

WORLD STROKE DAY 2025

Awareness Campaign

one voice

One World Voice for Stroke

2025

[illegible]

Objective

A 3x40 grid of question marks on a blue background. The grid is composed of 3 rows and 40 columns. The first row contains 40 question marks. The second row contains 39 question marks, with the last cell being empty. The third row contains 39 question marks, with the last cell being empty.

[illegible]

Put in any specific information for the region

<Can include the slide I sent for the particular region>

WORLD STROKE DAY FOCUS

2025

Stroke symptom recognition

Knowing how to spot the signs of stroke and raising the alert is an essential first step that can help make sure people get the treatment they need, fast.

#EveryMinuteCounts. Learn to spot the signs of stroke today

But there are other important messages (which may be more of a priority in specific countries/ regions)

- Stroke prevention
- Life after stroke

#EveryMinuteCounts 2025 campaign

Legacy assets

Campaign Overview

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Objective	Goals	Metric	Ask
? Raise public awareness of the signs of stroke and the role FAST action plays in improving stroke survival and recovery.	? Reach the maximum number of people	? Reach on social media Reach on PR Shared posts Engagement	? Share this post.
	Deliver engaging content in all global regions	Website data Social media followers Hero video views	
	Increase the number of people who know the signs and symptoms of stroke.	Number of “certifications” Educational video views	Learn to spot the signs of stroke.

Content pillars

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Every minute counts.
Stroke acts fast.
You should too.

Every minute a stroke goes untreated,
millions of brain cells die.

FOCUS: medical need

Content exploring the medical side of
stroke, what happens when someone
has a stroke, how this causes symptoms
and the long-term effects.

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Every minute counts.
Are you ready?
Learn to spot stroke.

When you spot stroke, you become
the first link in a life-changing chain.

FOCUS: practical solution

Central pillar calling on people to learn
the signs of stroke and reinforcing their
role as the “front line” responder that
links people to treatment.

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Every minute counts.
Your action today could
change a life tomorrow.

Time isn’t just brain. It’s someone
you love.

FOCUS: benefit of acting

Content reinforcing the benefits of
fast action. Every minute saved
increases the chance of full recovery.

Key visuals with FAST message



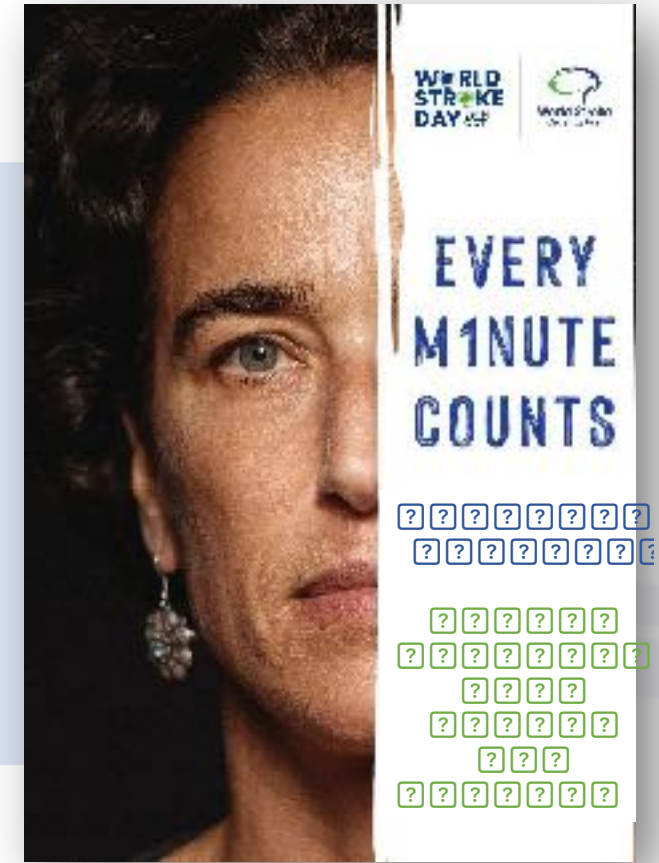
Central pillar: Practical Solution

Every minute counts.

Are you ready to #ActFAST Learn to spot stroke.

When you spot the signs of stroke, you become the first link in a life-changing chain.

- Every two seconds someone has a stroke.
- It's easy to spot the signs if you know what to look for:
 - Facial weakness
 - Arm weakness
 - Slurred speech
- If you see someone experiencing these signs, it's Time to raise the alarm.
- Don't delay. The faster you act the sooner someone gets the treatment they need.



Supporting pillar: Medical Need

Every minute counts.

Stroke acts fast. You should too.

Every minute a stroke goes untreated, millions of brain cells die.

- A stroke happens when blood flow to the brain is suddenly blocked.
- Without blood, brain cells stop working and can die.
- The damage can affect a person's ability to walk, move, speak, and manage everyday tasks.
- Hospital treatment can save brain cells and reduce the risk of long-term damage. The sooner these treatments are given, the better the chance of recovery



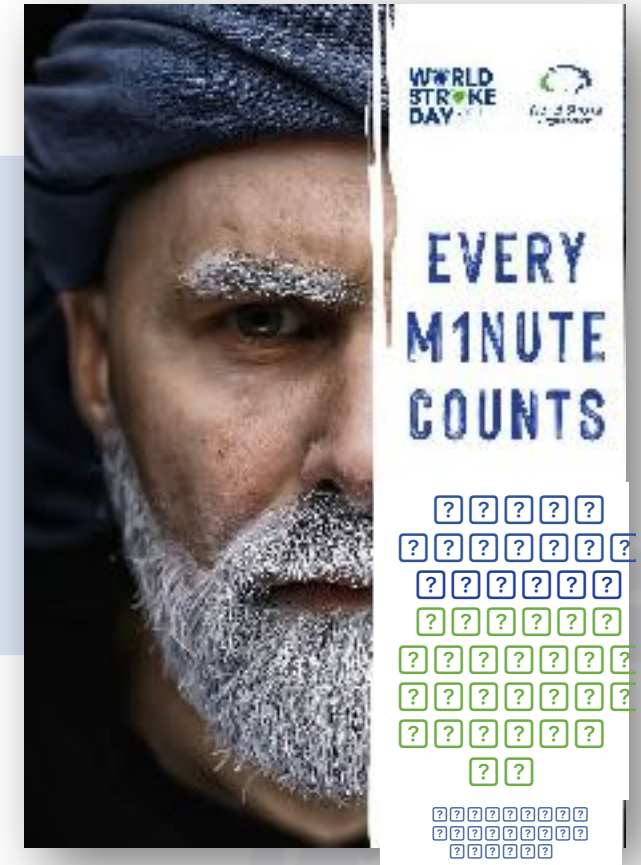
Supporting pillar: Benefit of acting

Every minute counts.

Your action today could change a life tomorrow.

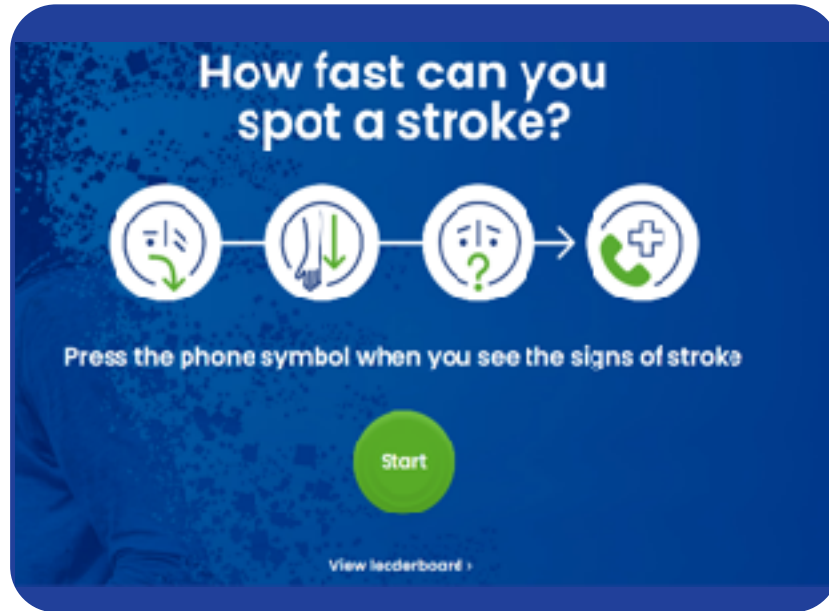
Time isn't just brain. It's someone you love.

- One in four adults will experience stroke in their lifetime.
- Two in every three stroke survivors experience long-term complications or disabilities.
- Fast action on stroke can dramatically reduce the amount of damage caused.
- This increases the chances of a near or full recovery.
- **Fast action doesn't just save lives – it helps people live their best life.**



one voice

Challenge: Can you spot stroke?



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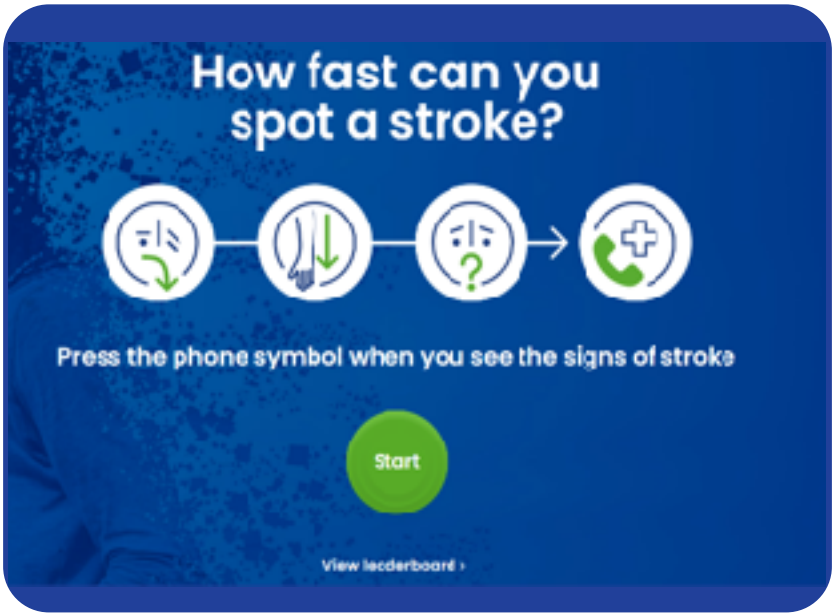
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one voice

Challenge: Videos and Quiz



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Hashtags

The World Stroke Day 2025 official hashtags are

10 black boxes with question marks
15 black boxes with question marks
20 red boxes with question marks
20 red boxes with question marks

These are the hashtags that will be monitored and that will be counted when calculating campaign reach and engagement Using one of these hashtags alongside a locally chosen hashtag will make sure your engagement is included in the World Stroke Day data and that is shown on our live social wall (homepage of [20 blue boxes with question marks](#))

* We are sticking with ActFAST over BeFAST following the publication of [10 blue boxes with question marks](#) which found significantly higher retention and ability to recall stroke symptoms, fully or partially, with FAST. Adding B and E to FAST resulted in lower retention of more common symptoms.

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World Stroke Day 2025 campaign guide:

HOW TO USE THIS?

Hero video

HOW TO USE THIS?

Social Media asset

HOW TO USE THIS?

Stroke facts videos

HOW TO USE THIS?

Campaign posters

HOW TO USE THIS?

Stroke Spotter game

HOW TO USE THIS?

Every Minute Counts leaflet

HOW TO USE THIS?

Design files .ai and eps files

HOW TO USE THIS?

(*Arabic, Chinese Mandarin, English, French, Hindi, Portuguese, Spanish, Bahasa?)

What can be translated on their own?

What can we help to translate?

Design files .ai and eps files to support local adaptation and translation of campaign materials accessible from WSO website member area.
(WSO member only resources)

Social Media Influencers

- [?][?][?][?][?][?][?][?][?][?][?][?][?][?][?][?] will support member outreach to online influencers in your network. The brief outlines key messages, dates, hashtags and links to be included in posts.

- The Campaign team has identified social media influencers with lived experience of stroke, or who have used their platform in previous years to bring attention to stroke.

- We are prioritizing influencers with large following on [?][?][?][?][?][?][?][?][?][?][?]
[?][?][?][?][?][?][?][?][?].

- NOTE: Influencer content has the most impact when [?][?][?][?][?][?][?][?][?][?][?][?]
[?]. Recording content for us to share on WSO/member organization channels is a nice way to show support, but it doesn't give us the reach that a post to their followers will give.

EVENTS

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Press release

Featuring

- New data
- People with lived experience, personal stories
- Healthcare workers involved in stroke care
- Stroke support organizations

Put your action on the map!

World Stroke Day registrations are one of the ways we measure our reach and growth of the campaign. Each year we aim to see more dots in more countries!

If you plan a public awareness activity around World Stroke Day please register it on our map.

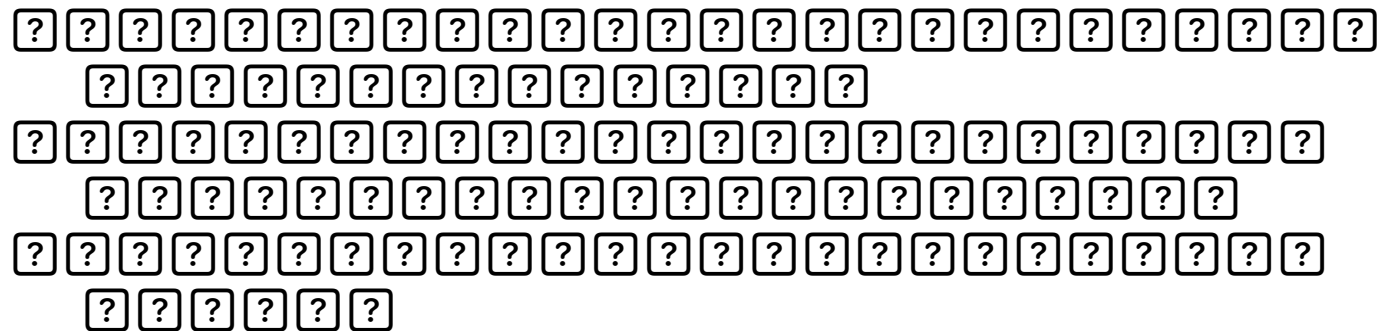
By submitting a short report and photo of your activities, using our online form, you will be able to download a WSO Certificate of Participation.



Get recognition

Our Campaign Awards are a way for us to recognize and celebrate good practice, innovation and commitment to public awareness of stroke.

Award winners are selected by the World Stroke Campaign Committee.
You can submit or nominate in 3 categories



Winners can claim either free World Stroke Organization Membership (for individuals, or SSOs in LMICs) or free individual membership.

Winners also feature in the WSO Annual Report, WSO blog.

NEW for this year – 2025 winners video to be shown at World Stroke



LEGACY ASSETS

FAST Heroes – schools based awareness

LEVERAGING THE ENTHUSIASM OF CHILDREN TO SPREAD STROKE KNOWLEDGE

Developed by teachers for teachers, FAST Heroes is a primary schools-based program that works to raise awareness of the key symptoms of stroke and the importance of calling an ambulance straight away.

Now active in over 20 countries, the campaign harnesses children's enthusiasm for learning, encouraging them to share the knowledge they gain with their loved ones, particularly their grandparents.

Nearly a million children across the world have been educated via the program to date, with numerous lifesaving stories directly resulting from the information cascade.

You can find out more at www.fastheroes.com.

Email queries or questions to pr@fastheroes112.com.



What you can do now?

Join WSO if you are not as yet a member

Review webpage and legacy assets

Share with colleagues, associations

Strategise your plan

- Messages – Every minute counts, prevention, life after stroke
- Components
- Timing

Adapt material – local relevance, logos, translate

- Printing if needed

Social media plan

- decide and set up channels, build presence,
- Frequency of posts, hashtags, Boosting
- Reach out to influencers

Plan talks and events

Media/ press plan

Register on WSO map

Plan to apply for award

Let us know if you need help

Adaption
Language translation
Adding logos
Legacy assets
Liking our page, sharing our social media posts
Channel?
QR code
Press release
Light up?
Sports
Events

Thank you

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One World Voice for Stroke

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