

THE POWER OF SAVING
#PRECIOUSTIME

WORLD STROKE DAY 29TH OCT

Campaign Theme 2022

This year's campaign will continue to focus on stroke symptom awareness and the importance of saving #PreciousTime when it comes to stroke. The message that Minutes Can Save... a life, mobility, speech, memories resonated well in 2021 and we want to maintain that momentum.

The Minutes Can Save Lives campaign aims to reinforce public awareness of three key symptoms of stroke – face drooping, arm weakness and speech and the importance of time in seeking emergency medical care to prevent the worst impacts of stroke. The campaign will use several of the same social media and information resources as last year with the addition of some exciting new tools to help engage the public online and off.

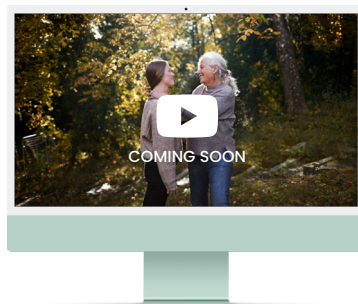
#PreciousTime #WorldStrokeDay

Our new Campaign Guide with access to all resources featured here will be available to members and the public in August 2022. For regular updates and follow us on social media for campaign news and more on how you can become involved, or contact campaign@world-stroke.org to be added to our mailing list.

f Facebook @worldstrokecampaign
t Twitter @WStrokeCampaign
i Instagram @worldstrokecampaign
in LinkedIn @world-stroke-organization

NEW Stroke video

Showing why acting fast when it comes to stroke can make huge difference, our new campaign video will draw on global stroke survivor and caregiver experiences to show how knowing the signs can save lives and create a better future.



NEW Stroke Spotter Game

Test your ability to spot stroke signs, level up to learn more and share your time score on social media. You can support awareness by sharing the game on your website or social. Why not create a 'stroke spotter' leaderboard at your World Stroke Day event?



NEW FAST Heroes

Sign up your local school or get your own kids involved in learning and sharing signs of stroke with online resources provided by our FAST Heroes campaign partners. More information on this program can be found at www.worldstrokecampaign.org.



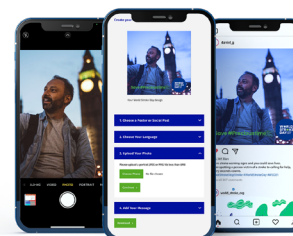
NEW Global Light Up

Help create a chain of blue lights around the world to build public awareness of stroke. Where could you light up? Find a local landmark, or even better clock and light it blue for stroke on October 29th. Engage the press and share on social. www.worldstrokecampaign.org



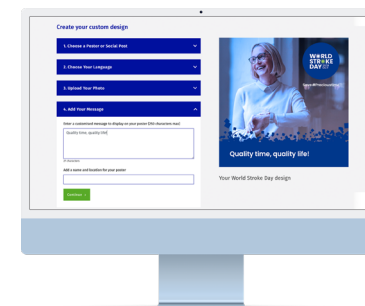
NEW #PreciousTime Social Post

Create your own social media post using our online post building tool. This year we really want to highlight the importance of #PreciousTime so are asking people to take a photo with a clock – whether that's a national icon, one in your home or the watch on your wrist – use our online filter and share on social.



NEW Poster builder

Our online poster template allows you to customize local posters easily into local languages and with images of your local community while sharing a global stroke awareness message.



ALSO AVAILABLE

World Stroke Day Resources

Assets available [here](#) in 7 languages with Key Visual assets for Social, OOH and Print

Minutes Save Lives video

7 language versions of video available [here](#)

