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.