



WORLD STROKE DAY ^{29TH} OCT

2022 Activation Toolkit

Welcome to World Stroke Day 2022!

“

Last year on World Stroke Day we launched our **#Precioustime** campaign with the message that when it comes to stroke, **'Save minutes, Save lives.'** Together we reached over 2 billion people with a clear message that has the potential not just to save a life from stroke, but to save mobility, speech and precious independence for millions of stroke survivors around the world.

With 1 in 4 of us at risk of stroke in our lifetime, the message remains just as relevant this year. On World Stroke Day 2022 we are calling on the stroke community to come together again with the same energy and creativity as last year to ensure that as many people as possible learn the signs of stroke and know what to do.

To help you spread the word, we have expanded the toolkit with even more resources to help you prepare and take action on October 29th 2022.

From #Precioustime themed social media posts, to monument light-ups, and from public events to classroom activities, you'll find all the resources you need.

Whatever you have planned or whatever you do, big or small, we want to see it and share it, so be sure to put your pin on our **Global Map of Action** and share it on social using **#Precioustime** or **#WorldStrokeDay**.

If you have any feedback, are looking for advice or want to support the campaign, please reach out to us at campaign@world-stroke.org.

”



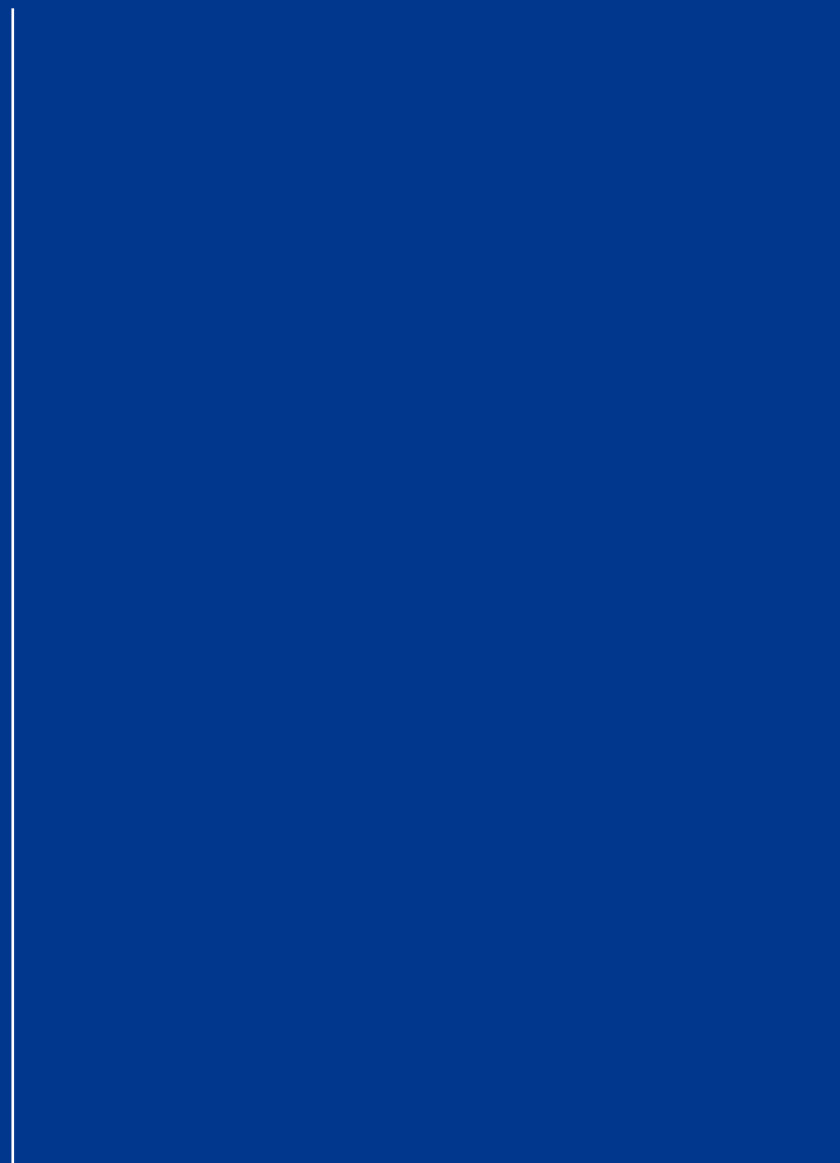
Sheila Martins and Deidre de Silva,
Co-chairs of the World Stroke Campaign

Contents

1	Introduction	1
2	Background	2
3	Methodology	3
4	Results	4
5	Discussion	5
6	Conclusion	6
7	References	7
8	Appendix	8
9	Glossary	9
10	Index	10

1

Introduction



1.1 About World Stroke Day

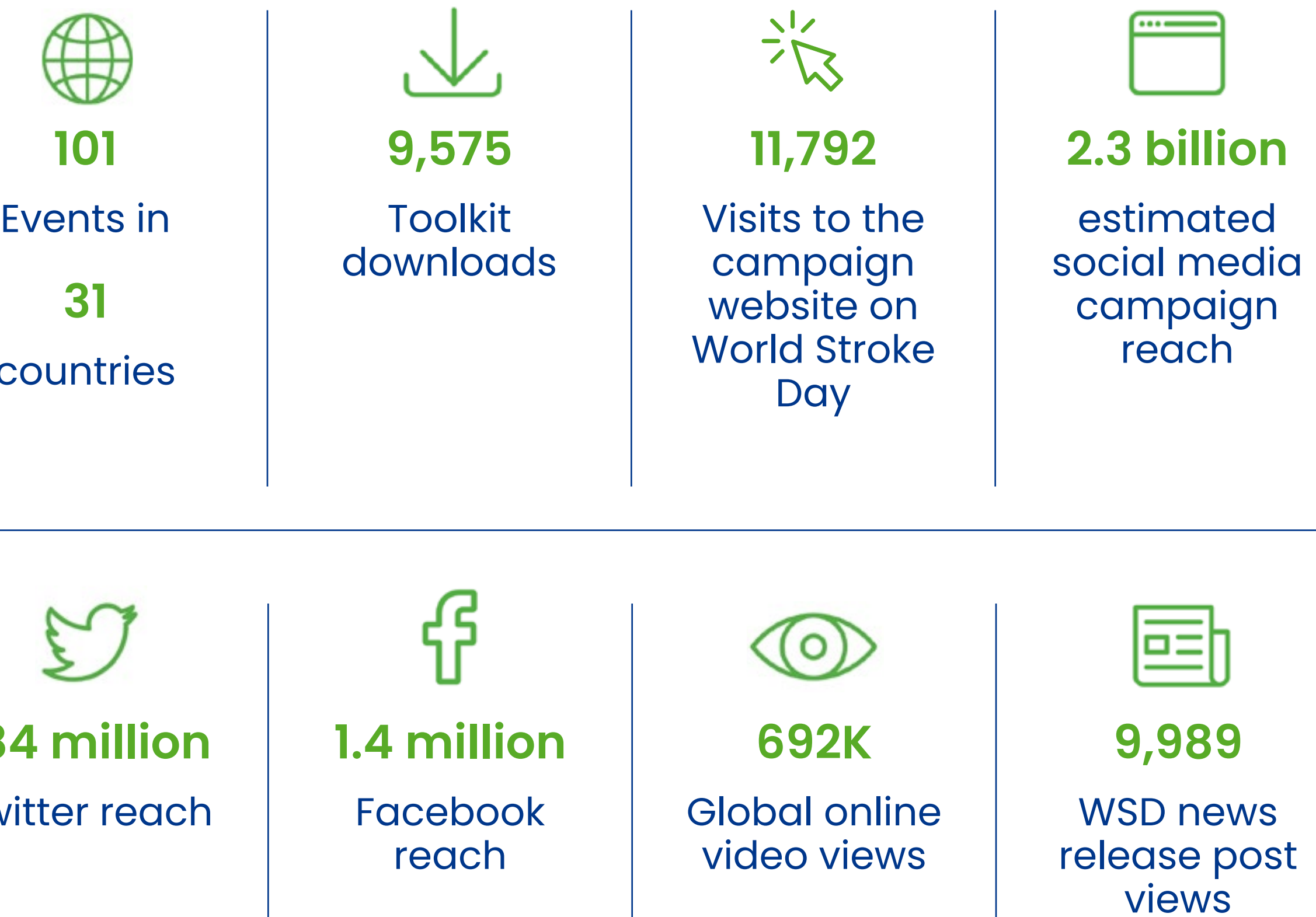
World Stroke Day is held on 29th October each year.

The annual event was started in 2006 by WSO. In 2010, we declared stroke a public health emergency.

World Stroke Day 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.

In 2021, the campaign reached more than 2.3 billion people in 31 countries.

World Stroke Day 2021 by numbers

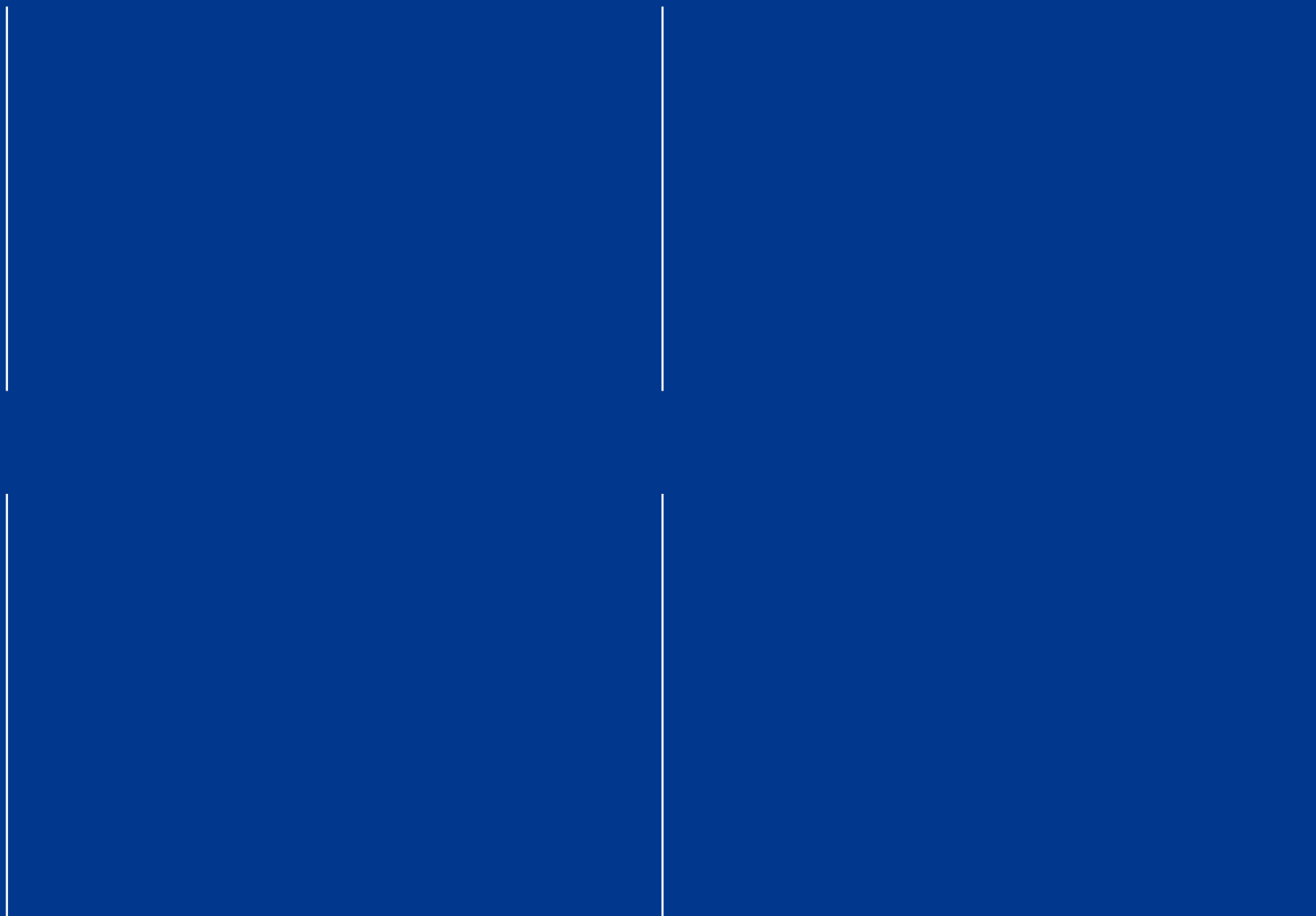


1.2 The Goals for World Stroke Day 2022

Campaign Objective	Goals	Metrics
Raise awareness of the signs of stroke and the importance of saving #Precioustime.	Reach the maximum number of people	<ul style="list-style-type: none">•Reach on social media•Potential reach of press release•Reach of hashtag #Precioustime
	Make the message engaging	<ul style="list-style-type: none">•Social media engagement (Likes, Reactions, Comments)•Social Media Followers (across accounts)
	Speak with one voice as the stroke community	<ul style="list-style-type: none">•% Member Participation•Number of material downloads

2

The Big Idea for World Stroke Campaign 2022

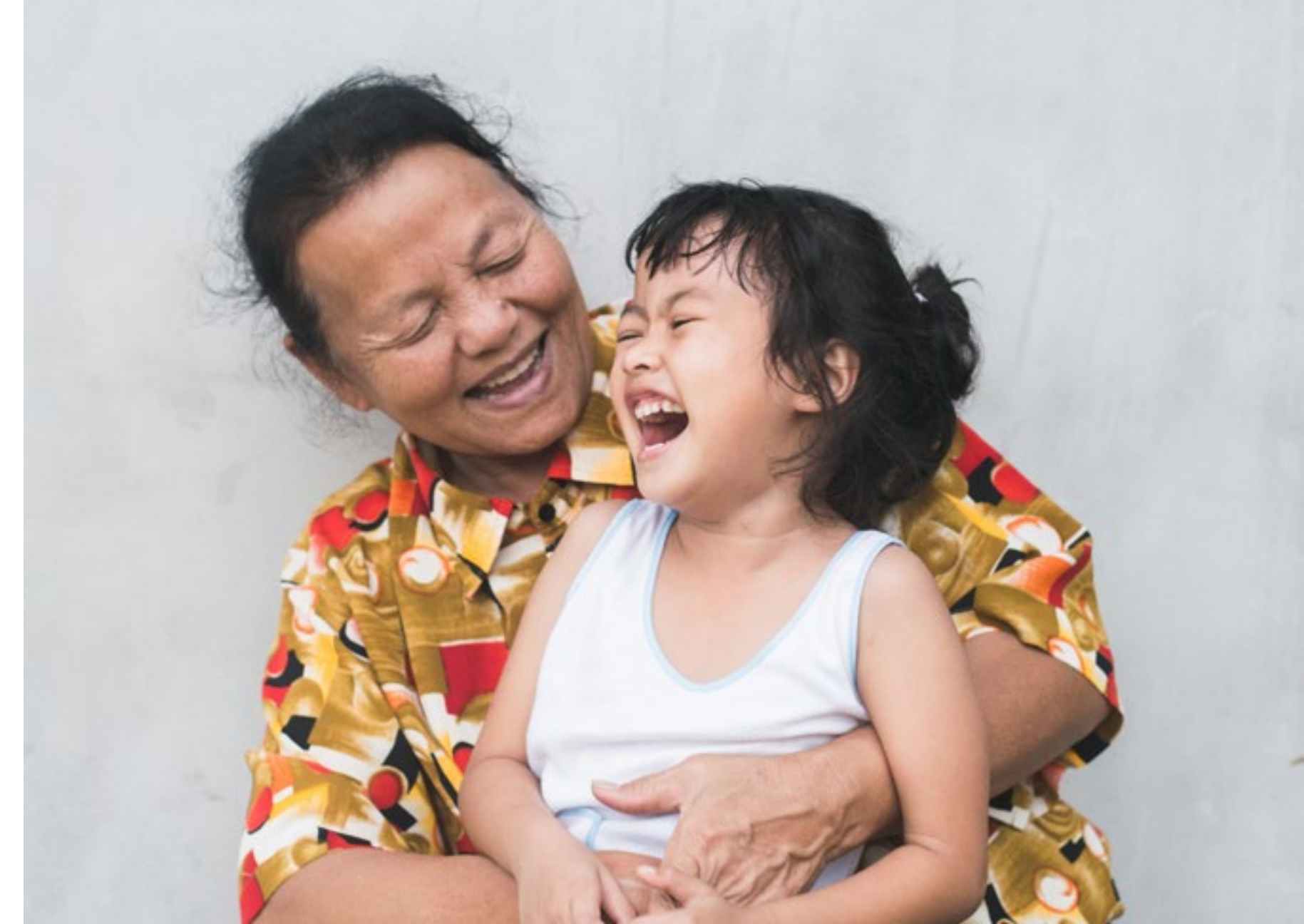


A decorative graphic consisting of a cluster of small blue squares on the left, with a trail of squares extending towards the right, fading out.

#Precioustime the concept

When somebody has a stroke, every second that goes by is crucial. As brain tissue and millions of neurons begin to fade away, time could not be more precious.

The Precious Time campaign aims to raise awareness about stroke symptoms and the benefits of acting FAST in the aftermath of a stroke. We want to communicate what can be saved: a life, but also independence, quality of life and precious memories.



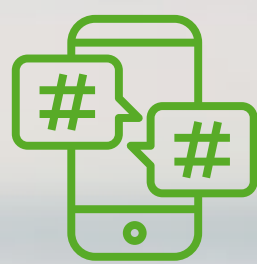
2022 is the second year of this two-year campaign aimed at raising general public awareness on stroke symptoms and the importance of acting FAST when you spot them.

This toolkit gives you the opportunity to bring the campaign to life through: a global poster campaign, updated FAST icons, social media posts and PR messaging.

2.2 What's Staying the Same for World Stroke Day 2022



Continued focus
on stroke symptom
awareness



Hashtags
#Precioustime and
#WorldStrokeDay



Social media animations and images to support
Facebook, Instagram and Twitter campaigns



Online poster builder
(but with a new look)



Landmark
Illuminations



2.3 What's NEW for World Stroke Day 2022



NEW

Updated campaign website with links to all campaign resources on www.worldstrokecampaign.org

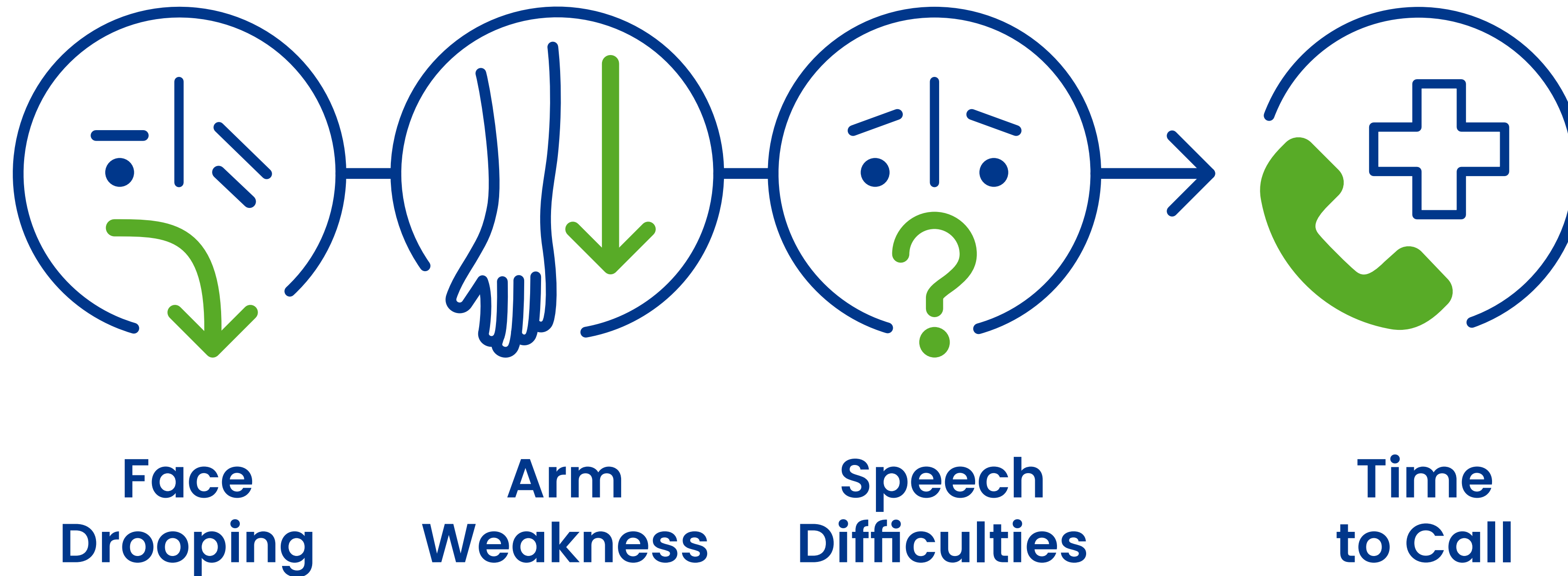
Campaign video drawing on patient and caregiver experiences to demonstrate the power of knowing the signs and saving #Precioustime for stroke.

Spot Stroke game our new online game challenges players to spot stroke and call for an ambulance in the fastest possible time. Share your time and challenge your friends to beat your personal best, level up to learn more about stroke symptoms and enter a draw to win a fitness tracker.

Clock selfie social post builder to highlight the importance of #Precioustime in stroke, we will be encouraging members, influencers, decision makers and community leaders to take a selfie in front of a clock, use the World Stroke Day online post-builder and share on social media channels. Who could you ask to support the clock campaign to help raise public awareness of stroke signs?

Testimonials and blog series: Survivor and care giver testimonials and stroke spotter blog series on WSO website. Share your stroke spotting story and the importance of emergency medical care.

2.4 The Iconography for FAST



A lot of people will engage with the World Stroke Day campaign on a mobile screen. We have developed symbols that are easy to spot and understand in that context – small in size and fighting for attention.

They are simple, genderless and without ethnicity, yet human and urgent.

2.4 Icon Animation



2.5 Key Visuals

Minutes can save lives

Learn the signs, Say it's a Stroke Save #Precioustime

For more information: www.worldstrokecampaign.org

Face Drooping Arm Weakness Speech Difficulties Time to Call

World Stroke Organization

co-branding Placeholder

Emotional hook

Learn the signs of a Stroke save #Precioustime

Minutes can save lives

For more information: www.worldstrokecampaign.org

Face Drooping Arm Weakness Speech Difficulties Time to Call

World Stroke Organization

co-branding Placeholder

Call to action

Stroke

Face One side of the face is drooping

Arm Arm weakness, the person cannot raise their arms

Speech Difficulty speaking, slurred speech

Time to call an ambulance and say it's a stroke

Learn the signs, Say it's a Stroke Save #Precioustime

For more information: www.worldstrokecampaign.org

World Stroke Organization

co-branding Placeholder

Symptom spotting

2.5 Key Visuals: Emotional Hook

Alternative headers

Minutes can
save memories

Minutes can
save mobility

Minutes can
save speech

Minutes can save
independence

Sign-off



Logo and
co-branding logo

2.5 Key Visuals: Call to Action

Call to action

Learn the signs
of a Stroke
save #Precioustime

Sign-off

Minutes can
save lives

For more information:
www.worldstrokecampaign.org



Face Drooping Arm Weakness Speech Difficulties Time to Call



co-branding Placeholder

Logo and
co-branding logo

2.5 Key Visuals: Symptom Spotting

Header

Stroke



Face

One side of the face is drooping



Arm

Arm weakness, the person cannot raise their arms



Speech

Difficulty speaking, slurred speech



Time

to call an ambulance and say it's a stroke

Focus on the symptoms

Sign-off

Learn the signs,
Say it's a Stroke
Save #Precioustime

co-branding Placeholder



For more information: www.worldstrokecampaign.org

Logo and co-branding logo

2.5 The Power of Saving #Precioustime

**Minutes can
save lives**



**Minutes can
save lives**



2.5 The Power of Saving #Precioustime

**Minutes can
save memories**



**Minutes can
save memories**



2.5 The Power of Saving #Precioustime

**Minutes can
save mobility**



**Minutes can
save mobility**

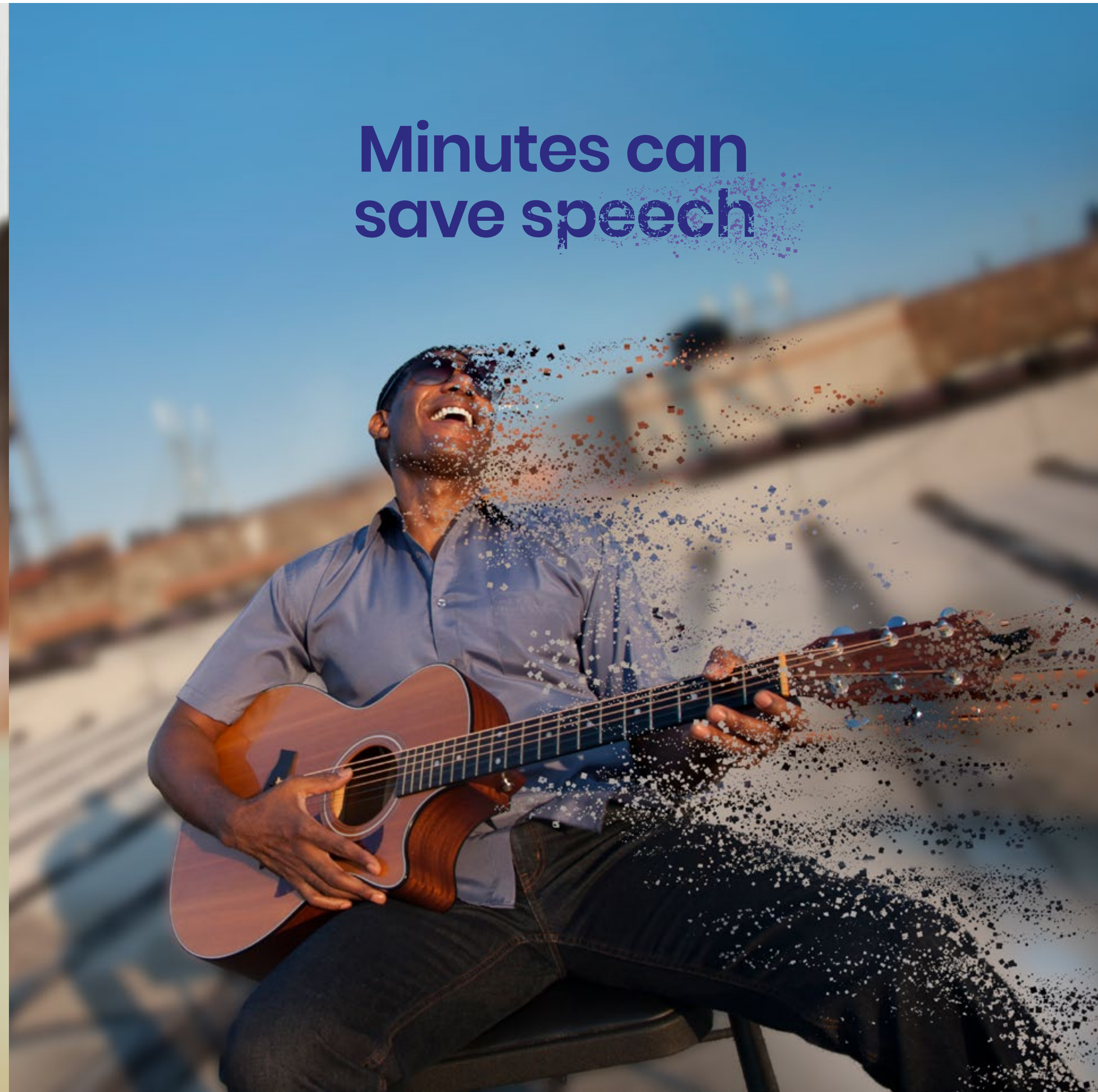


2.5 The Power of Saving #Precioustime

**Minutes can
save speech**



**Minutes can
save speech**



2.5 The Power of Saving #Precioustime

Minutes can
save independence



Minutes can
save independence



2.5 Adapt it to your Local Market Needs

Choose the images, messages and tone you know will resonate with your own audience from the primary and additional assets in the toolkit.



2.5 Image Bank: Additional Images to choose from

Primary

Save memories



Save mobility



Save speech



Save independence



Save lives

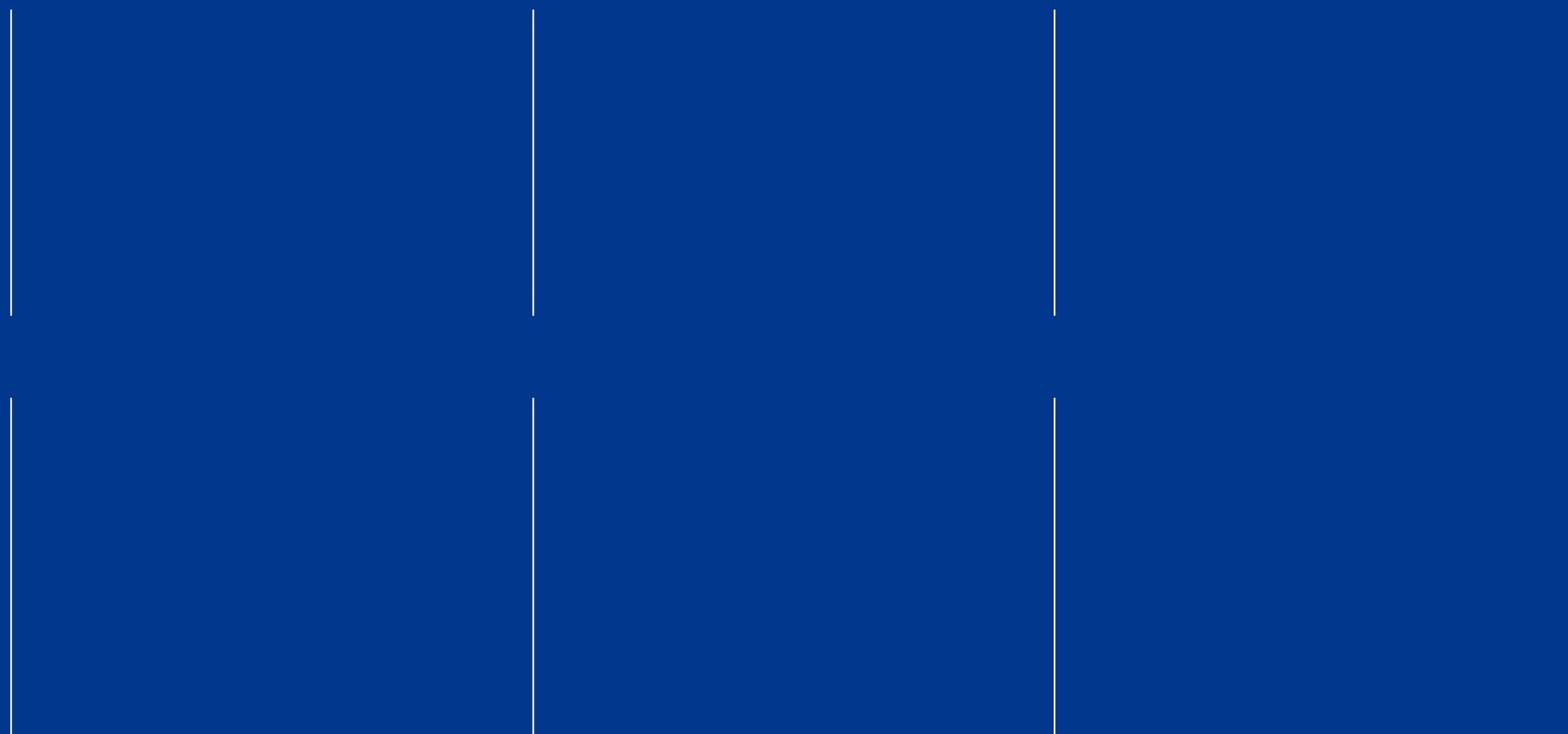


Additional



3

World Stroke Campaign 2022 Tools



3.1 Brand Identity for World Stroke Day 2022

In 2022, World Stroke Day will continue to raise awareness of the symptoms of a stroke, educating people on the effects, and highlighting the need to “save #Precioustime”.

The letter O surrounded by fragments represents what happens when someone has a stroke: the damage to the brain tissue and the loss of what that tissue holds – memories, reasoning, language, emotions.

The use of green communicates the brand as well as the positive message that acting FAST can have a major impact on a stroke survivor’s recovery.

This fragmented effect will be used throughout the campaign’s creative assets.

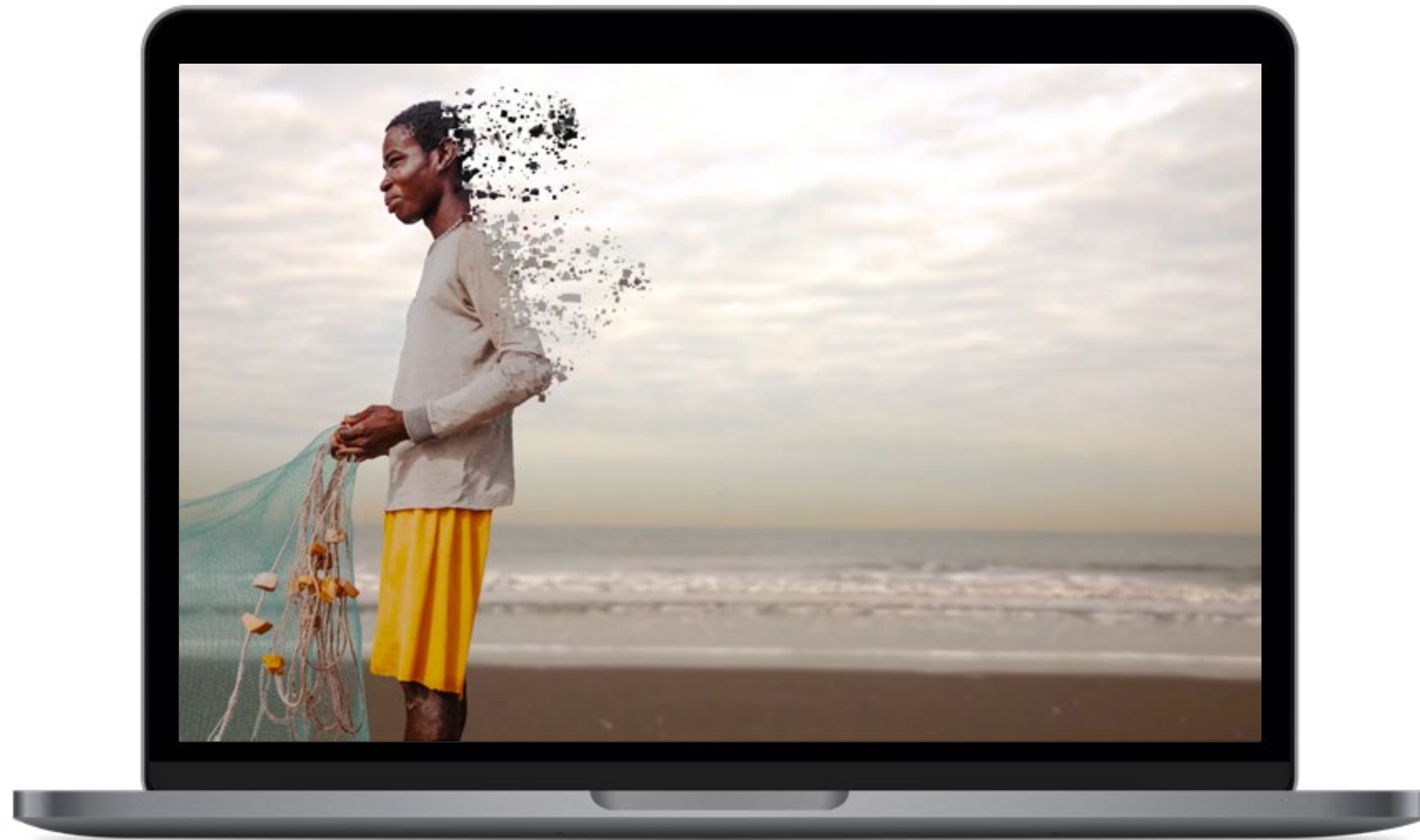


**WORLD
STROKE
DAY** 29TH
OCT



**WORLD
STROKE
DAY** 29TH
OCT

3.2 Campaign Videos



Minutes Save Lives Video



Stroke Spotter Video

COMING SOON

3.3 Stroke Spotter Game

How FAST can you spot a stroke?

Fresh for the 2022 campaign we have developed a fun online game that uses our memorable stroke icons to challenge players to show how fast they can spot all the signs of stroke and call for an ambulance.

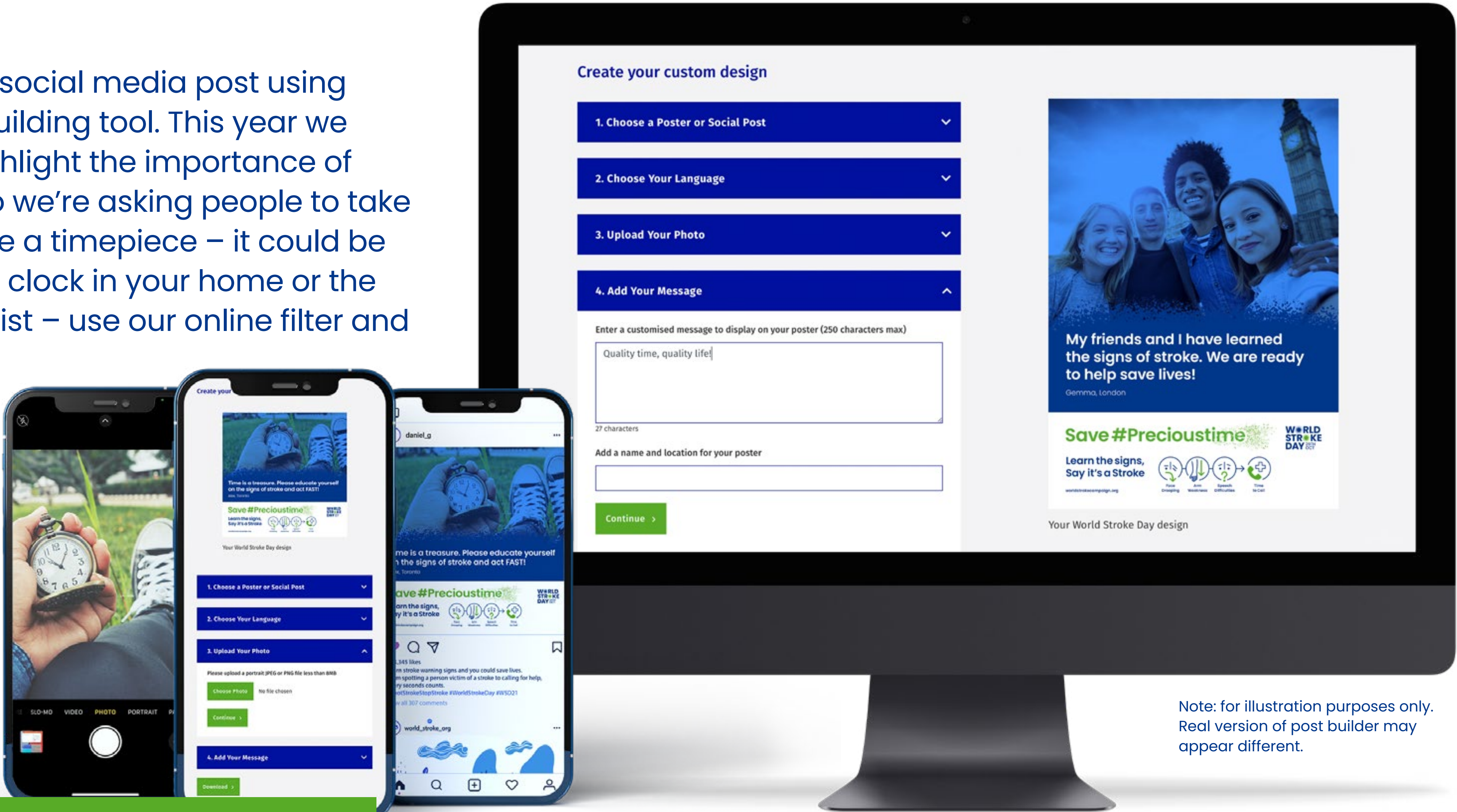
- Share your best time and tag your friends on social to see if they can beat you
- Invite people to play the game at community events and create a local leader board
- See if you can level up to learn more about stroke signs

Available on the worldstrokecampaign.org website or direct via spotstrokegame.org this is a great way to build knowledge with local communities.



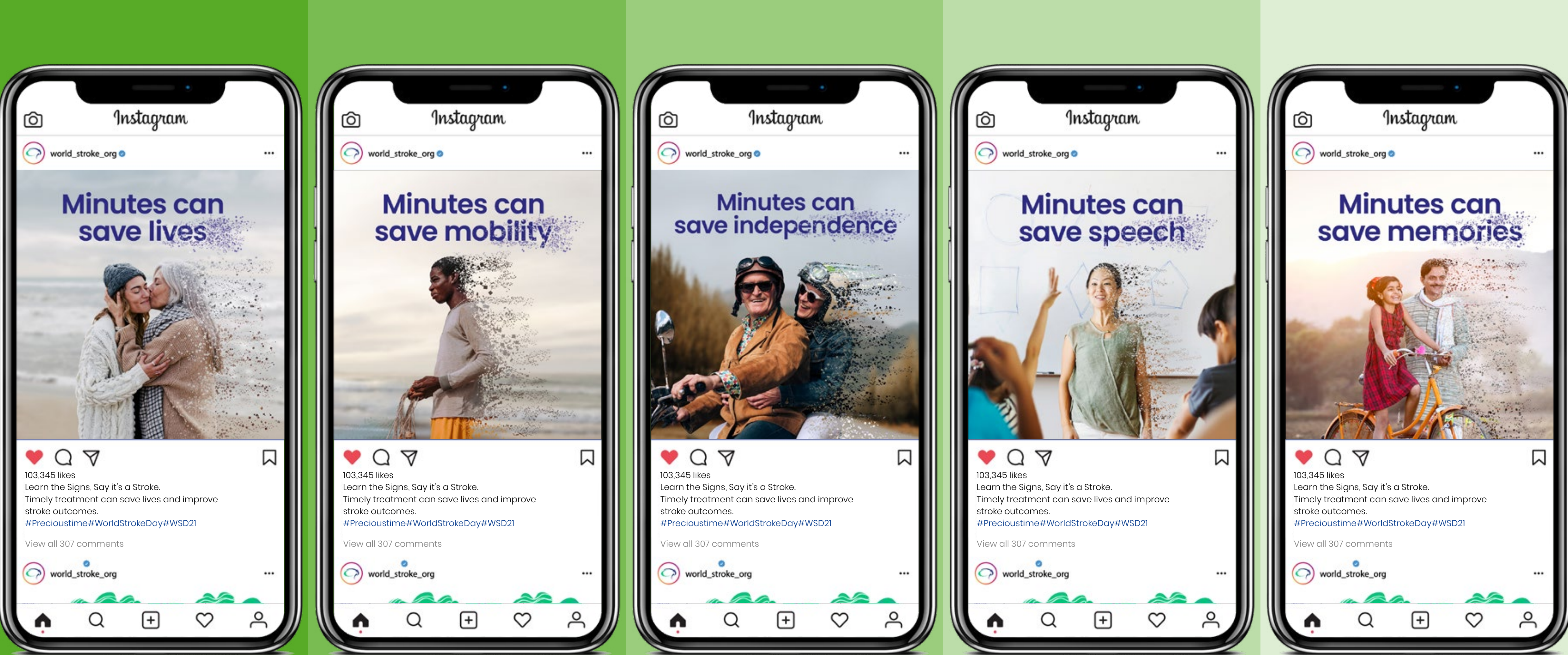
3.4 #Precioustime Social Post & Poster Builder

Create your own social media post using our online post building tool. This year we really want to highlight the importance of #Precioustime so we're asking people to take a photo alongside a timepiece – it could be a national icon, a clock in your home or the watch on your wrist – use our online filter and share on social.

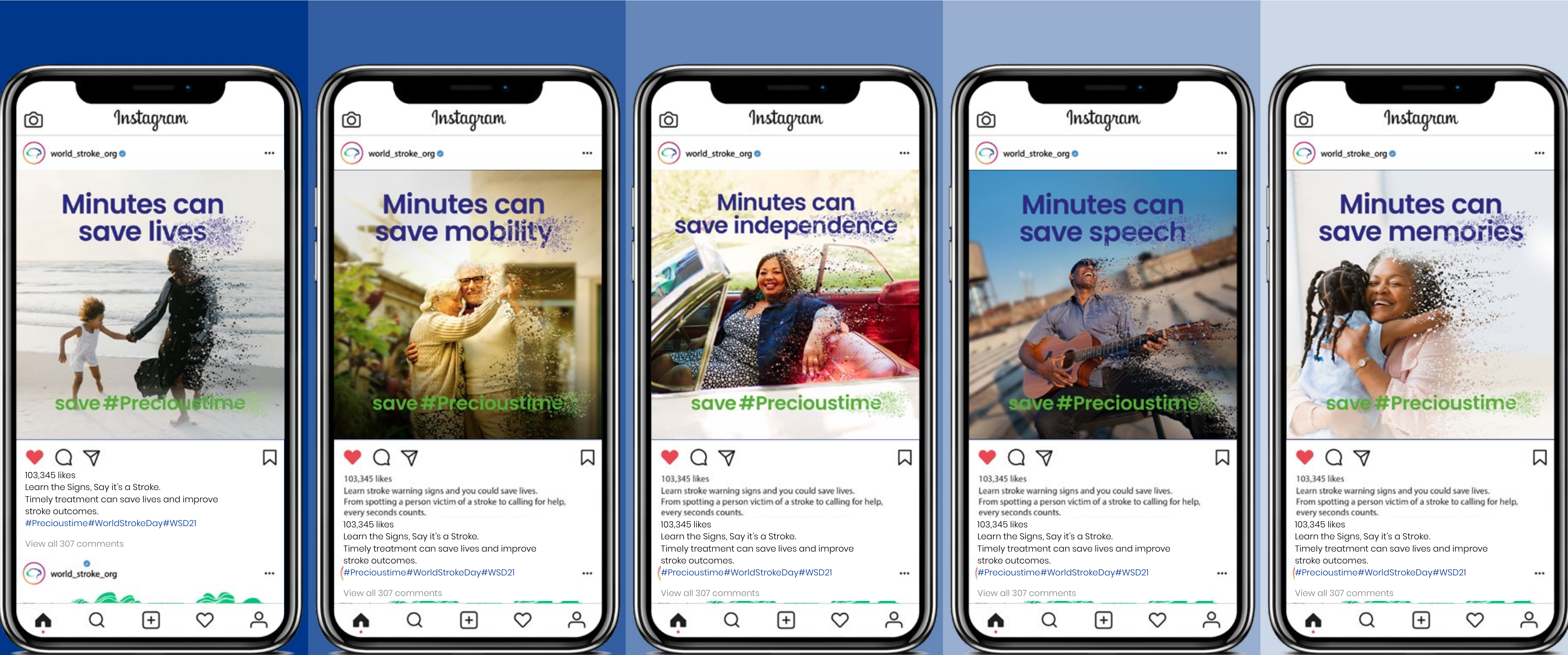


Note: for illustration purposes only. Real version of post builder may appear different.

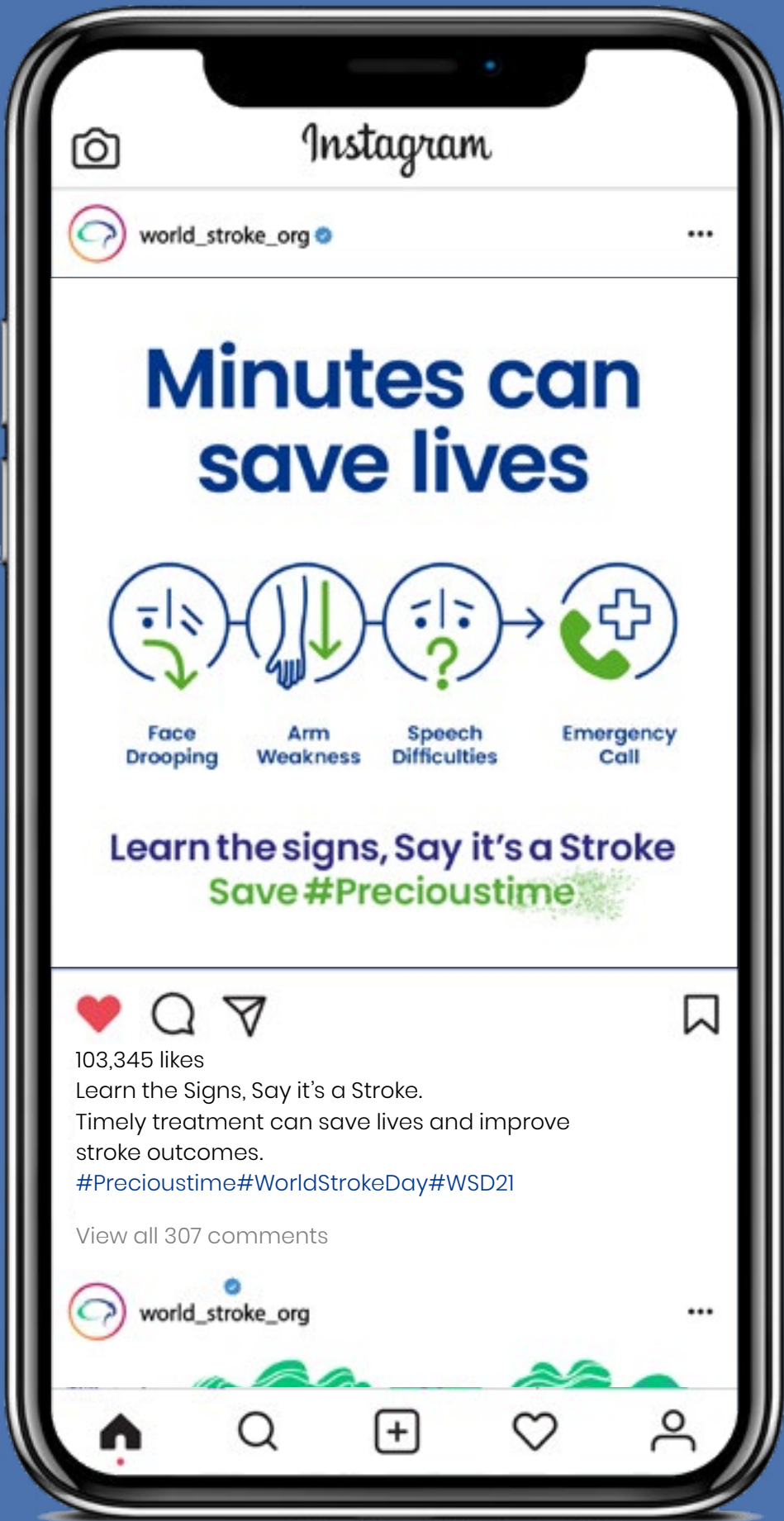
3.5 Social Media and Digital Assets – Animated Versions



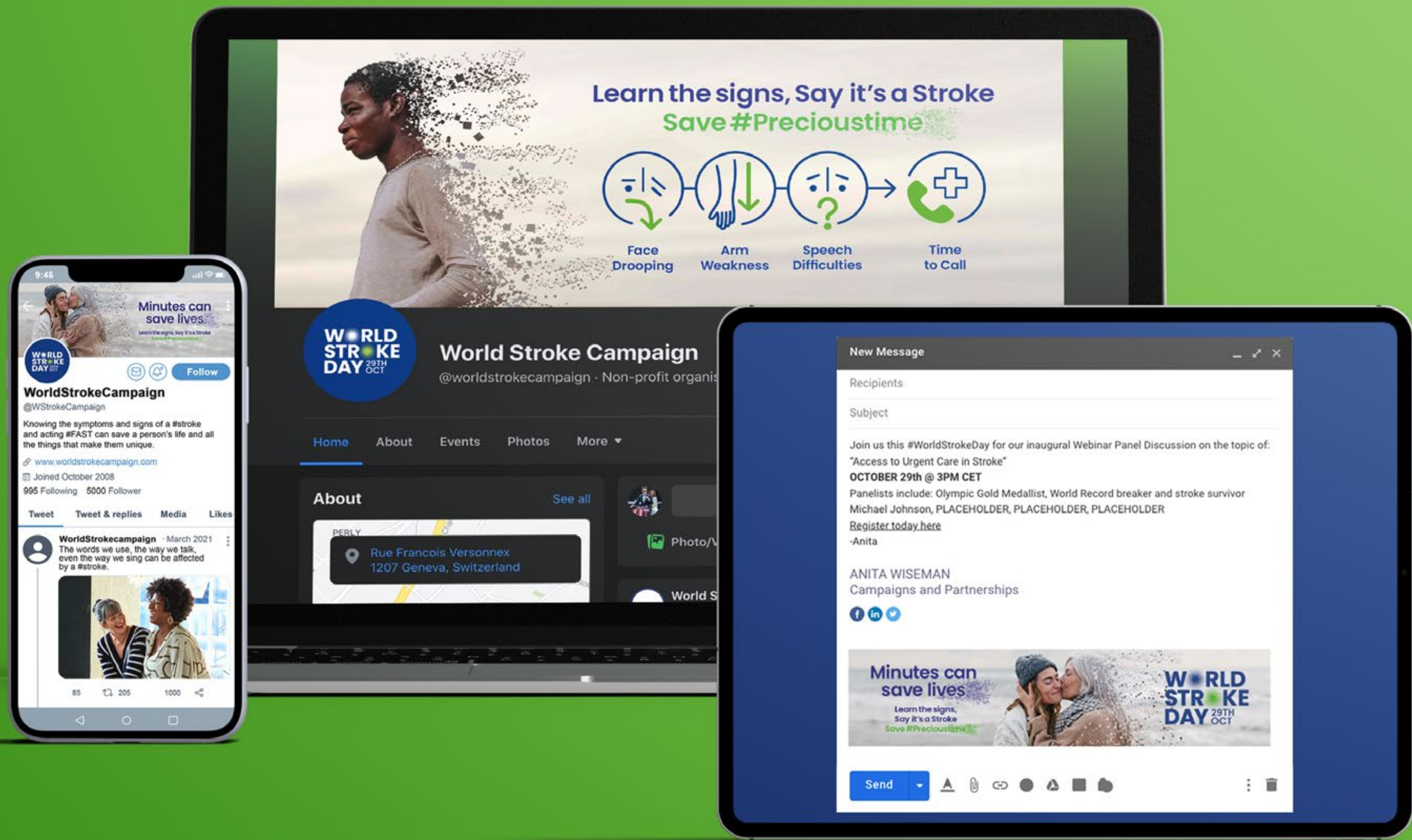
3.5 Social Media and Digital Assets – Static Versions



3.5 Social Media and Digital Assets – Static Versions



3.6 Social Media and Email Banners



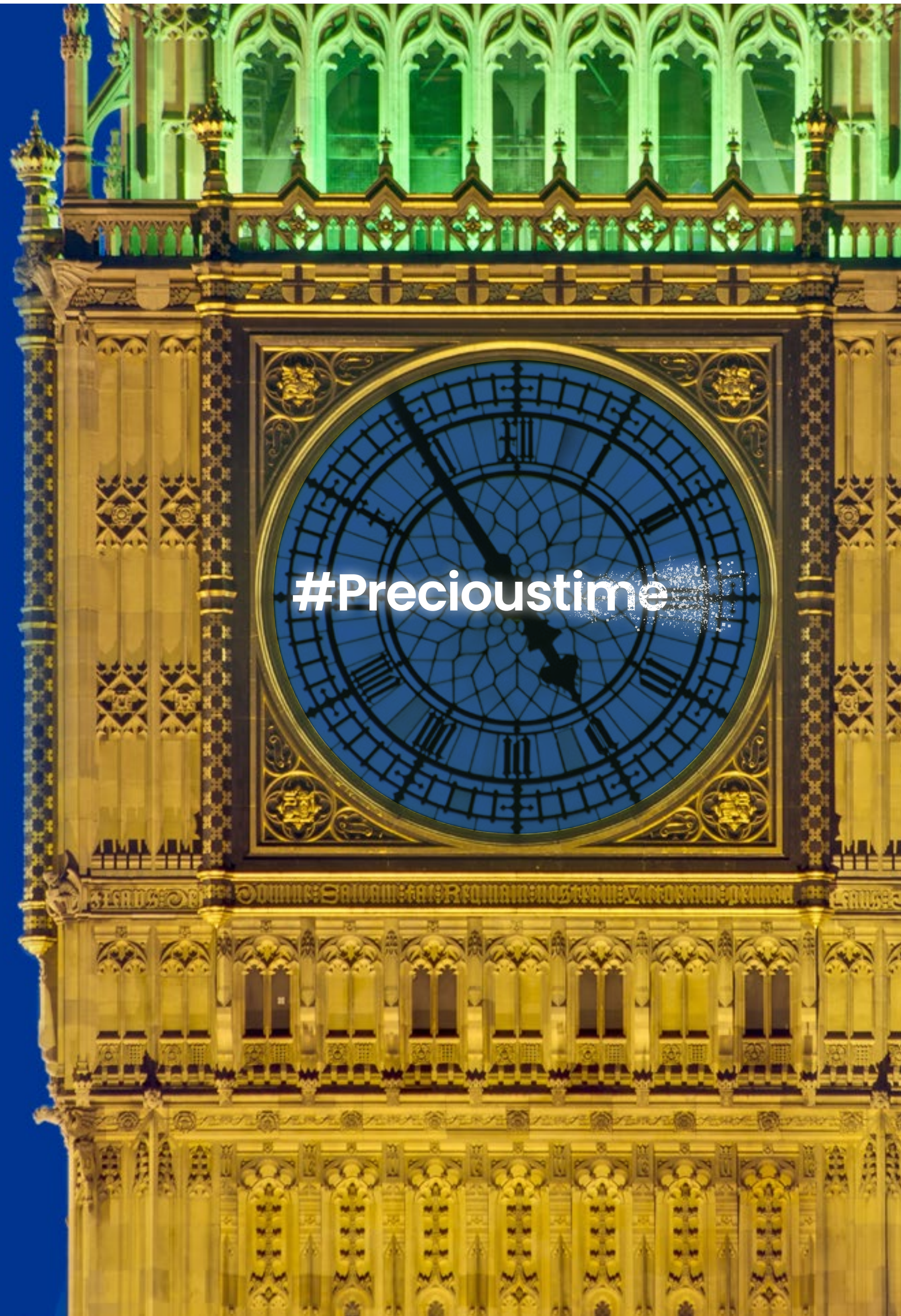
3.7 Landmark Illuminations

Help create a chain of blue lights around the world to build public awareness of stroke. What could you light up? Find a local landmark, or even better: a clock, and light it blue for stroke on October 29th.

Illuminating famous clocks and landmarks around the world will help to drive home the message of #Precioustime.

Engage the press and share on social media channels.

To coordinate your efforts with the global campaign headquarters and for a request letter template for your local authority contact campaign@world-stroke.org.



4 Expand the Campaign

4.1 Creative Showcase

Be inspired to use the World Stroke Day logo, the Minutes Can Save Lives key visuals, the FAST icons, and the #Precioustime hashtag in a variety of fresh ways for awareness and fundraising.



4.1 Creative Showcase



4.2 Social Media Channels



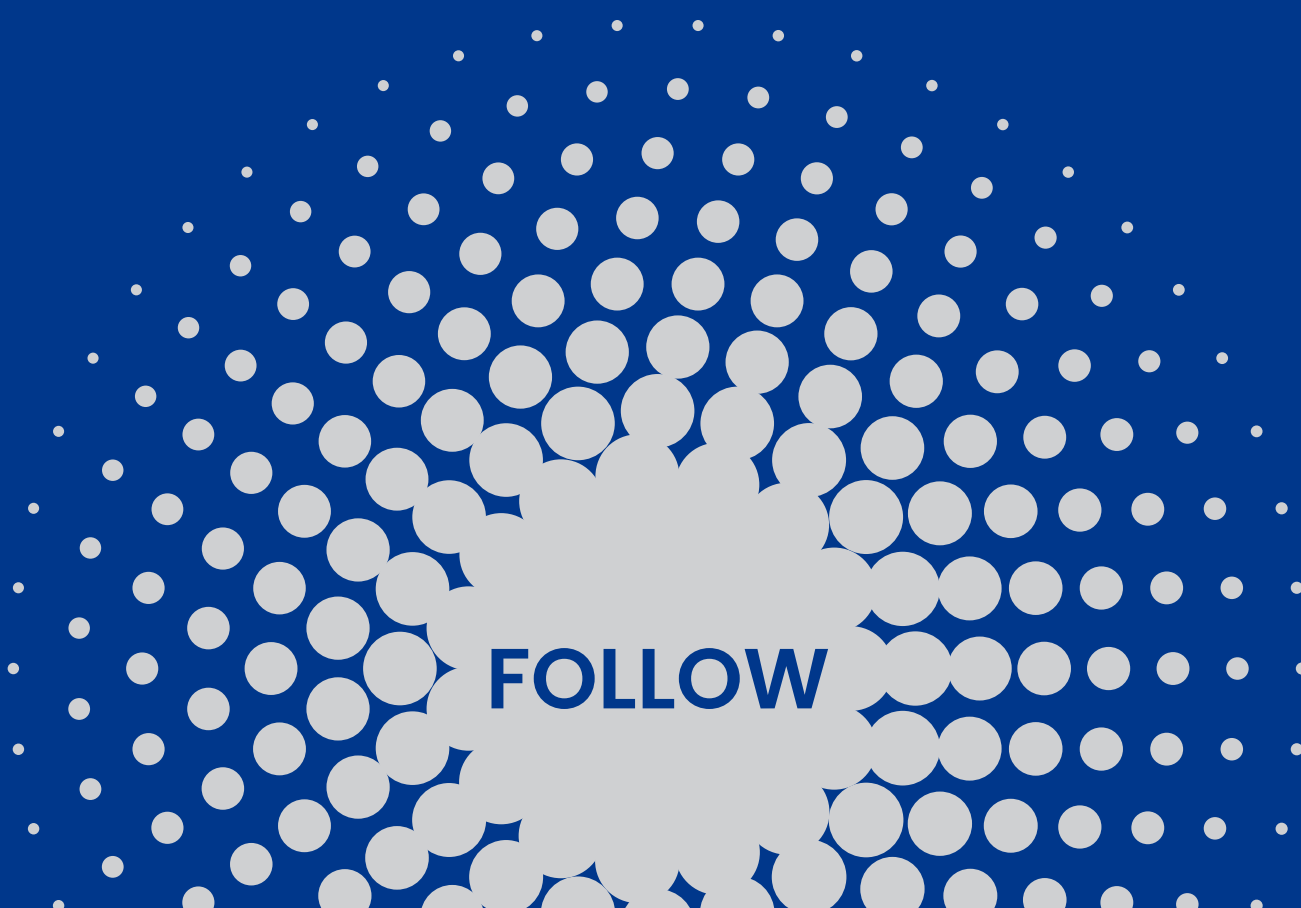
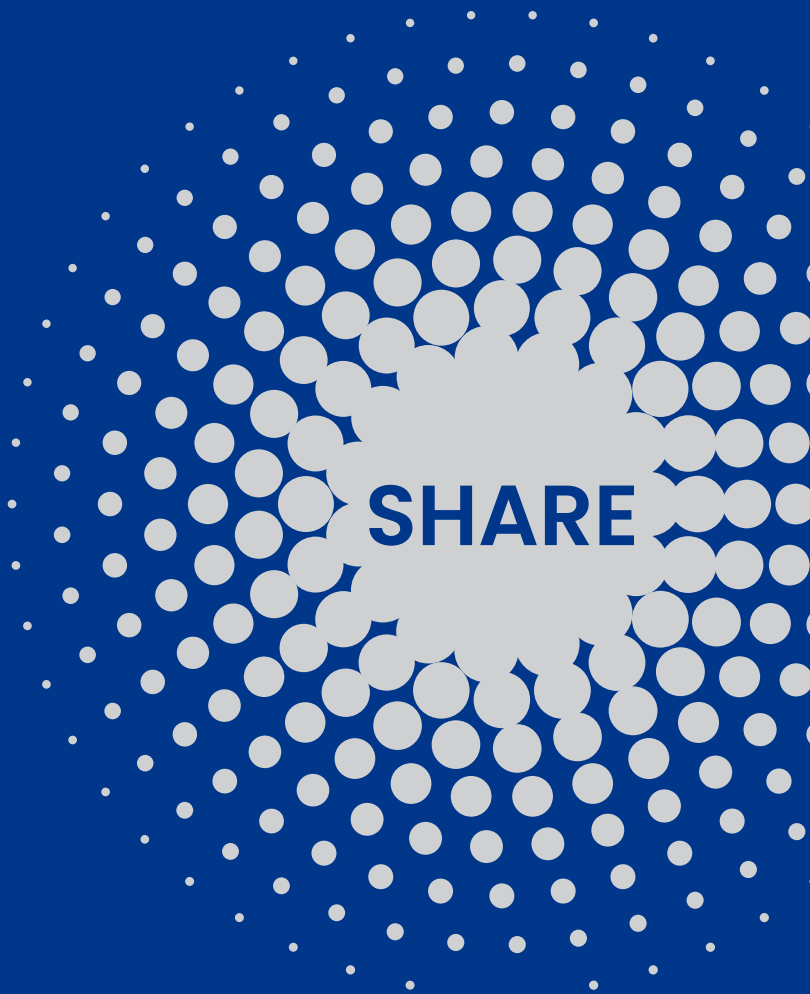
Twitter
[@Wstrokecampaign](#)

Facebook
[@WorldStrokeCampaign](#)



Instagram
[@worldstrokecampaign](#)


YouTube
[World Stroke Organization](#)






4.3 World Stroke Day Social Calendar

<div>Oct</div> <div>2022</div>	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	26	27	28	29	30 Video Launch Campaign Survivor story	1	2
	3 Promote Website/Toolkit World Stroke Campaign + creative + copy	4	5	6	7 Light Up Campaign Launch Photo montage of confirmed locations with blue filter	8	9
	10	11 World Stroke Day Global Map of Action Registration Photo montage of last year's activity	12	13	14 Minutes Save Lives Survivor testimony	15	16
	17	18 Minutes Save Mobility Survivor testimony	19	20	21 Minutes Save Speech/Communication Survivor testimony	22	23 Spot Stroke Game Launch Game launch + copy
	24 Campaign Website Global Map of Action CTA	25 FAST Animation	26 Video Precious Time	27	28 Illumination Singapore	29 World Stroke Organisation News release link + video	30

4.4 Example Social Messaging

Topic	Platform	Copy	Creative
Launch Video	Instagram	What happens in the minutes after someone has a #stroke? They start to lose crucial brain tissue that contains memories, language and personality.	
	Facebook	Knowing the symptoms and acting #FAST can save that person's life and all the things that make them unique. Learn the signs, Say it's a stroke. Save #Precioustime	
	Twitter	Knowing the symptoms and signs of a #stroke and acting #FAST can save a person's life and all the things that make them unique. Learn the signs, Say it's a stroke. Save #Precioustime	

4.4 Example Social Messaging

Topic	Platform	Copy	Creative
Save Memories	Instagram	A #stroke affects the part of the brain that contains our precious memories. Acting #FAST in the minutes after someone has a stroke can save not only their future but their past too. Learn the signs, Say it's a stroke. Save #Precioustime	
	Facebook		
	Twitter		
30-second Video	Instagram	In the aftermath of a stroke, acting #FAST can save a life. And so much more: A lifetime of memories A mobile and independent future A treasured turn of phrase Learn the signs, Say it's a stroke. Save #Precioustime	
	Facebook		
	Twitter		
Save Speech	Instagram	The words we use, the way we talk, even the way we sing can be affected by a #stroke. If we know the signs and act #FAST in the precious minutes after a stroke, we can save a future of conversations, chats and tunes. Save #Precioustime Save speech	
	Facebook		
	Twitter		

4.5 Influencers

The World Stroke Day global campaign headquarters will recruit a diverse team of influencers from across the globe to help spread the “Minutes can save lives” message, FAST!

Share this Toolkit with local advocates and influencers. Ask them to get involved pro bono for the good of the community.

Everything they need to make it easy and to stay on message is included here and on worldstrokecampaign.org.

Influencers can easily build their own posts [here](#). Remind them to:

- Tag and follow World Stroke Organization
- Mention the date “October 29th”
- Use the hashtag #Precioustime



4.6 FAST Stroke Heroes

Help share the FAST message with children using these resources and activities developed specifically for kids at school and at home.

FAST Heroes is an award-winning campaign that helps spread awareness and knowledge about the most common symptoms of stroke, as well as the importance of calling an ambulance straight away.

Harnessing children's enthusiasm for learning, the campaign is implemented in kindergartens and schools around the world, with a focus on spreading knowledge to families, particularly grandparents.

⬇️ Click here to find out more and access campaign materials





Download Assets

For more info please contact
campaign@world-stroke.org

“

We will achieve much more if we all pull in the same direction and support each other. The team is readily available and attentive in the run-up to World Stroke Day, and beyond, to help where needed.

Please do reach out to us if you need anything – we can help you locate, download or customize assets, give advice on channels or timings, whatever it is we are here for you.

”



*Anita Wiseman,
Campaign & Partnerships Manager, WSO*

You can email the World Stroke Campaign team on campaign@world-stroke.org and we will come back to you quickly.



In Partnership with:

