

INFLUENCER'S GUIDE

WHAT IS WORLD STROKE DAY?

World Stroke Day is held on 29th October each year. It is an opportunity to raise awareness of the serious nature and high rates of stroke, talk about prevention and treatment and ensure better care and support for survivors.

WHY IS IT IMPORTANT?

Every year, 12 million people experience a stroke. That's one every two seconds. The sad truth is that 1 in every 2 people who experience a stroke will die from it. 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.

IMPACT IN 2024



Total reach:
4.2 billion



Countries:
78



Community
events: 170

INSTAGRAM & TIKTOK

HOW YOU CAN SHOW YOUR SUPPORT WORLD STROKE DAY

1.

TikTok/Instagram Story published around 25th October reminding people that World Stroke Day is being celebrated on 29th October and that the theme is #ActFAST.

TikTok/Instagram post on 29th October highlighting the campaign's key messaging.

2.

@MENTIONS @WorldStrokeCampaign

#HASHTAGS #WorldStrokeDay #ActFAST



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World Stroke Organization

**WORLD
STROKE
DAY** 29TH OCT

