM. THE RESULTS OF A TROUBLING NEW SURVEY, NEXT IN HEALTH NEWS.
<b>ANCHOR LEAD</b>	WHEN IT COMES TO TREATING A STROKE, EVERY MINUTE MATTERS. DOCTORS SAY IF PATIENTS DON'T GET TO A HOSPITAL WITHIN 3 HOURS, STROKES CAN BE FATAL OR CAUSE SERIOUS DAMAGE. UNFORTUNATELY, THAT'S A MESSAGE MOST YOUNG PEOPLE AREN'T GETTING. STROKES IN YOUNG ADULTS HAVE GONE UP CONSIDERABLY, <sup>1</sup> BUT ACCORDING TO A NEW SURVEY, FEW KNOW WHAT TO DO. WITH DETAILS, HERE'S CLARK POWELL.
	(Nats - Typing) :02
<b>CG: Courtesy: Ronald Reagan UCLA Medical Center</b>  Shots of Jennifer on computer / close up of hand on mouse  Wide shot of Jennifer on computer	THE SYMPTOMS JENNIFER REILLY EXPERIENCED SEEMED LIKE NOTHING. NUMBNESS IN HER HAND PERIODICALLY FOLLOWED BY A BAD HEADACHE A FEW WEEKS LATER. IN FACT, JENNIFER MIGHT HAVE IGNORED HER SYMPTOMS, IF NOT FOR A CO-WORKER WHO INSISTED SHE GO TO THE HOSPITAL, WHERE SHE WAS STUNNED BY HER DIAGNOSIS. :14
<b>CG: Jennifer Reilly Had a stroke at age 27</b>	"When the doctor told me that I'd had a stroke at age 27 I almost didn't believe him. I almost thought that this could not be possible. :09
Shots of ER / graphic Strokes in patients under 45 up as much as 53%  Shots of Jennifer at her house	NOT ONLY IS IT POSSIBLE, IT'S HAPPENING MORE OFTEN. SINCE THE MID 90s, STROKES IN PATIENTS UNDER THE AGE OF 45 HAVE SHOT UP AS MUCH AS 53-PERCENT. <sup>1</sup> AND ALL TOO OFTEN YOUNG PATIENTS REACT JUST LIKE JENNIFER. :11
<b>CG: David Liebeskind, MD Ronald Reagan UCLA Medical Center</b>	"We may think that these symptoms are maybe mild or due to some other medical problem or nothing at all. We tend to delay and not come in immediately. But that is a real problem." :11
Shots of both in exam	DOCTOR DAVID LIEBESKIND ( <b>LEE</b> -buh-skinned) OF RONALD

<p>Shots of hand pointing to MRI image</p> <p>Ambulance / graphic</p> <p>-Under age 45 given symptoms of stroke -Only 1 out of 3 would go to the hospital -73% said they were likely to wait</p>	<p>REAGAN UCLA MEDICAL CENTER DIAGNOSED JENNIFER. HE SAYS SHE'S LUCKY SHE GOT HELP IN TIME BECAUSE MOST YOUNG PEOPLE MAY NOT.</p> <p>IN FACT, IN A NEW NATIONAL SURVEY BY UCLA - THOSE UNDER 45 WERE GIVEN THE SYMPTOMS OF A STROKE AND ASKED WHAT THEY WOULD DO IN THE FIRST 3 HOURS.</p> <p>ONLY ABOUT 1 OUT OF 3 SAID THEY WOULD BE VERY LIKELY TO GO TO THE HOSPITAL - A STAGGERING 73-PERCENT SAID THEY WERE LIKELY TO JUST WAIT AND SEE IF THEY GOT BETTER.</p> <p>A DELAY THAT COULD PROVE COSTLY. :27</p>
<p><b>Dr. Liebeskind (CGd earlier)</b></p>	<p>"Timely treatment for stroke is probably more important than for almost any other medical problem there is." :04 / 1:16</p>
<p>(cover with MRI shots)</p>	<p>"The brain is very sensitive to a lack of blood flow or bleeding, and the consequences can be absolutely devastating." :06</p>
<p><b>Doctor with Jennifer - graphic</b></p> <p>Face droops Arm weakens Speech changes Time to call 9-1-1</p>	<p>DOCTORS SAY EVERYONE SHOULD KNOW THE SIGNS OF A STROKE AND ACT "FAST" - IF THE FACE DROOPS, AN ARM WEAKENS OR SPEECH CHANGES, IT'S TIME TO CALL 9-1-1. :08</p>
<p><b>Jennifer Reilly (CGd earlier)</b></p>	<p>"Go and check it out, ask the questions, because if I hadn't I wouldn't be here." :06</p>
<p>Shots of Jennifer with husband</p>	<p>AT RONALD REAGAN UCLA MEDICAL CENTER, THIS IS CLARK POWELL REPORTING. :03</p>
<p><b>ANCHOR TAG</b></p>	<p>CONDITIONS LIKE HIGH BLOOD PRESSURE, STRESS AND BEING OVERWEIGHT CAN INCREASE YOUR CHANCES OF A STROKE. IT'S ESTIMATED UP TO 800-THOUSAND PEOPLE HAVE STROKES EACH YEAR IN THE U.S. - THAT'S ONE ABOUT EVERY 40 SECONDS.<sup>1</sup></p>
<p><b>References -</b></p>	<p><sup>1</sup><i>Recognition and management of stroke in young adults and adolescents, Neurology, Volume 81, Issue 12, September 2013</i> Online: <a href="http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3795593/">http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3795593/</a></p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Strokes are on the rise in young adults, yet survey @UCLAHealth finds most would delay a trip to the ER: <a href="http://bit.ly/227HWE3">bit.ly/227HWE3</a></p>
<p> <b>Suggested post:</b></p>	<p>Strokes in patients under the age of 45 have shot up nearly 53 percent in the last two decades, but a new national survey by <a href="#">Ronald Reagan UCLA Medical Center</a> finds that most young people wouldn't know what to do if a stroke happened to them. For more on the survey and advice from doctors click here: <a href="http://bit.ly/227HWE3">bit.ly/227HWE3</a></p>
	<p><b>Extra Bites</b></p>
<p><b>CG: David Liebeskind, MD</b> <b>Ronald Reagan UCLA Medical Center</b></p>	<p><i>Liebeskind talks about the limited time to treat stroke successfully - "Believe it or not this is on the order of minutes or hours where somebody has to seek medical attention."</i></p>

	<p><i>Liebeskind explains why strokes are often missed in the young -</i>  “Misdiagnosis of stroke is due to a number of factors. One of which is that we don't want to believe that somebody is young may be having a stroke.”</p> <p><i>Liebeskind details the symptoms of a stroke -</i>  “Stroke symptoms are no different in young people than they are in older people. These symptoms include sudden onset of difficulty moving or function of a certain part of the body, numbness, difficulty with vision, difficulty with speaking or with language.”</p>
<p><b>CG: Jennifer Reilly</b>  <b>Had a stroke at age 27</b></p>	<p><i>Reilly recounts the headache that prompted her to be checked out -</i>  “I was not headache prone, I was 27 years old, pretty active, pretty healthy. And I just thought it was a really odd thing that happened, that I would have this strange piercing headache that woke me up in the middle of the night.”</p> <p><i>Reilly talks about the numbness in her hand that she ignored -</i>  “About two weeks prior to that headache, half of my left hand had turned numb, from just one second to the next.”</p> <p><i>Reilly shares what her doctor told her at the time of her diagnosis -</i>  “He told me that waiting even a few days or a week would just be rolling the dice. That I was susceptible to having another stroke, an even bigger stroke, and with more devastating effects.”</p> <p><i>Reilly offers advice to those tempted to ignore symptoms of stroke -</i>  “If you feel like something's off, you feel like something is not normal, go and check it out, ask the questions, because if I hadn't I wouldn't be here.”</p>
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