

Influencers' Factsheet

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.

In 2023

Stroke is the leading cause of disability worldwide and each year over 12 million people have strokes. Up to 90% of strokes are preventable, so there is hope. By addressing a small number of risk factors we can be #GreaterThan Stroke. The *Greater Than* campaign theme is meant to empower people by bringing them to the realization that stroke prevention is possible.

Impact

In 2022, the campaign reached more than 3.1 billion people in 31 countries.

Follow us on

Instagram
@WorldStrokeCampaign

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@WorldStrokeCampaign

YouTube
World Stroke Organization

**WORLD
STROKE
DAY** 29TH
OCT

Be #GreaterThan > Stroke

Instagram

Deliverables

- 1 Instagram Story published around 25th October reminding people that World Stroke Day is being celebrated on 29th October and that the theme is #GreaterThan.
- 2 Static or animated post on 29th October highlighting the campaign's key messaging.

Mentions

@WorldStrokeCampaign

Hashtags

#WorldStrokeDay
#GreaterThan
#MejorQue
#MelhorQue

Links

Must provide link to World Stroke social media post builder and encourage followers to create and share a post.

TikTok

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