



LaLa Speaks

FOUNDATION

A PROMISE THAT SPARKED A MOVEMENT

LIFT
AMPLIFY
LOVE
ADVOCATE

BRAIN HEALTH +
EARLY INTERVENTION

NOTICE. PAUSE. ACT.

BRAIN ANEURYSM
EDUCATION + ACTION TOOLKIT

Learn the signs. Prepare to speak up. Share what saves lives.

FROM
A GRIEVING
MOTHER
TO A
MOVEMENT



KNOW
WHAT IS NORMAL.



RECOGNIZE
WHAT CHANGED.



KNOW
WHEN TO ACT.

TURNING
PAIN INTO
PASSION

SILENT SOUNDS, LOUD IMPACT | 2026

*Created in honor of
Jacqueline "LaLa" Rhone*

A practical brain health and brain aneurysm education resource for families,
survivors, caregivers, workplaces, schools, faith communities,
health partners, advocates, and public leaders.

EARLY INTERVENTION CHANGES OUTCOMES.



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AWARENESS | EDUCATION | ADVOCACY | ACTION | STRONGER COMMUNITIES

AWARENESS BELONGS IN EVERYDAY SPACES

Community education is not an add-on to this mission. It is how meaningful brain health information reaches people before a crisis.

LaLa Speaks Foundation brings brain health and brain aneurysm education, early recognition guidance, emergency action language, and self-advocacy tools into the places where people already gather: homes, workplaces, schools, faith communities, health fairs, neighborhood events, support spaces, and legislative conversations.

USE THIS TOOLKIT TO

- NOTICE what is normal for you and know your baseline.
- PAUSE when something feels new, unusual, or different.
- ACT when symptoms are sudden or severe.
- SHARE accurate information without creating fear.

THE MESSAGE

EARLY INTERVENTION CHANGES OUTCOMES.

Knowledge cannot diagnose a brain aneurysm, but it can help someone recognize when something has changed, communicate concerns clearly, ask informed questions, and connect to qualified or emergency care without unnecessary delay.

COMMUNITY EDUCATION BUILDS PREPAREDNESS

The goal is not to create fear. It is to help people feel more prepared to notice changes, speak up clearly, and advocate for themselves and the people they love.

REAL VOICES. REAL IMPACT.

WHAT IS A BRAIN ANEURYSM?

A brain aneurysm is a weak area in an artery in the brain that begins to bulge. Many unruptured brain aneurysms cause no symptoms. If an aneurysm ruptures, bleeding around the brain can become a life-threatening emergency.

2%–3% Brain aneurysms are estimated to affect roughly 2% to 3% of people.	AGES 30–60 They are most commonly identified in adults between about ages 30 and 60, but they can occur at any age.
MORE COMMON IN WOMEN Brain aneurysms are more common in women than men, particularly after midlife.	OFTEN SILENT Most unruptured brain aneurysms do not cause symptoms.

WHAT THESE FACTS DO AND DO NOT MEAN

Statistics describe populations. They do not predict one person's outcome.

A risk factor does not mean someone has or will develop an aneurysm, and the absence of a known risk factor does not rule one out.

Screening and monitoring decisions are individualized and should be discussed with qualified care.

NOTICE. PAUSE. ACT. Brain health deserves attention before a crisis.

SUDDEN, SEVERE SYMPTOMS ARE AN EMERGENCY.

A ruptured brain aneurysm often causes a sudden, severe headache.

CALL 911.

NOTICE THE DIFFERENCE

YELLOW | PAUSE

A larger or growing unruptured brain aneurysm may sometimes cause:

- Pain above or behind one eye
- A dilated pupil
- Blurred or double vision
- Numbness, weakness, or facial changes on one side

These symptoms can have many causes. They do not confirm a brain aneurysm.

SPEAK UP CLEARLY

If something feels new, unusual, or different, say what changed, when it started, how severe it is, and why it feels different from what is normal for you. Contact a qualified healthcare professional promptly.

Do not wait to see whether sudden severe symptoms pass.
Do not let the person drive themselves.

RED | ACT

Other sudden signs can include:

- Nausea or vomiting
- Stiff neck or sensitivity to light
- Double vision
- Seizure
- Confusion or loss of consciousness
- Sudden weakness or other neurologic changes

KNOW THE DIFFERENCE. KNOW WHAT TO ASK.

FACTORS TO DISCUSS WITH A HEALTHCARE PROFESSIONAL

Some factors may increase the likelihood of developing or experiencing complications from a brain aneurysm.

- High blood pressure
- Smoking or tobacco exposure
- Cocaine or amphetamine use
- Age
- Being female
- Close family history of brain aneurysm or aneurysmal subarachnoid hemorrhage
- Certain inherited or medical conditions

KNOW YOUR BLOOD PRESSURE

Your blood pressure is a brain health number worth knowing. One reading is information, not a self-diagnosis. Ask a qualified healthcare professional what your numbers mean for you and follow recommended treatment or follow-up.

FAMILY HISTORY MATTERS

If brain aneurysms run in your immediate family, tell your healthcare professional and ask whether screening is appropriate for you.

Not everyone needs routine screening.

PREPARE TO ADVOCATE

If something does not feel normal, be ready to say:

- What changed?
- When did it begin?
- Was the change sudden or gradual?
- How is it different from what is normal for me?
- What relevant family or medical history should the clinician know?

PREVENTIVE BRAIN HEALTH

Preventive brain health means knowing and managing the risks you can influence, staying connected to routine care, and speaking up when something changes. It does not mean every brain aneurysm can be prevented.

FROM INFORMATION TO PREPARED ACTION

Information is not enough. Recognition has to lead to action.

LaLa Speaks Foundation uses a simple education framework to help people move from awareness to a practical next step.

NOTICE KNOW YOUR BASELINE. Know what is usual for your body. Know your blood pressure. Know relevant family history. Know who you will contact when something changes.	PAUSE NAME THE CHANGE. Ask: Is this normal for me? Is this new? Is it getting worse? Does somebody need to know? Describe what changed, when it began, and why it feels different.	ACT GET THE RIGHT HELP. Seek qualified care when a change deserves evaluation. Sudden, severe neurologic symptoms require emergency action. Call 911.
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1 MEET PEOPLE WHERE THEY ARE

Bring credible information into homes, workplaces, schools, faith communities, health fairs, neighborhood events, support spaces, and public conversations.

2 MAKE THE MESSAGE MEMORABLE

Use clear language, lived experience, visual tools, and action steps people can remember.

3 BUILD ADVOCACY CONFIDENCE

Help people communicate changes clearly, prepare questions, and participate more confidently in conversations about their health or the health of someone they love.

4 CONNECT AWARENESS TO ACTION

Education should lead to informed decisions, appropriate care, stronger health literacy, community engagement, and advocacy.

THE FOUNDATION'S COMMITMENT

We translate credible health information into practical education people can understand, remember, and use. Our role is not to diagnose. Our role is to help close the gap between information and informed action.

USE YOUR VOICE. CARRY THE MESSAGE.

Choose the language that fits your audience, add your own reason for sharing, and direct people back to LaLa Speaks Foundation for continued education and resources.

GENERAL AWARENESS

Would you know if something changed? Knowing what is normal sounds simple until something changes. Notice what is normal for you. Pause when something feels new or different. Act when symptoms are sudden or severe. Early Intervention Changes Outcomes.

FAMILY + CAREGIVERS

Families deserve information before a crisis. Know what is normal for the people you love. If something changes, be ready to say what changed, when it started, and why it feels different. Sudden, severe symptoms can be an emergency. Call 911.

WORKPLACE + COMMUNITY

Brain health education belongs in everyday spaces. Our organization is helping share LaLa Speaks Foundation's Notice. Pause. Act. framework so more people can recognize meaningful changes, speak up clearly, and know when urgent action may be needed.

HEALTH + COMMUNITY PARTNERS

Brain health literacy grows when credible information becomes understandable and actionable. LaLa Speaks Foundation helps translate brain aneurysm and early-intervention education into practical tools communities can remember and use.

PUBLIC + CIVIC LEADERS

Awareness is only the beginning. Public leaders can help strengthen brain health literacy by amplifying credible education, supporting early-intervention awareness, and helping communities connect information to action.

SOCIAL MEDIA PROMPT

Would you know if something changed?

- NOTICE what is normal for you.
- PAUSE when something feels new or different.
- ACT when symptoms are sudden or severe.

Early Intervention Changes Outcomes.

#LaLaSpeaksFoundation #BrainHealth #BrainAneurysmAwareness
#EarlyIntervention #NoticePauseAct

TURN AWARENESS INTO ACTION.

LaLa Speaks Foundation works with individuals, families, community organizations, health partners, educators, advocates, workplaces, faith communities, and public leaders to help brain health education travel farther and become more useful.

SHARE Distribute this toolkit, share the Notice. Pause. Act. framework, post a verified message, or start a conversation about brain health and early intervention.	INVITE Bring LaLa Speaks Foundation into your workplace, school, faith community, health fair, conference, community event, or professional gathering for brain health education and conversation.
PARTNER Collaborate on recurring education, health-literacy outreach, community engagement, survivor and family resources, professional learning, or public awareness efforts that align with the Foundation’s mission.	ADVOCATE Use your voice to support stronger brain health education, earlier recognition, informed access to qualified care, and policies or systems that help communities act on credible information.

HOST SILENT SOUNDS, LOUD IMPACT

Silent Sounds, Loud Impact is LaLa Speaks Foundation’s brain health and early-intervention education experience. It uses Notice. Pause. Act. to help audiences recognize meaningful changes, communicate concerns clearly, and understand when qualified or emergency care may be needed.

LEARN. SHARE. ACT.

lalaspeaksfoundation.org
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AWARENESS HAS A MONTH. BRAIN HEALTH DOES NOT. Our work continues all year.

TRUSTED INFORMATION. TRANSPARENT SOURCING.

Credible information. Clear community translation.

LaLa Speaks Foundation uses clinical guidance, federal neurologic resources, academic health-system education, and peer-reviewed research to support its brain health and brain aneurysm education. These sources validate the medical information. LaLa Speaks Foundation owns the public education framework and community action pathway.

American Heart Association / American Stroke Association

2023 Guideline for the Management of Patients With Aneurysmal Subarachnoid Hemorrhage | professional.heart.org

National Institute of Neurological Disorders and Stroke, NIH

Cerebral Aneurysms | ninds.nih.gov

Barnes-Jewish Hospital

Brain Aneurysm Symptoms | barnesjewish.org

Washington University Medicine, Department of Neurosurgery

Aneurysms + Cerebrovascular Care | neurosurgery.wustl.edu

University of Tennessee Health Science Center

Stroke / Vascular Neurology and Preventive Medicine | uthsc.edu

EDUCATIONAL + SAFETY NOTE

This toolkit provides general education, not medical advice, diagnosis, screening recommendations, or treatment. Symptoms can have many causes. Sudden, severe headache, loss of consciousness, seizure, or other sudden neurologic symptoms require emergency evaluation. Call 911.

Clinical guidance may change as research and recommendations evolve. LaLa Speaks Foundation reviews and updates public education language and references as appropriate.

CONTINUE LEARNING WITH LALA SPEAKS FOUNDATION

Scan the QR code or use the direct link below to access brain aneurysm education, advocacy resources, and updates from LaLa Speaks Foundation.

<https://www.lalaspeaksfoundation.org/brain-aneurysm-awareness>

