Abstract:
Although Japan and Thailand have contrasting stroke morbidity rates, strokes are a particularly salient healthcare issue in both nations because of the increase in aging populations. The general population’s awareness of stroke symptoms, risk factors, and what to do if someone is having a stroke is particularly crucial due to the increased number of elderly in these nations; stroke is the leading cause of death in those aged 75 and over. This study was conducted to see if the general population’s level of stroke knowledge correlated with their nation’s stroke morbidity rate. To assess the general population’s stroke awareness, a survey was distributed to 105 participants in each investigated city, and interviews were conducted with randomly selected adults. Key stroke experts were also interviewed to gain professional perspectives on the current state of stroke in their nation. The data collected in this study shows that respondents in Tokyo overall had a more accurate knowledge of stroke, except for knowledge about stroke symptoms, except for knowledge about stroke symptoms.

Background:
- Elderly Population: Japan > Thailand
- Stroke Occurrence: Japan > Thailand
- Stroke Morbidity Rate: Japan > Thailand

Goals:
1. Highlight the differences and similarities of stroke prevention measures between two countries with contrasting stroke morbidity rates.
2. Gain insight into health care professionals’ opinions regarding current stroke prevention measures.
3. Get a sense of any potential correlations between public stroke knowledge and stroke morbidity rates.

Results and Data
Survey via Qualtrics
A. More individuals in Bangkok than in Tokyo knew someone who had experienced a stroke. B. More people in Tokyo than in Bangkok believed they had a general understanding of stroke. C. More people in Tokyo than in Bangkok felt that they knew what a stroke was.

General Public Interviews
A. Participants in Thailand had more correct answers than those in the Japan when asked to explain what a stroke is. B. More people in Bangkok gave correct answers when identifying risk factors. C. In both Bangkok and Tokyo, the general public could only identify some correct signs and symptoms. D. In Thailand, 100% percent of participants said their immediate action would be to call the ambulance.

Expert Interviews Takeaways
- **TOKYO EXPERTS**
  - Television stroke awareness adverts are impactful, but cost ineffective.
  - The most important aspect of stroke knowledge is risk factors.
  - Effective stroke awareness methods include the use of social media, events like World Stroke Day, and educating the youth.
  - The greatest difficulties in spreading stroke awareness were getting information to individuals in remote areas and capturing the interest of people who are not interested in stroke awareness.

- **BANGKOK EXPERTS**
  - Giving public health lectures and screenings in rural communities would help spread stroke knowledge more uniformly.
  - Telemedicine is also a promising way to increase accessibility. Video chats with doctors and pre-made videos on apps provide people who cannot easily get to hospitals with a way to reinforce and add fill in gaps in stroke knowledge.
  - Tailoring the presentation of stroke knowledge to fit specific age groups increases the efficacy of preventative tactics.
  - Observed increase in elderly people diagnosed with strokes over the past 10 years.

Conclusion:
- Ultimately, excluding the identification of stroke symptoms, respondents in Thailand had a less accurate knowledge of strokes than respondents in Japan.
- Previous publications indicate that the stroke mortality rate in Thailand is rising, while that of Japan is falling. The data collected in this study shows that stroke mortality rates mostly seem to trend in the opposite as that of the extent of public stroke knowledge, suggesting a potential correlation between nationwide stroke awareness and stroke mortality rates.
- Both Thai and Japanese stroke prevention methods look to embrace social media as the most promising medium for spreading stroke awareness in the near future.
- Experts in both nations also expressed the importance of emphasizing risk factors in stroke awareness campaigns.
- In Japan, there was also a notable emphasis on the education of youth from experts.
- Thai experts in particular highlighted the implications of telemedicine both domestically and internationally.

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References: