Mobile Message for a Better Stroke Recognition: the New Concept of National Campaign

To the Editor:

Stroke is one of the leading causes of death and disability globally. Despite its significance, the general knowledge regarding stroke is quite poor.1

Several cognitive and behavioral reasons for delaying the decision-making to seek treatment were significantly related to patient delay. Patients would be delayed if they did not know symptoms of a stroke or if they did not recognize their symptoms as a sign of stroke. If they do not recognize the importance of their symptoms, the start of an appropriate treatment can be also delayed.2 Rapid recognition of stroke warning sign is a critical factor for the acute treatment of stroke. Many studies try to simplify the public education message for the awareness of stroke.1 However, increasing the chance of the contacting public for education on a stroke is more important than simplifying the message itself.

Currently, cellular phones are the most popular personal communication device worldwide. It will be an innovative way for disseminating the important information to the general public. The Korea National Emergency Management Agency (KNEMA) produced a 2-minute video clip about CPR performance, which has been freely available for cellular download from the website www.nema.go.kr (http://125.60.28.183/safe_leader/emergency/emergency_01.jsp) since June 1, 2007. This video clip is also currently available for downloading from the website of every metropolitan, provincial, and local fire station in Korea. The KNEMA has been campaigning under the name “Mobile CPR Campaign as a first-aid package, which is supposed to be composed of CPR instructions and stroke education. We are going to produce a video clip for a public stroke awareness message that is similar to the CPR video clip and propagate this video clip by allowing any individual in need to freely download from a portal site or webpage of a fire department to their cellular phone. Also, we are considering that in the process of manufacturing cellular phones, this mobile stroke video clip can be integrated into the memory device in premarket. This method will make general public be aware of the important information on urgent medical situation. They will be readily informed about symptoms of stroke through a message for public education regarding stroke. The message may help to improve delay times.

We are still in the middle of the effective use of this application. But, this campaign cannot only be a revolutionary way for propagating the emergent nature of stroke to the public but also can improve the outcome for receiving early treatment. We can definitely expect an increase in better outcome and make a tremendous synergism in prehospital care with this campaign as a first-aid package, which is supposed to be composed of CPR instructions and stroke education.

Disclosures

None.

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Stroke. 2008;39:e42; originally published online December 27, 2007;
doi: 10.1161/STROKEAHA.107.506717
Stroke is published by the American Heart Association, 7272 Greenville Avenue, Dallas, TX 75231
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Print ISSN: 0039-2499. Online ISSN: 1524-4628

The online version of this article, along with updated information and services, is located on the
World Wide Web at:
http://stroke.ahajournals.org/content/39/2/e42

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