

THE WHITE HOUSE

WASHINGTON

April 30, 1996

Dear Friends:

Although I am unable to be with you today, it gives me great pleasure to send greetings to each of you as you initiate the "Call to Action to Prevent Stroke" public education program. This project is important both to individuals and families who have suffered because of a stroke and to the many others who will never know its devastating effects because of your hard work and commitment.

More than 500,000 Americans have strokes annually, and stroke is the leading cause of disability in this country. My father was one of those 500,000 and that is why I am particularly aware of the toll strokes can take on families. I am grateful for the work that each of you is doing and for the leadership of the National Stroke Association.

The good news is that strokes are often preventable. Research has already shown that many strokes can be prevented with appropriate medical treatment and lifestyle changes such as quitting smoking and eating properly.

The great challenge is to share with Americans throughout the nation the knowledge we have about stroke prevention. You are meeting this challenge today by launching the CAPS public education program, sharing the results of the Gallup survey on stroke prevention, and announcing the stroke intervention study which is jointly sponsored by the Agency for Health Care Policy and Research and DuPont Merck.

You have my best wishes for success during National Stroke Awareness Month and in the months to come.

Sincerely yours,

A handwritten signature in dark ink, reading "Hillary Rodham Clinton". The signature is fluid and cursive, with the first name "Hillary" being the most prominent.

Hillary Rodham Clinton

THE WHITE HOUSE
WASHINGTON

THE FIRST LADY'S PRESS OFFICE

**IF THERE ARE ANY PROBLEMS WITH THIS
TRANSMISSION PLEASE CALL:**

PHONE: 202-456-2960

FAX: 202-456-7805

TO: Pam & Jon

FROM: Lisa

RECEIVER FAX: 6-9412

RECEIVER PHONE: _____

NUMBER OF PAGES (INCLUDING
COVER): _____

COMMENTS:

Maggie + Melanne + I think we
should do a greeting from HRC. Jon,
could you write & then Pam could
you add your thoughts?

Deadline is Weds or Thursday
morning.

Thx, Lisa

MEMORANDUM

BOZELL PUBLIC RELATIONS

* In Allen
Gandy & Pan
Brown
x6-9412

DATE: April 12, 1996
TO: Lisa Caputo
FROM: Jay Branson JB
RE: National Stroke Association initiative
cc: Lance Morgan

Ms. Caputo, I spoke with Lance Morgan about his conversation with you today regarding the National Stroke Association's Call to Action to Prevent Stroke (CAPS) coalition. As you know, we would be delighted to have any participation with this effort that the First Lady might provide.

This initiative is being announced at a news conference at the National Press Club on Tuesday, April 30, in advance of Stroke Awareness Month in May. Although the agenda is not yet finalized, Dr. David Matchar of Duke University will announce a new study on stroke, while the National Stroke Association will introduce the CAPS coalition and discuss the results of a just-completed Gallup Survey on stroke.

Following is a copy of the NSA's Mission Statement for CAPS, and a sample of the letters sent to organizations inviting their participation in this unique partnership. To date, nearly 20 organizations have promised their support including, among others:

- American Society of Health System Pharmacists, American Medical Peer Review Association, Health Care Finance Administration, American College of Chest Physicians, American Academy of Neurology, American Nurses Association, Association of Black Cardiologists, Alliance for Aging Research, National Institute of Neurological Disorders and Stroke, Society for the Advancement of Women's Health Research, American Group Practice Association, Stroke Belt Consortium, Women in Government, and the Society of Nuclear Medicine.

I hope this information is helpful. Please call me at (312) 988-2337 or Lance Morgan at (202) 739-0285 if you have any questions or would like to discuss this in more detail. Thank you.

Attachment

Never before
have so
many org.
have come
together
to work
for stroke
prevention.
Stroke prevention
research -
Making
ANPP
Gallup Survey
on stroke
prevention
Father died of
stroke - I know
the toll it takes



National Stroke Association

8480 EAST ORCHARD ROAD, SUITE 1000 • ENGLEWOOD, COLORADO 80111-5015

March 8, 1996

Call to Action to Prevent Stroke *Mission Statement*

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Harold W. 1000

In September 1995, the U.S. Agency for Health Care Policy and Research published preliminary results of its PORT (Patient Outcomes Research Team) study on stroke. The agency found that expanded use of oral anticoagulation could cut in half the 80,000 strokes each year related to atrial fibrillation, a common heart arrhythmia that is a leading cause of stroke (or, brain attack). Moreover, programs of well-managed anticoagulation could reduce health care costs by \$600 million a year. With the rapidly changing health care environment, reducing the high economic and social costs of stroke should become a medical priority for all Americans.

Yet, many people have not been as careful as they might in taking steps to reduce the risk of having a brain attack. For example, while nearly 75 percent of strokes can be attributed at least in part to high blood pressure, only half of the 80 percent of hypertensive seniors now control their disease with diet, exercise, or medication. Many individuals, too, continue to smoke and to eat foods high in fat and cholesterol. Even when better treatment strategies are developed, paying attention to those risk factors over which we have control will remain the surest approach to disease prevention.

That is why we have created the Call to Action to Prevent Stroke (CAPS). CAPS is a call to action led by the National Stroke Association to bring together representatives of the medical profession, industry, government and the public in a collaborative effort to dramatically reduce the incidence of stroke in the United States. Through its battery of educational and support services, CAPS will make a concerted effort to improve the quality of current health care practice by offering physicians and the public a host of tools to lessen the likelihood that these catastrophic brain attacks ever take place.

BE  SMART



National Stroke Association

8480 EAST ORCHARD ROAD, SUITE 1000 • ENGLEWOOD, COLORADO 80111-5015

March 8, 1996

Alvin Lever
Chief Executive Officer
American College of Chest Physicians
3300 Dundee Road
Northbrook, Illinois 60062-2348

Dear Mr. Lever:

If you could do something to help prevent one or more of the strokes that kill 150,000 Americans and affect another 400,000 each year, you wouldn't hesitate, would you? Especially if you knew that your contribution need only be a strong commitment on your organization's behalf, rather than financial support.

What we need is more important than money. The National Stroke Association needs the dedication of organizations like yours to work aggressively toward the prevention of this devastating disease. To that end, we are on the verge of announcing a nationwide Call to Action to Prevent Stroke (CAPS), and NSA asks you to join with us in this unprecedented effort.

Our objective is to turn the promise of high-quality, cost-efficient health care, as demonstrated by the results of the Agency for Health Care Policy and Research's Stroke Patient Outcomes Research Team (PORT) study revealed last September, into a reality. We are seeking a collaborative effort involving all of the stakeholders in stroke prevention and treatment.

We believe this is the first time a partnership of this magnitude has been created. Accordingly, we will introduce CAPS at a national news conference in Washington, D.C., on April 30, 1996 in advance of Stroke Awareness Month in May. At that time we will:

- Announce plans for a major stroke intervention study, as a follow-up to the PORT study;
- Present results of a new Gallup Survey of physicians on stroke prevention and atrial fibrillation;
- Provide recommendations on how to use anticoagulation services to prevent stroke;
- Issue a "call to action" to improve current health care practice as it relates to stroke prevention; and
- Extend an invitation to all interested organizations to support the coalition's efforts to educate the public and physicians on the prevention and treatment of stroke.

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BE ~~STROKE~~ SMART

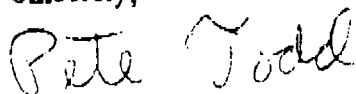
As a "charter member" of the partnership, your organization would be acknowledged at the press conference for its commitment to stroke prevention and treatment. You would grant us permission to use your organization's name, background information and camera-ready logo (which you would supply to us) for the media materials produced for the news conference. Additionally, we ask that you provide a media contact so that your organization can take advantage of media opportunities.

To extend your participation further, the National Stroke Association offers a variety of stroke-related resources should your organization wish to develop a special program as part of Stroke Awareness Month this May. Please contact Rachelle Trujillo at (303) 771-1700, ext. 14, regarding your specific interest in a Stroke Awareness Month program.

If you would like to discuss the Call to Action to Prevent Stroke, and your organization's part in it, in more detail you can reach me at (303) 771-1700, ext. 18, or e-mail: petetodd@stroke.org. Because time is short, I ask that you respond no later than March 22, 1996. If your organization agrees to join with us, please fill out the commitment form on the following page, make a copy for your files, and return the original to me in the enclosed, self-addressed, postage-paid envelope.

I hope the National Stroke Association can count on your support for this exciting new initiative, and I look forward to hearing from you soon. Thank you.

Sincerely,



Harold W. Todd
Executive Director

BOZELL PUBLIC RELATIONS

Originating Fax Number: 312/988-2290

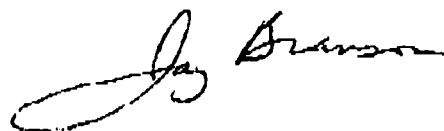
PLEASE DELIVER IMMEDIATELY:

TO: Ms. Lisa Caputo
FAX: 202/456-7805
CLIENT CODE: 08147
FROM: Jay Branson Lance Morgan
PHONE: 312/988-2337 202/739-0285
DATE: 4/12/96

THERE IS A TOTAL OF 5 PAGES (including cover sheet) BEING TRANSMITTED.

MESSAGE:

Ms. Caputo —
This is a follow-up to your
conversation with Lance Morgan. Thanks,



Media Alert

ATTENTION: HEALTH EDITORS AND REPORTERS

Landmark Coalition Launches History-Making Stroke Prevention Program

Washington, April 30, 1996 . . . Representatives from medicine, clinical research, industry, and public health advocacy groups have formed the "Call to Action to Prevent Stroke" (CAPS) and will launch an unprecedented public education program to prevent stroke (brain attack). The group was developed by the National Stroke Association and is unique in its size and scope. A public/private partnership also will be announced.

- What:** Announcing the formation of CAPS, a partnership dedicated to preventing stroke through aggressive physician and patient education. Also announced will be the Managing Anticoagulation Services Trial (MAST), the first-ever public/private joint sponsorship -- between the Agency for Health Care Policy and Research (AHCPR) and DuPont Merck -- of a stroke intervention study, and the results of a new Gallup Survey on stroke prevention.
- When:** CAPS, the MAST trial, and the Gallup Survey results will be announced on April 30, 1996, at 9:45 a.m. in the Edward R. Murrow room at the National Press Club in Washington, D.C.
- Who:** Speakers include: CLIFTON GAUS, Sc.D., executive director, AHCPR; HAROLD W. TODD, president, NATIONAL STROKE ASSOCIATION; DAVID MATCHAR, M.D., director, CENTER FOR HEALTH POLICY RESEARCH AND EDUCATION, DUKE UNIVERSITY; KURT LANDGRAF, president and CEO, DUPONT MERCK.

Details:

- CAPS addresses problems identified in both a Gallup Survey and in an AHCPR Stroke Patient Outcomes Research Team (PORT) study on stroke. The results of these studies found that many strokes can be prevented each year through lifestyle modifications or appropriate medical treatment. The PORT study results indicated that the use of oral anticoagulation drugs could reduce by half the 80,000 strokes caused each year by atrial fibrillation. The Gallup Survey findings will be presented.
- Many Americans are not aware of what they can do to reduce their risk for stroke. One of the aims of CAPS is to educate the public about stroke prevention.
- The organizations that comprise CAPS are increasing their stroke prevention programs during National Stroke Awareness Month (May). Across the nation, these organizations will be holding education and screening programs.
- For more information, contact: Jeffrey Sholemson 312/988-2324
Mary Jo Bowling 312/988-2371

WHAT IS A STROKE?

A stroke is a type of brain injury caused by an interruption in blood flow (circulation) to the brain. Brain cells die in a few minutes if the blood flow is interrupted. The most common type of stroke (80%) is called an ischemic stroke, caused by a clot or a narrowing in an artery of the brain. Hemorrhagic strokes occur when a blood vessel bursts, releasing blood into the surrounding brain tissue.

WHO GETS STROKES?

- More than 500,000 people suffer from strokes annually
- Stroke is the leading cause of disability in this country
- Stroke rates are 50% higher in African American men than white men and 130% higher in African American women than in white women
- Estimated total annual cost for strokes in the US is \$33 billion -- stroke accounts for the largest portion of the Medicare rehabilitation dollars

PREVENTING STROKE

- Many experts believe that strokes, like heart attacks, are often preventable -- prevention strategies include quitting smoking, identification and treatment of high blood pressure, and the use of anticoagulant medications ("blood thinners") for persons at increased risk.
- Persons at increased risk include those who have had what is called a transient ischemic attack (TIA) -- an event that is indistinguishable from a stroke except that all symptoms resolve in minutes to hours, and those with a particular heart rhythm disturbance called atrial fibrillation.

WHAT WE ARE DOING TO DECREASE STROKES

- *Treatment of high blood pressure.* The overall occurrence of stroke in the US has declined in the past 20 years because of concerted efforts to identify and treat people with high blood pressure -- these efforts must continue (one study suggests that those at highest risk are often identified accurately but have difficulty getting the treatment they need)
- *Treatment of persons at increased risk.* Many studies show that a substantial proportion of people with atrial fibrillation do not receive anticoagulant treatment -- the Agency for Health Care Policy and Research has developed a series of strategies to improve practice in this area. A new partnership with a pharmaceutical company will establish a program to assist clinicians in identifying and safely treating persons with atrial fibrillation to prevent strokes -- studies show this is effective treatment that is underused; we are working to improve this situation

- *Rehabilitation after a stroke.* Not all strokes can be prevented; after a stroke the challenge is to restore victims to the highest possible level of functioning. The Agency for Health Care Policy and Research has published a guideline for clinicians and consumers on post-stroke rehabilitation, that identifies effective strategies and provides advice for patients and their families and caregivers.

AGENCY FOR HEALTH CARE POLICY AND RESEARCH

Center for Outcomes and Effectiveness Research
2101 East Jefferson Street - Suite 605
Rockville, Maryland 20852
Phone: (301) 594-1485
FAX: (301) 594-3211

DATE/TIME 4/24/96

TO Jennifer Klein

PHONE _____

FAX 202-456-2878

FROM Carolyn Clancy, MD

MESSAGE Per information request
from Lisa Simpson on 4-20-

ANY QUESTIONS PLEASE CALL!!