

Committee Report 2022 ESO Public Relations and Social Media Committee

January, 2023

Dr. Inna Lutsenko

Report of the ESO Committees - Summary

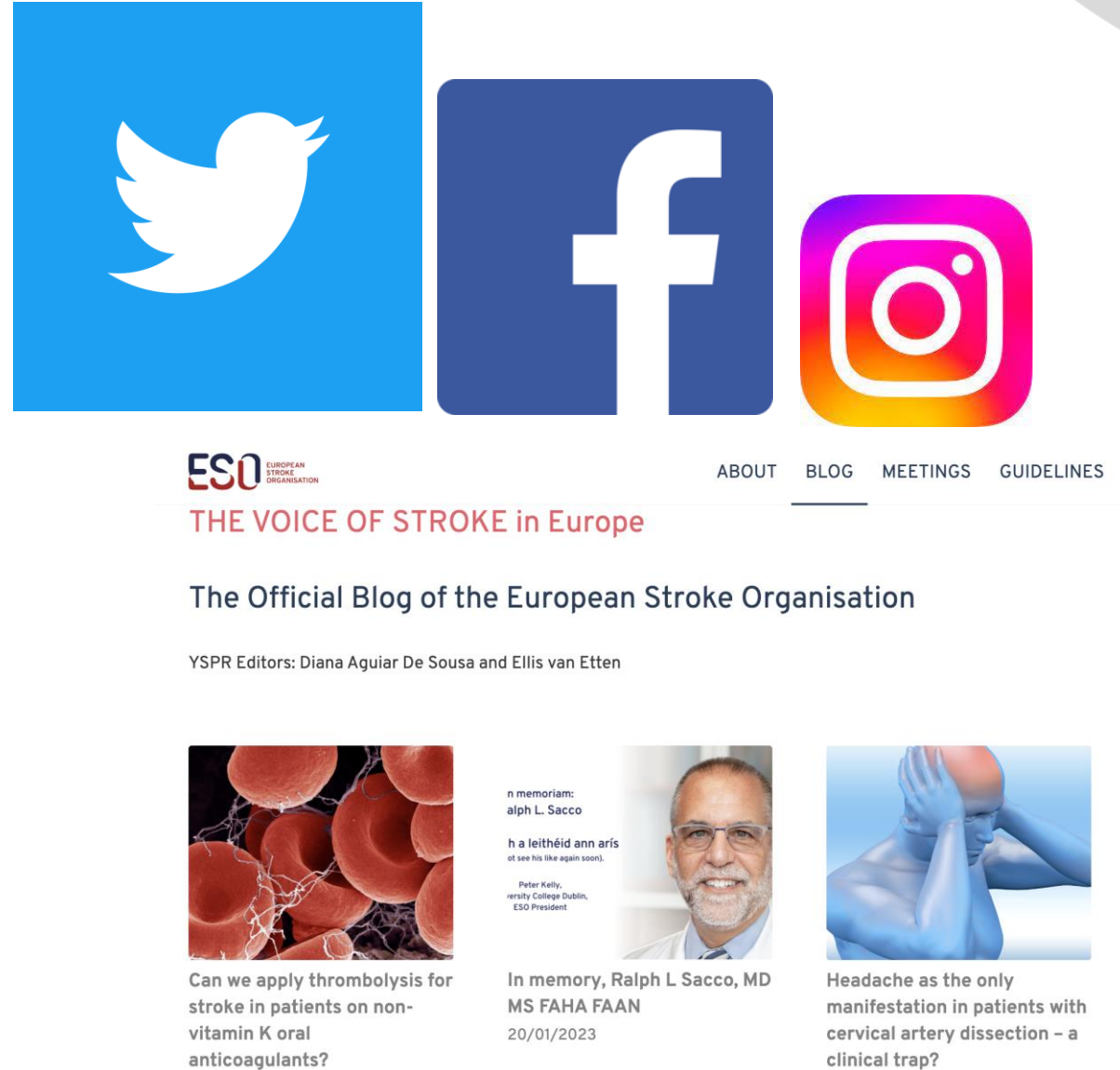
Public Relations and Social Media Committee

- Inna Lutsenko, Kyrgyzstan (Chair)
- Rajiv Advani, Norway
- Ana Isabel Fumagalli, Argentina
- Gian Marco De Marchis, Switzerland
- Joseph Kwan, UK
- Marios Psychogios, Switzerland
- Psychogios Klearchos, Greece
- Stela Rutovic, Croatia
- Zdravka Poljakovic, Croatia
- Petro Caliandro



The following channels are used by ESO SM and PR Committee:

- Twitter – from private accounts and reshared by @ESO account,
- Facebook - from private accounts and reshared by @ESO account,
- Instagram - - from private account in stories and in posts,
- ESO Blog site



Report of the ESO Public Relations Committee

Sessions covered at the ESOC 2022 at the Blog Post

SS1: Acute Stroke care delivery: difficulties but also improvements imposed by the COVID-19 era	Francesco / Stela
SS2: Acute intracerebral haemorrhage - where are we?	Rajiv Advani
SS4: Persistent frontiers facing acute reperfusion therapies (ESMINT-ESO)	Zdravka Poljakovic
SS8: Leveling up stroke care in Europe - Removing inequality	Francesco
SS9: Minimising the risks of Symptomatic intracranial hemorrhage following reperfusion treatments (ESO-ESMINT)	Zdravka Poljakovic
SS13: Covert brain infraction, acute or chronic - incidental finding or opportunity for prevention?	Inna Lutsenko
SS:16 ESC- ESO Joint Symposium: Evaluation of cardiac source of stroke.	Inna Lutsenko
SS17: Can Artificial Intelligence and Data Science improve Care of Stroke? The art of the possible.	Pietro Caliandro
SS18: Stroke care in women: from pathophysiology to health care delivery	Stela Rutovic
SS26: New perspectives on the etiologic classification of ischemic stroke: a paradigm shift towards precision medicine	Inna Lutsenko

Tweets shared during ESOC 2022



Professor Valeria Caso received a @ESOstroke Presidential Award 2022
Congratulations to the excellent role-model, scientist, motivating
personality for young colleagues



#ESOC2022



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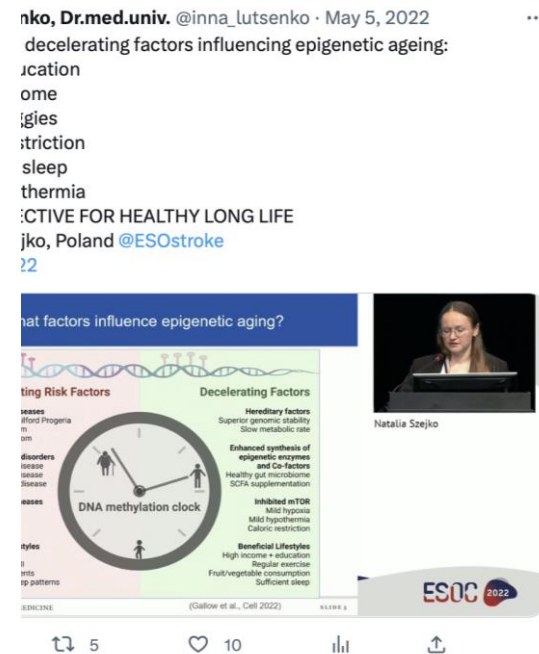
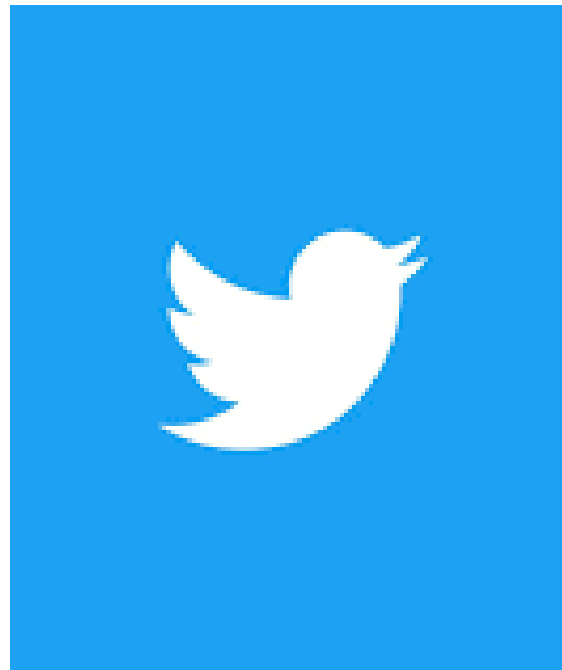


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Tweets shared during ESOC2022

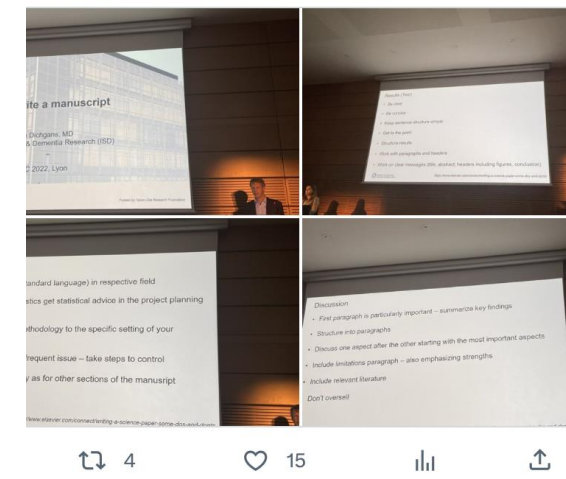
- Hashtag #ESOC2022



Inna Lutsenko, Dr.med.univ. @inna_lutsenko · May 4, 2022

For those who missed it: advices from @ESOstroke

Martin Dichgans recommends to use clear, structured diagrams, clear discussion part which can be written during



Several interviews were taken from the key Speakers during ESOC 2022

Interview with Prof. Natan Bornstein about the importance of the implementation of the ESO Guidelines into practice

Interview was circulated in Twitter, Facebook and Instagram



Several interviews were taken from the key Speakers during ESOC 2022

Interview with ESO President Elect, Prof. Simona Sacco about the evidence-based approach in stroke treatment

Interview is planned to be circulated in Twitter, Facebook and Instagram in February



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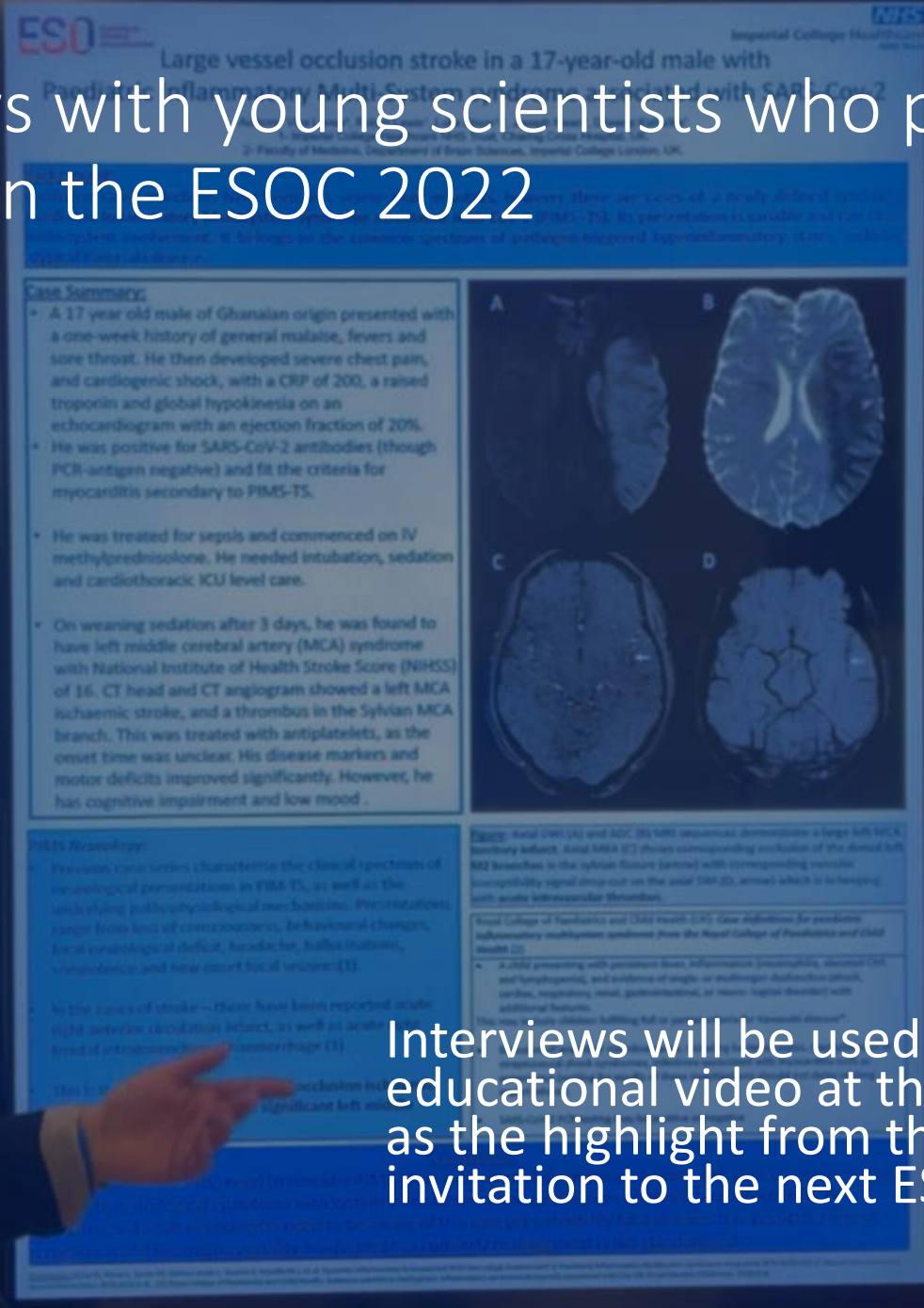
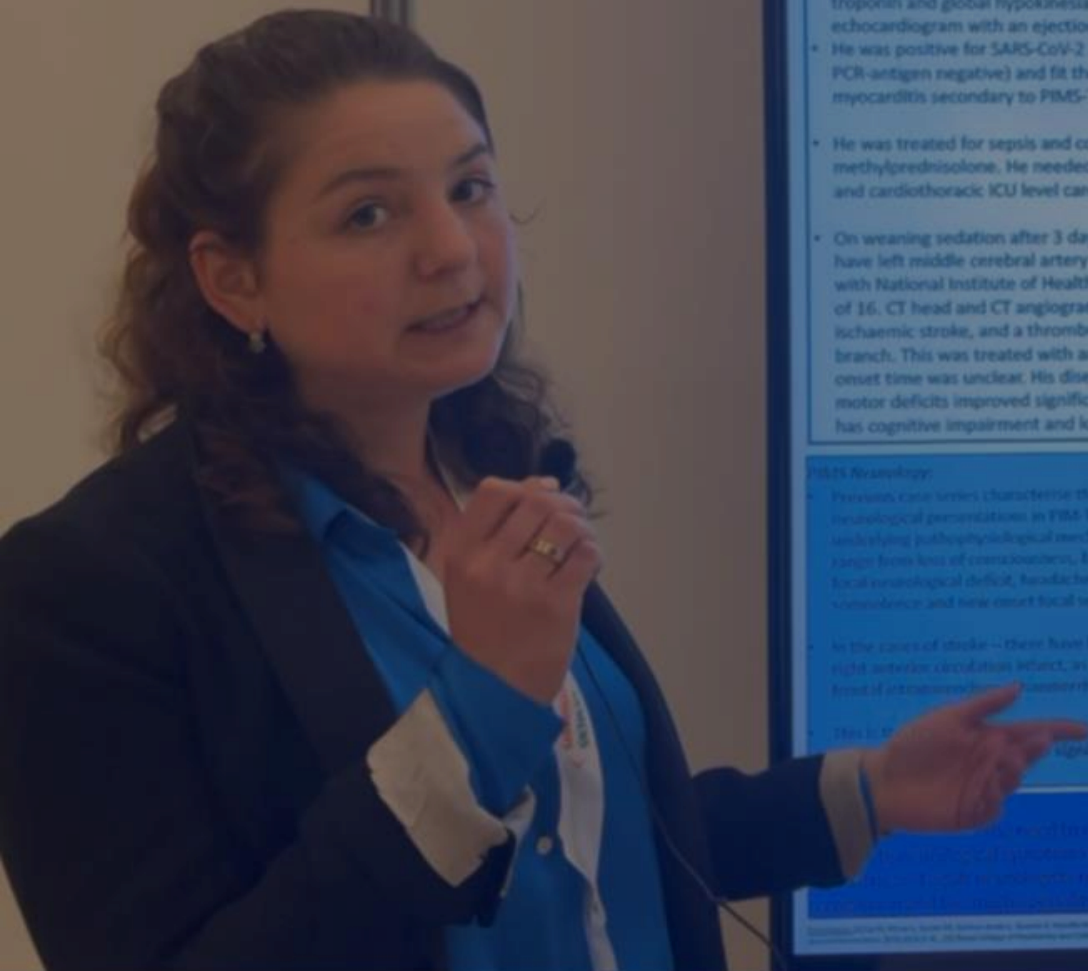
Interview with Else Charlotte Sandset about the importance of the young neurologists to come to the annual ESOC

Interview is planned to be circulated in Twitter, Facebook and Instagram in February

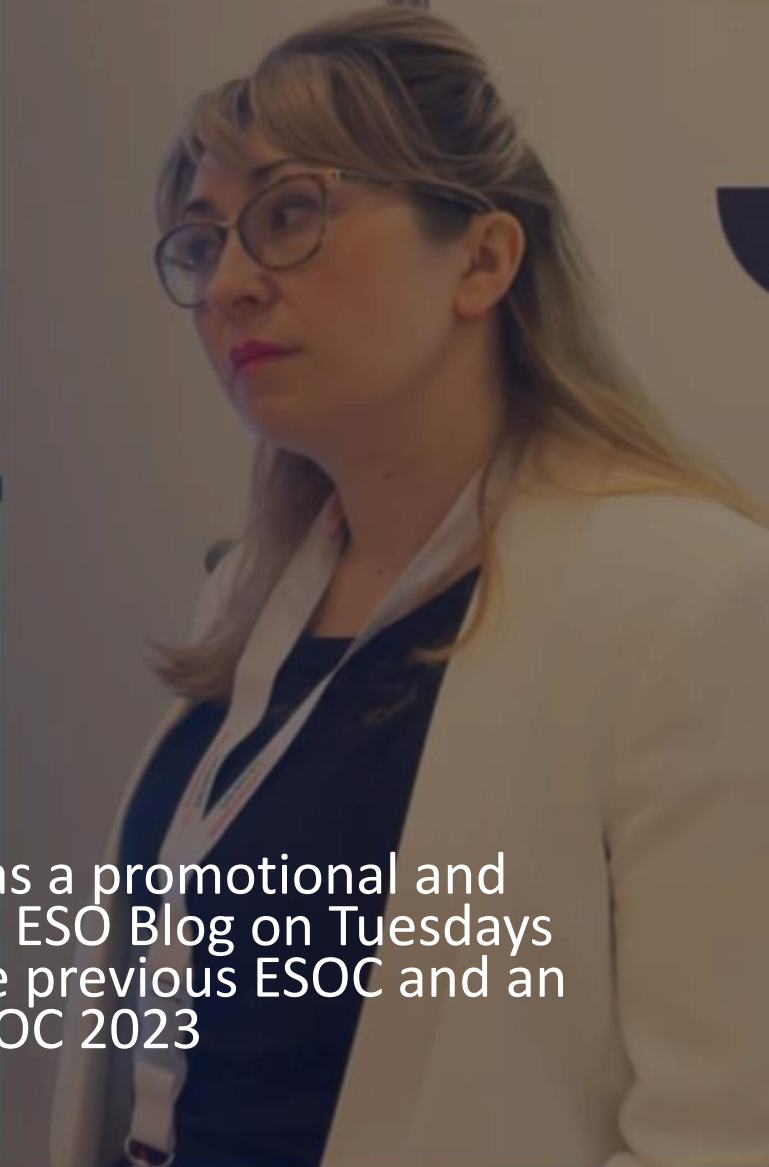


2022

Video interviews with young scientists who presented poster presentations on the ESOC 2022



Interviews will be used as a promotional and educational video at the ESO Blog on Tuesdays as the highlight from the previous ESOC and an invitation to the next ESOC 2023





Video interviews with young scientists who presented poster presentations on the ESOC 2022

UTILITY OF BLOOD TESTS SCREENING IN YOUNG PATIENTS WITH TRANSIENT ISCHAEMIC ATTACK OR MINOR STROKE

Introduction
We aimed to determine the utility of the typical 'young ischaemic blood tests' among young patients presenting to our TIA clinic with TIA or minor stroke (2022/23).

Methods
We conducted a retrospective review of consecutive cases of TIA and minor stroke among patients aged 15 years or younger presenting to the University College Hospital London TIA clinic over a 1 year period (1st Jan 2022 – 31st Dec 2022).

Results
Screening of asymptomatic and acute thrombophilia

Screening	Number	%
Thrombophilia	10	10.0
Factor V Leiden	1	10.0
Prothrombin G20210A	1	10.0
Factor II	1	10.0
Factor III	1	10.0
Factor IV	1	10.0
Factor V	1	10.0
Factor VI	1	10.0
Factor VII	1	10.0
Factor VIII	1	10.0
Factor IX	1	10.0
Factor X	1	10.0
Factor XI	1	10.0
Factor XII	1	10.0
Factor XIII	1	10.0
Factor XIV	1	10.0
Factor XV	1	10.0
Factor XVI	1	10.0
Factor XVII	1	10.0
Factor XVIII	1	10.0
Factor XIX	1	10.0
Factor XX	1	10.0
Factor XXI	1	10.0
Factor XXII	1	10.0
Factor XXIII	1	10.0
Factor XXIV	1	10.0
Factor XXV	1	10.0
Factor XXVI	1	10.0
Factor XXVII	1	10.0
Factor XXVIII	1	10.0
Factor XXIX	1	10.0
Factor XXX	1	10.0

Conclusions
Our study of 10 patients with positive ANA results, the majority (10/10, 100%) had low titres of 1:80. Four patients had significantly elevated ANA titres. Of these patients, one had known systemic lupus erythematosus (SLE), one was subsequently diagnosed with Sjögren's syndrome, and two had no identified autoimmune diagnosis.

Thrombophilia screening
Thrombophilia screening was positive in 17/103 (16%). Seven (42.2%) had negative results on repeat testing and did not receive a diagnosis. Four patients were diagnosed with antiphospholipid syndrome and antiphospholipid - two of these patients had known SLE, and one had had recurrent miscarriages. The remaining positive results did not change management.

Figure 1 - Percentage of cases where each test was ordered, and rate of abnormal test results

Figure 2 - Breakdown of cases with abnormal thrombophilia tests

Conclusions
No new autoimmune diagnosis was made related to the TIA/stroke aetiology, and only one case of chronic Hep B was diagnosed on infection screening. Evidence of thrombophilia testing is costly, and was rarely positive in patients without associated clinical features. The majority of abnormalities found across all tests did not lead to change in management, suggesting a more targeted approach to blood tests in young TIA/stroke would be best.

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EUROPEAN STROKE JOURNAL

Can blood biomarkers help in risk stratification of symptomatic intracranial hemorrhage and brain edema after acute ischemic stroke?
21/12/2022



Interview with Professor Anita Arsovska
20/12/2022



Reperfusion Therapies in Aged Brain: When Every Neuron Counts
16/12/2022



Should We Be Stenting Symptomatic Atherosclerotic Intracranial Stenoses?
09/12/2022



Interview with prominent ESOC speakers: Dr. Rajiv Advani
06/12/2022



Endovascular Thrombectomy in Posterior Circulation Stroke
02/12/2022



Interview with prominent ESOC speakers: Dr. Jan Scheitz
29/11/2022



What do we know from RCTs of endovascular therapy in the late time window and where do we go from here?
25/11/2022



D2D Visit Report -Trung Nguyen, England
22/11/2022

ESO Blog: written interviews with prominent ESO Speakers

The concept of the interview with the prominent ESO members was introduced with a suggestion of Michele Schaub Jackson at the end of November, 2022

Prominent ESO members were asked to answer on questions in the interview, how they came to ESO participation, which benefits bring a participation in ESOC and memorable moments during past ESOC

We interviewed and published the interviews of:

Dr. ~~Jan Scheitz,~~
Dr. Rajiv Advani,
Prof. Dr. Anita Arsovska

Interviews are scheduled on Tuesdays. More interviews will be published soon.

Interviews are reshared in the form of tweets threads with the links to the original papers of the interviewees



Inna Lutsenko, Dr.med.univ. @inna_lutsenko · Dec 4, 2022



1/ Educational thread about brain and heart connection



I want to introduce to you prominent [@ESOstroke](#) neurologists who made a huge input in [#stroke](#) research. [@Jan_FriSch](#) is a consultant stroke neurologist and professor at [@BerlinStroke](#)



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22



[Show this thread](#)



Inna Lutsenko, Dr.med.univ. @inna_lutsenko · Dec 4, 2022



13/ N Terminal pro b-type [#natriuretic](#) [#peptide](#)

Released in response to myocardial wall stress, monitor treatment of heart failure

Associated with poor short- term outcome; cardioembolic stroke origin

[@Jan_FriSch](#) [@Dr_No_Charite](#)



thelancet.com

Stroke–heart syndrome: clinical presentation and...

Cardiac complications are a frequent medical problem during the first few days after an ...



Plans of ESO SM and PR Comiittee

- Posting of the promotional videos with young scientists and ESO Key members regularly till the ESOC in two languages for the large auditorium
- Supporting the ESO Blog publications with the interviews of the ESO prominent members
- Regular tweets and Facebook posts on the upcoming ESO Events
- Highlighting the several ESO Sessions on ESOC 2023
- A collaborative paper on the participation of the social media channels in the spreading the evidence-based sources of ESO Guidelines