

# Spanish Language Website to Boost Stroke Awareness in Latinos

Launched by the American Stroke Association, the site offers culturally relevant information on stroke warning signs and prevention.

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[Cardiovascular](#) disease and [stroke](#) are among the leading causes of death among Latinos. To decrease stroke rates, improve stroke outcomes, highlight barriers to care and offer culturally relevant education, the American Stroke Association (ASA) launched the new Spanish language website [DerrameCerebral.org](https://DerrameCerebral.org). (Derrame cerebral is the Spanish term for “stroke.”)

Stroke is the third leading cause of death among Latinas and the fourth leading cause of death among Latino men, [according to the ASA](#), a division of the American Heart Association (AHA). Factors including limited access to health care, cultural barriers, unmanaged health risk factors (e.g., [diabetes](#), [high blood pressure](#), [obesity](#)) and socioeconomic determinants of health can raise one’s stroke risk.

The site encourages individuals to become familiar with R.Á.P.I.D.O., an acronym developed to raise awareness of stroke signs in Spanish-speaking communities. R.Á.P.I.D.O. (“fast” in Spanish) is a play on FAST, which stands for face drooping, arm weakness, speech difficulty and time to call 911.

Spot a stroke R.Á.P.I.D.O.

- R: rostro caído (face drooping)
- Á: alteración del equilibrio (loss of balance or lack of coordination)
- P: pérdida de fuerza en el brazo (arm weakness)
- I: impedimento visual repentino (sudden vision impairment)
- D: dificultad para hablar (slurred or strange speech)

- O: obtén ayuda, llama al 911 (get help, call 911)

The site also features the R.Á.P.I.D.O. Experience—a series of digital games and activities designed to educate users on the warning signs of a stroke—as well as other resources on stroke prevention, risk factors, treatment and recovery.

Latino adults are one of the fastest-growing segments of the U.S. population. According to the [U.S. Census Bureau](#), they are expected to reach 111 million by 2060. The AHA is committed to expanding its reach to these communities at high risk for stroke and other cardiovascular conditions.

“When it comes to a stroke, every second counts,” said Eduardo Sanchez, MD, MPH, the AHA’s chief medical officer for prevention, in the release. “By addressing the specific language needs of many in the Hispanic and Latino community, we are breaking a barrier that often stood in the way of prompt medical attention. Working with our community to teach them what life after a stroke looks like and how to prevent it, will ultimately lead to a healthier future.”

To read more, click [#Stroke](#). There, you’ll find headlines such as “[Smoking Cannabis Associated With Increased Risk of Heart Attack, Stroke](#),” “[Long-Term High Blood Pressure Increases Stroke Risk in Latinos](#)” and “[Reduce Heart Stress This Holiday Season](#).”