

**WORLD
STROKE
DAY** 29TH
OCT

2023
Campaign
Toolkit

Welcome to World Stroke Day 2023!

Prevention is greater than stroke.

1 in 4 people will suffer a stroke. And 90% of strokes¹ can be prevented with some simple measures.

We can each take actionable steps to reduce our individual risk of stroke. And together we can lower the burden of stroke worldwide. Prevention is better than cure. And prevention is greater than stroke.

The World Stroke campaign in 2023 showcases how together we are greater than stroke. Our library of creative assets includes posters, social media posts, a video, email banners and such. The assets are available in multiple languages and they're customizable. This means you can choose unique images

and craft relatable, accessible messages for your target audience in your country and region.

The campaign aims to empower everyone to take actions to reduce stroke risk.

The key messages are backed up by more detailed information on our website, which can be referred to with hyperlinks and QR-codes so that your audience can learn more. The core material has been translated into the most common languages used around the world. However, we know there are many others so it would be great if you could translate into other languages and dialects for wider reach – please do share these with us.

The toolkit provides you all you need to know about the campaign, how to use the material and tips on engagement for influencers

and event planning. We also want to hear about the reach of your individual efforts. Do let us know about events and activities you are organizing as part of World Stroke Day.

We know that your region may have other priorities. Whilst we hope you will include prevention in your stroke campaign this year, the *Greater Than* tagline can incorporate other stroke awareness messages from symptom recognition and early treatment to recovery, support and others.

Let's work together to maximize our reach. Please use the campaign hashtags and like/share WSO posts. We are always interested in your opinions – let us know what was useful and what could be improved. So please do send in your feedback and comments at campaign@world-stroke.org.



Ángel Corredor and Deidre de Silva,
Co-chairs of the World Stroke Campaign

¹ [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(16\)30506-2/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(16)30506-2/fulltext)

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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 World Stroke Organization (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 2022, the campaign reached more than 3.1 billion people in 31 countries.



World Stroke Day 2022 by numbers



93 Events in
31 countries



150,637 Visits
to campaign
website



3.1 billion
Campaign
reach



90,756 WSD
news release
views



150,637
Downloads

1.2

The Goals for World Stroke Day 2023

Campaign objective

Raise awareness that stroke is the leading cause of disability worldwide and each year over 12 million people have strokes. Up to 90% of strokes are preventable, by addressing a small number of risk factors.

Consider what your organization's goals are and how your achievements can be measured and reported.

Please share your success stories with campaign@world-stroke.org for the possibility of being featured in the post-campaign report and the campaign highlights video.

Goals

Reach the maximum number of people

Make the message engaging

Speak with one voice as the stroke community

Metrics

- Reach on social media
 - Potential reach of press release
 - Hashtag reach
-

- Social media engagement (Likes, Reactions, Comments)
 - Social Media Followers (across accounts)
-

- % Member Participation
- Number of material downloads

2 Theme



2.1 Focus on Prevention

#GreaterThan Stroke

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.



2.2 Personalization of the Campaign

The *Greater Than* campaign theme is meant to empower people by bringing them to the realization that stroke prevention is possible. And then inspiring people to take action by providing information and communication tools that are useful for awareness, action, and advocacy.

We encourage you to personalize your campaign, to focus on the risk factors and other aspects of prevention that matter most to you and those around you. Apply your own perspective, your goals, and your vision of a world without stroke to localize and invigorate the campaign.

4 Easy Steps:

1. **Review** the available tools at worldstrokecampaign.org.
2. **Download** the assets that resonate with you.
3. **Customize** the messaging around the asset to meet your local needs and goals; and even customize the asset itself.
4. **Obtain** source files not available for download directly from the website by contacting Campaign HQ at campaign@world-stroke.org. Financial support in the form of localization grants may be available.



3 Tools



3.1 Brand Identity

Brand identity is the visible elements of a brand, such as color, design, and logo that identify and distinguish a brand in consumers' minds. Having a strong and unique brand identity is as essential to a health-related campaign as it is to selling a product.

Colors and Fonts

The official fonts and colors of the World Stroke Day campaign are the same as in previous years to convey continuity and to bolster brand equity.

Poppins Regular

Poppins Italic

Poppins Semibold

Poppins Semibold Italic

Poppins Bold

Poppins Bold Italic

RGB
0 55 139
#00378b

RGB
88 171 39
#58ab27

WORLD
STROKE
DAY 29TH
OCT

3.1 Brand Identity

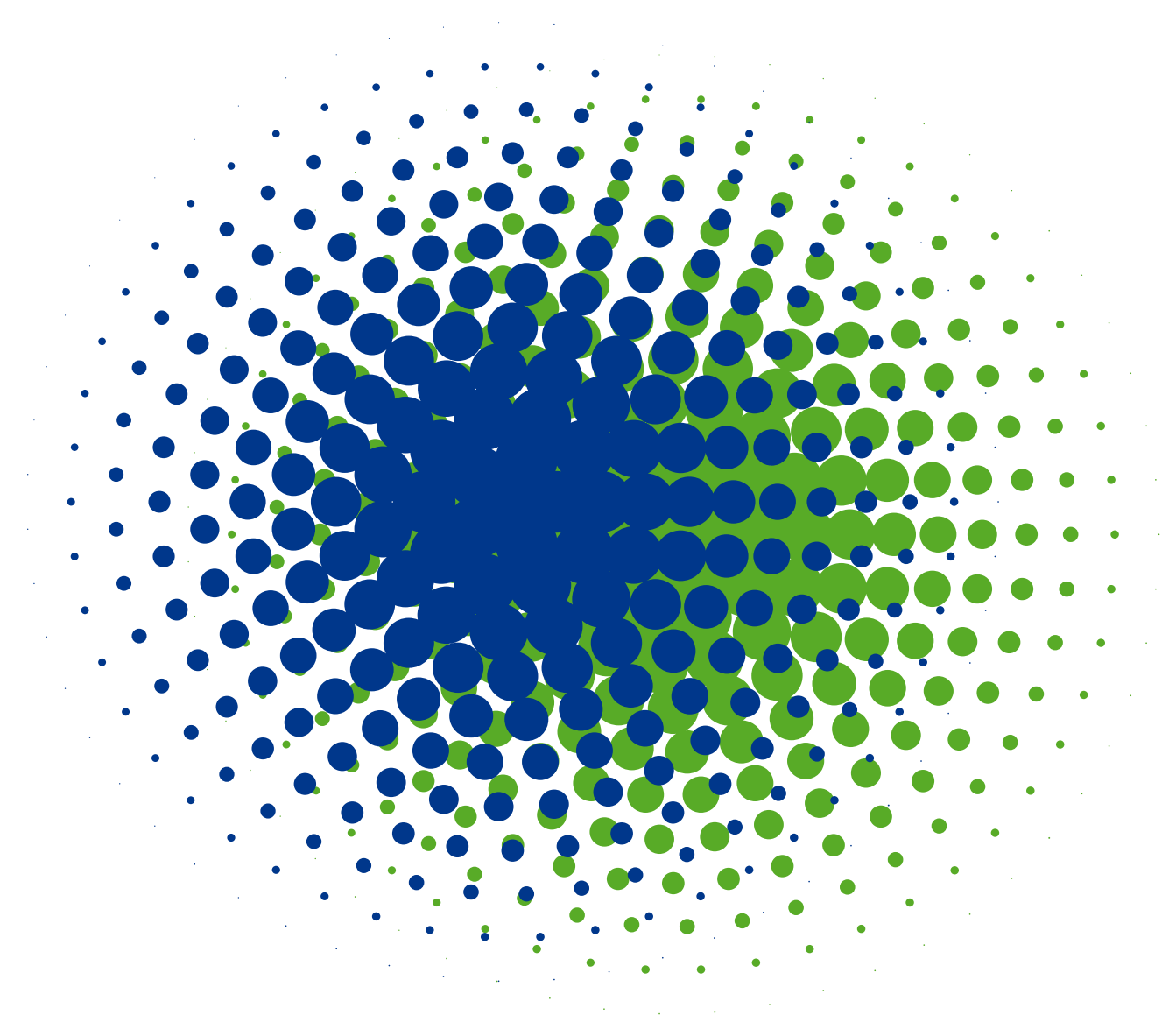
Greater Than > Stroke Lock Up

The *Greater Than* theme has its own style and should always be represented in Poppins font. Be mindful of the spacing between the elements and remember to use a space to separate #GreaterThan from any words appearing before or after it.

Half-tone shields

The visual representation of stroke prevention and being greater than stroke is accomplished by the use of two half-tone starbursts, one blue and one green, overlaid behind the head of a person.

#GreaterThan > Stroke



3.1 Brand Identity

Image Library

A selection of images is available for the development and customization of campaign materials. The images have been chosen with diversity and inclusion in mind, but it is a limited library. You are therefore encouraged to localize the campaign by using your own high quality images that reflect your local community



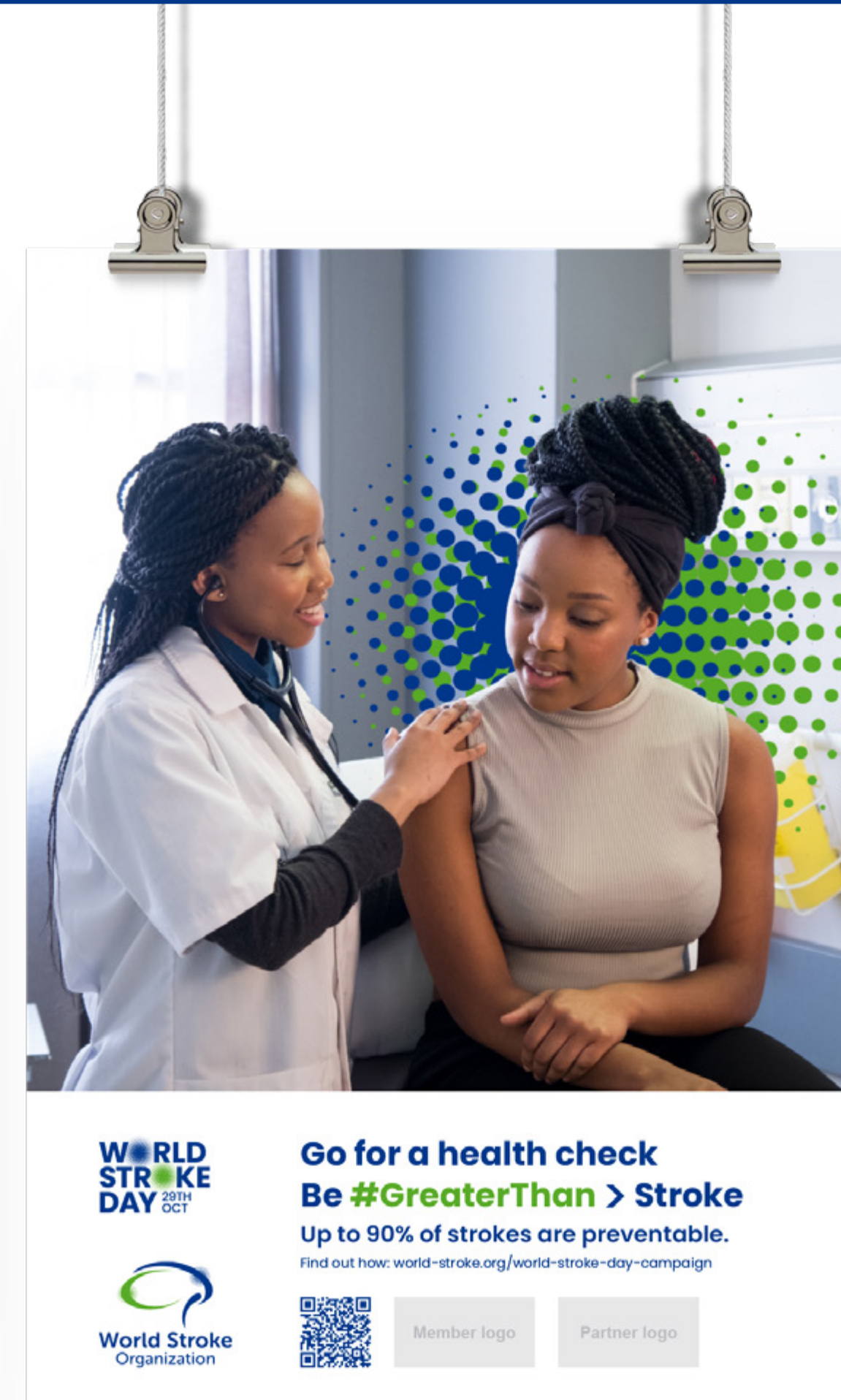
3.2 Posters

Six customizable posters have been designed for the campaign covering the most common risk factors/most effective forms of prevention. The posters are available for download in eight languages. The messages, images, colors, URL, and/or QR code can be swapped out to meet local adaptation requirements of the campaign.

There are dedicated spaces left blank just to the right of the QR code for adding in Member and Partner logos as needed.

🗨 English, Arabic, Mandarin, Spanish, French, Portuguese, Hindi, Kiswahili

📄 [Click here to download](#)



3.2 Posters



WORLD STROKE DAY
20TH OCT

Quit smoking
Be #GreaterThan > Stroke
Up to 90% of strokes are preventable.
Find out how: world-stroke.org/world-stroke-day-campaign



WORLD STROKE DAY
20TH OCT

Take charge
Be #GreaterThan > Stroke
Up to 90% of strokes are preventable.
Find out how: world-stroke.org/world-stroke-day-campaign



WORLD STROKE DAY
20TH OCT

Take charge
Be #GreaterThan > Stroke
Up to 90% of strokes are preventable.
Find out how: world-stroke.org/world-stroke-day-campaign



WORLD STROKE DAY
20TH OCT

Know and reduce your risk
Be #GreaterThan > Stroke
Up to 90% of strokes are preventable.
Find out how: world-stroke.org/world-stroke-day-campaign

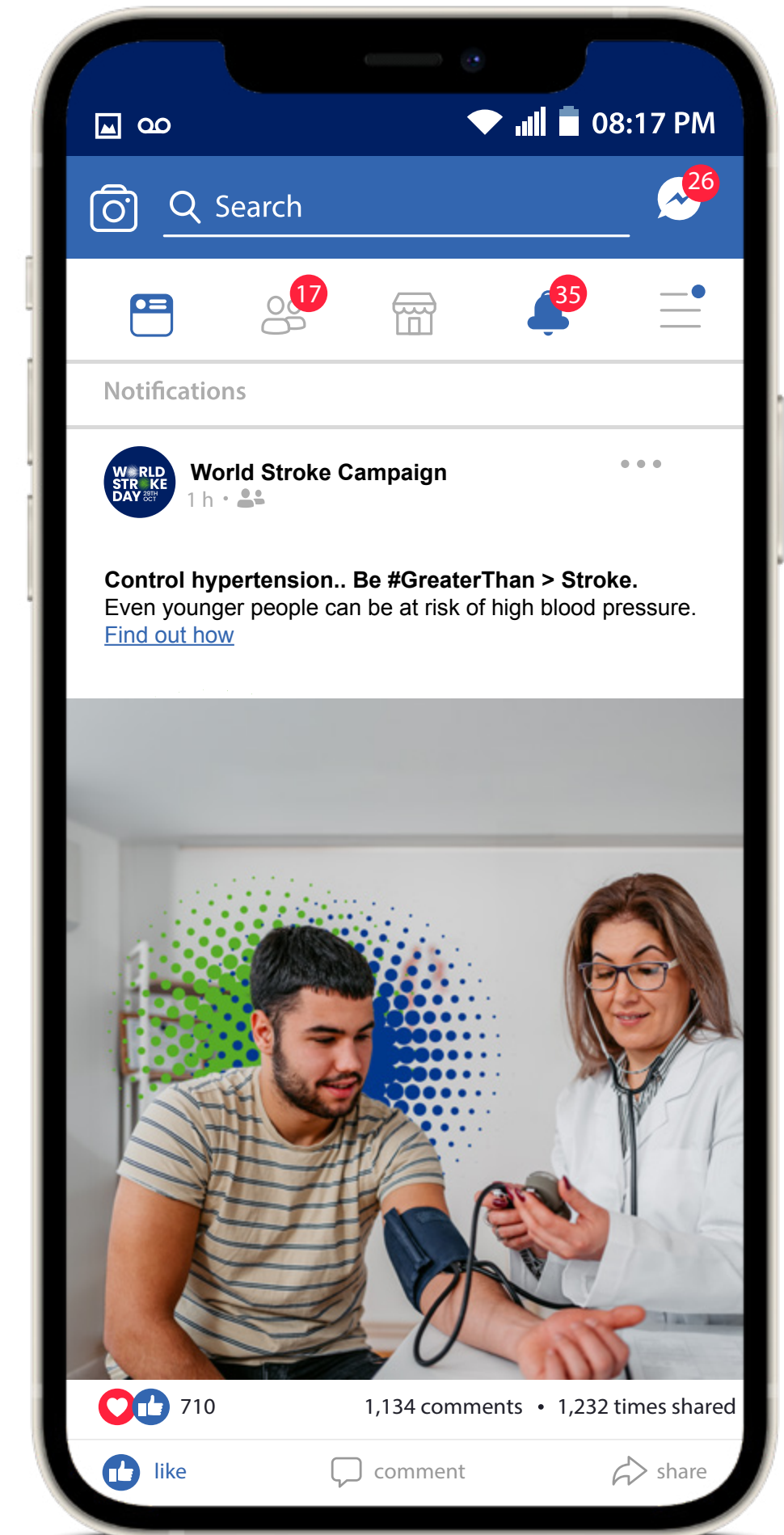
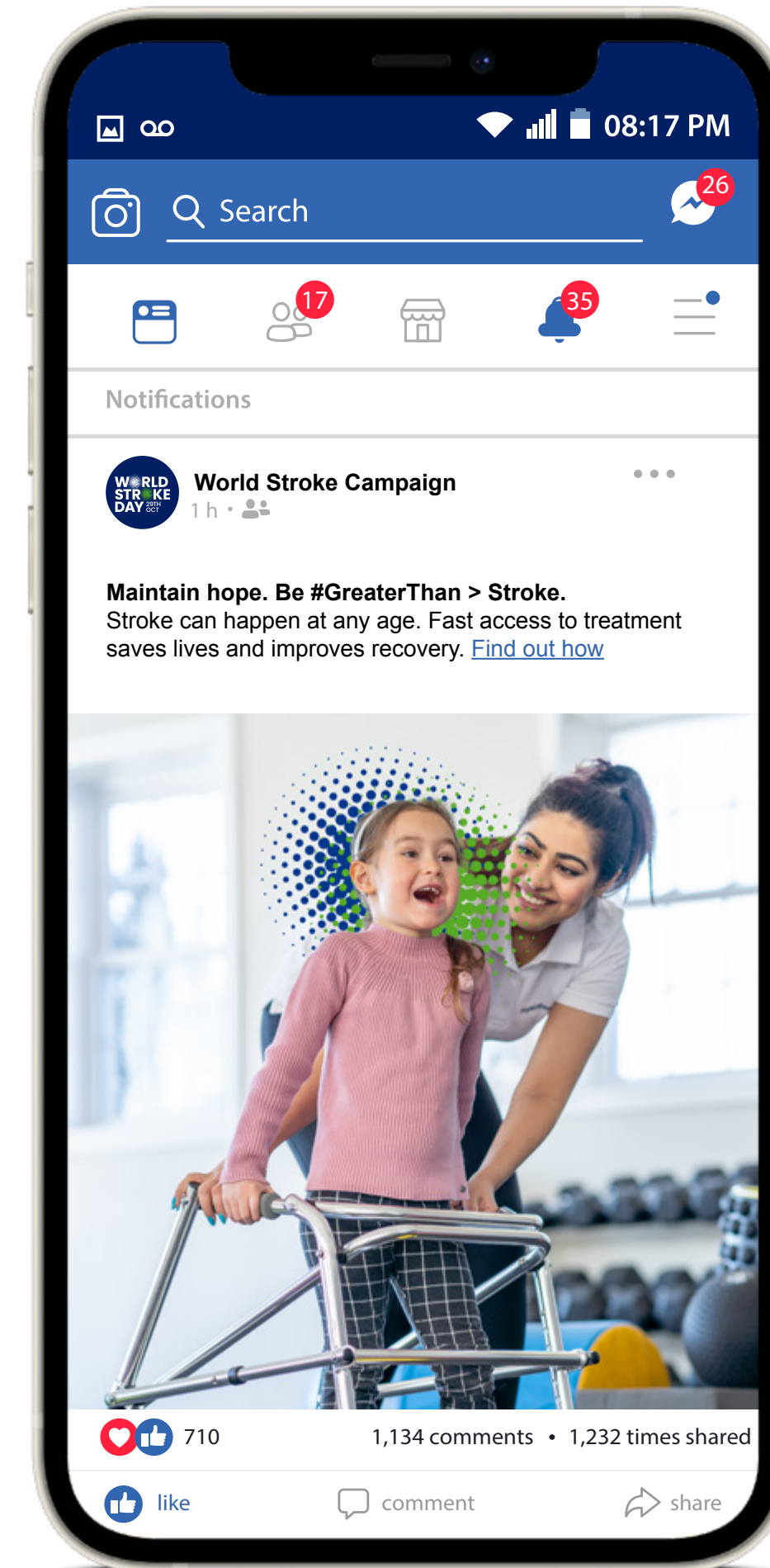
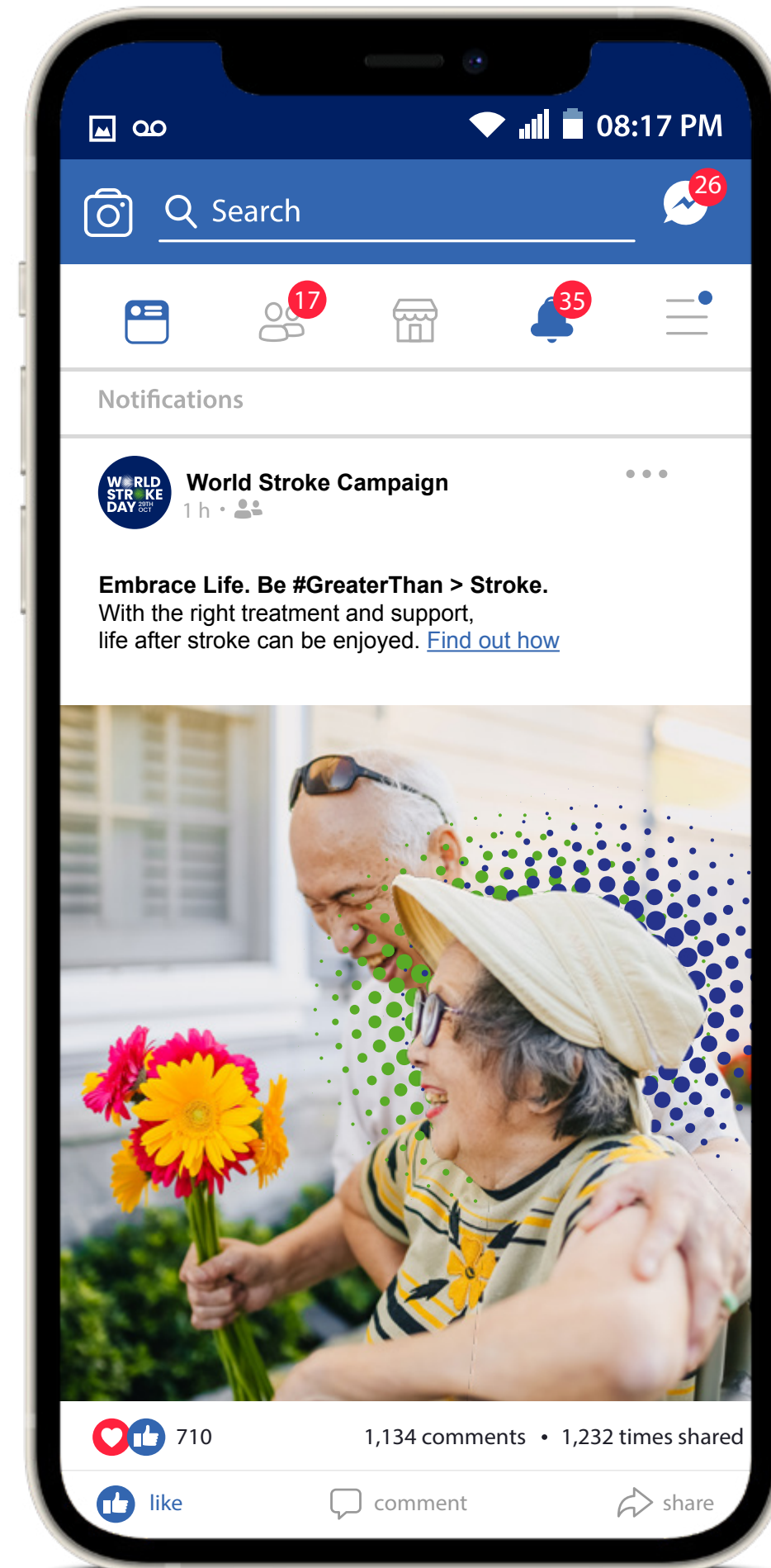
3.3 Social Media Posts

A full suite of social media assets is available for bringing the *Greater Than* campaign to life online in the run up to World Stroke Day.

These posts will appear on World Stroke social media channels but all are welcomed to post on the organization and personal channels as well. Feel free to customize the visuals and adapt the post copy to be *Greater Than* stroke in your own way.

[Read more about social media activation](#)

[Click here to download](#)



3.4 Video

The *Greater Than* video will premier across all World Stroke social media channels on August 29th marking that there will be just two months to go until World Stroke Day.

The video source files will also become available on August 29th allowing for translations, localization, co-branding, or any other editing that may be required.

🗣️ English, Arabic, Mandarin, Spanish, French, Portuguese, Hindi, Kiswahili

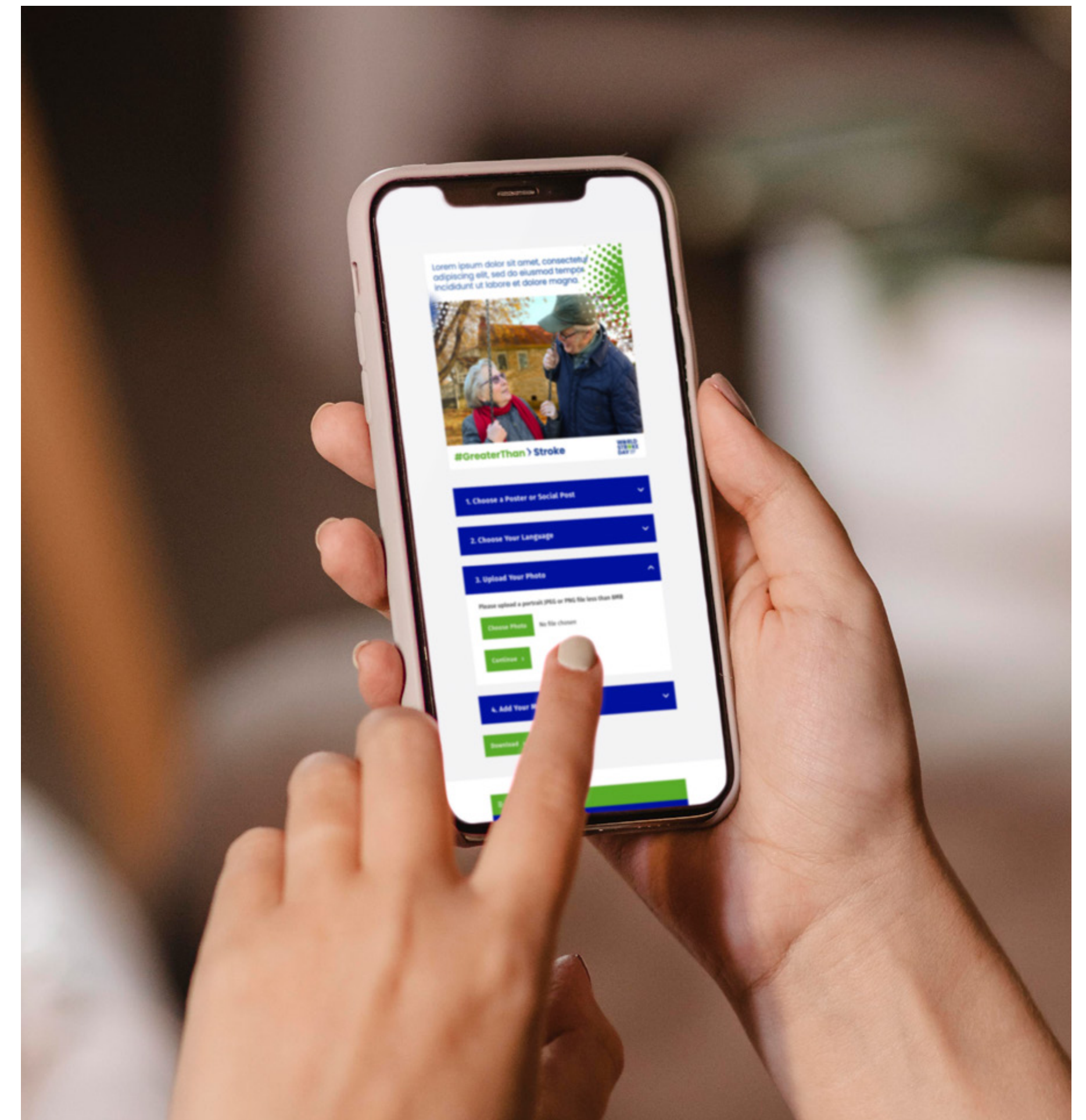
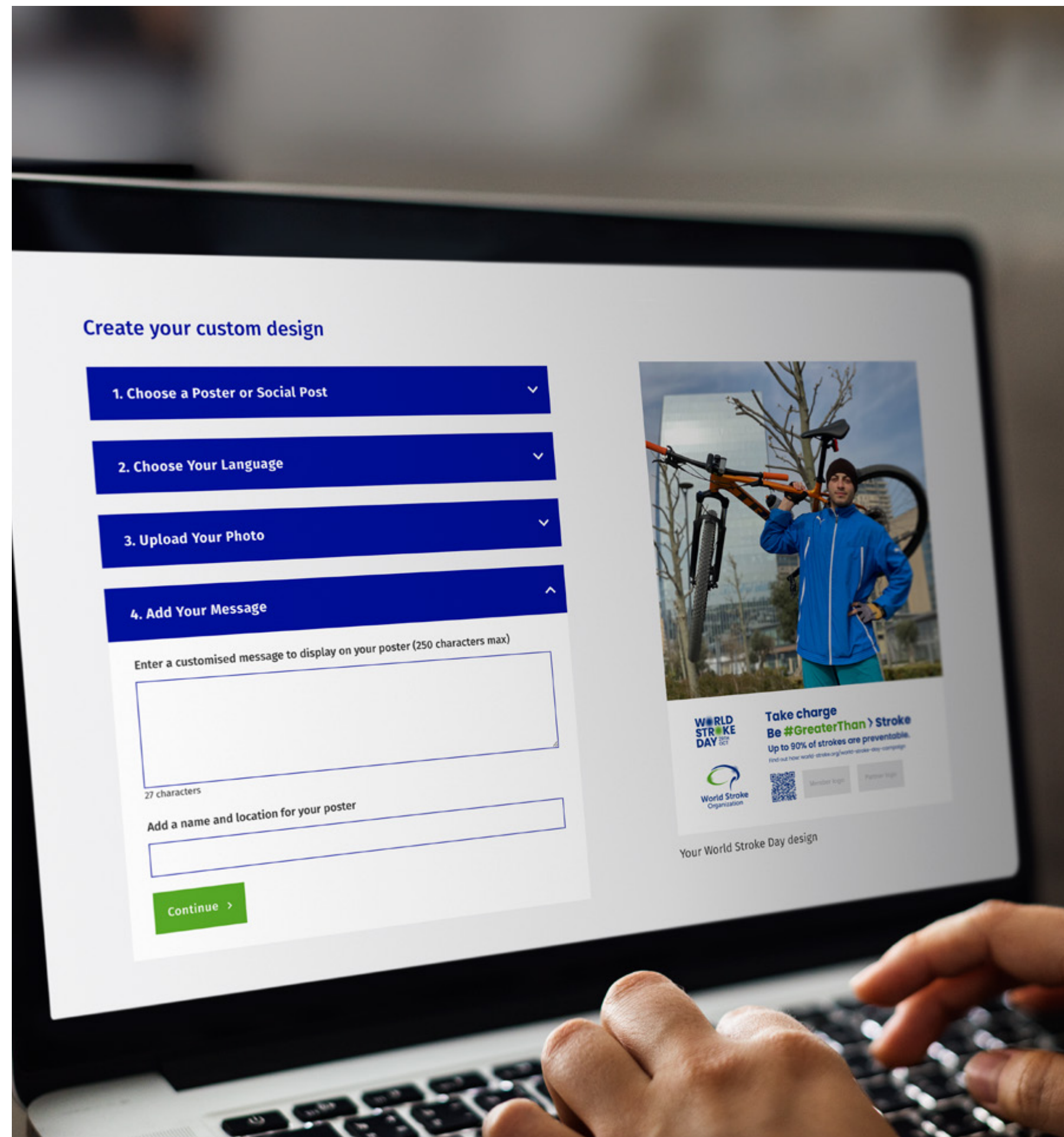
➡️ [Click here to watch](#)

⬇️ [Click here to download source files](#)



3.5 Social Post and Poster Builder

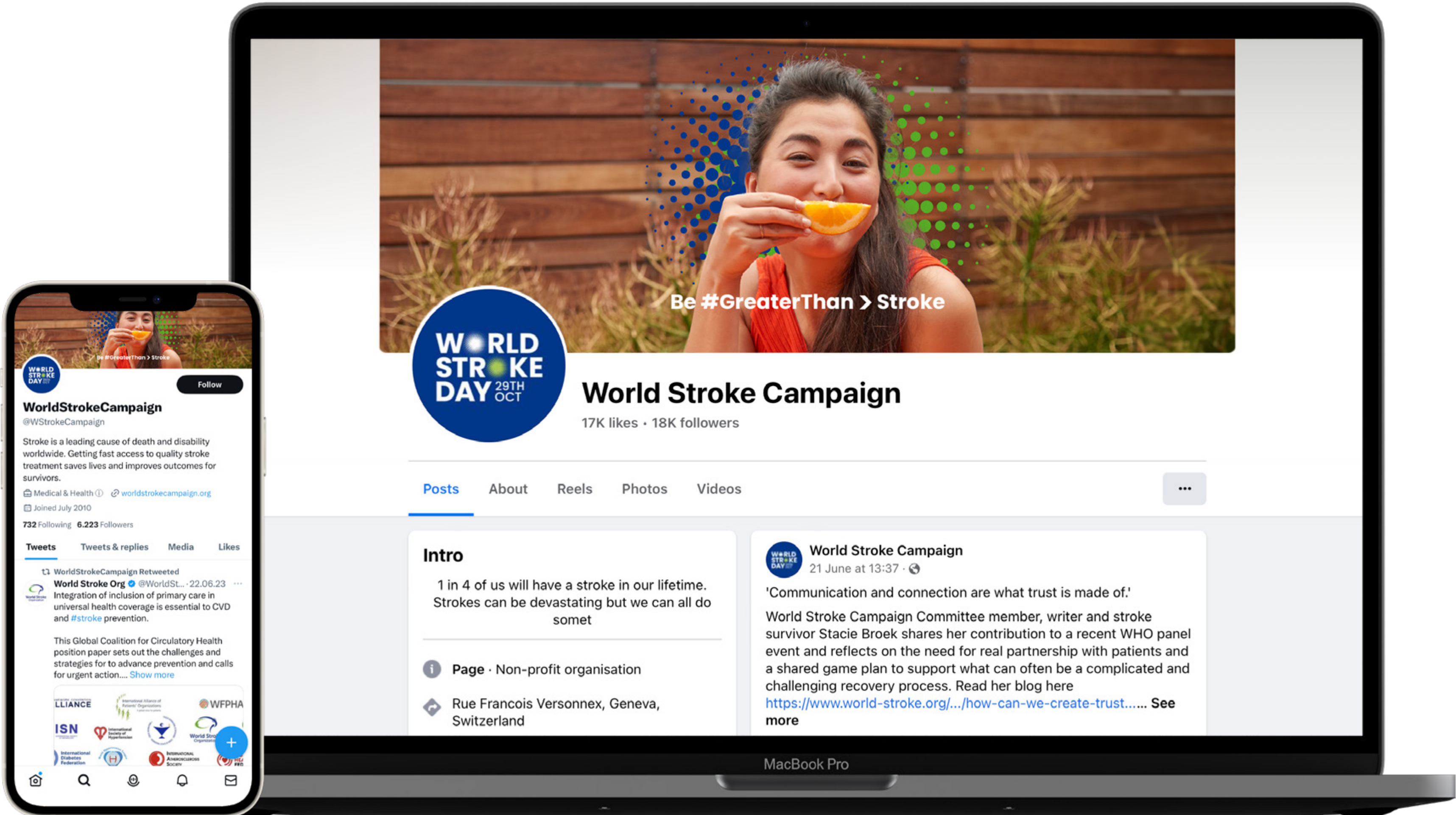
Create your own poster or social media post using our online tool. Select one of the *Greater Than* frames, upload your image, customize your message, download and share.



3.6 Social Media Cover Images

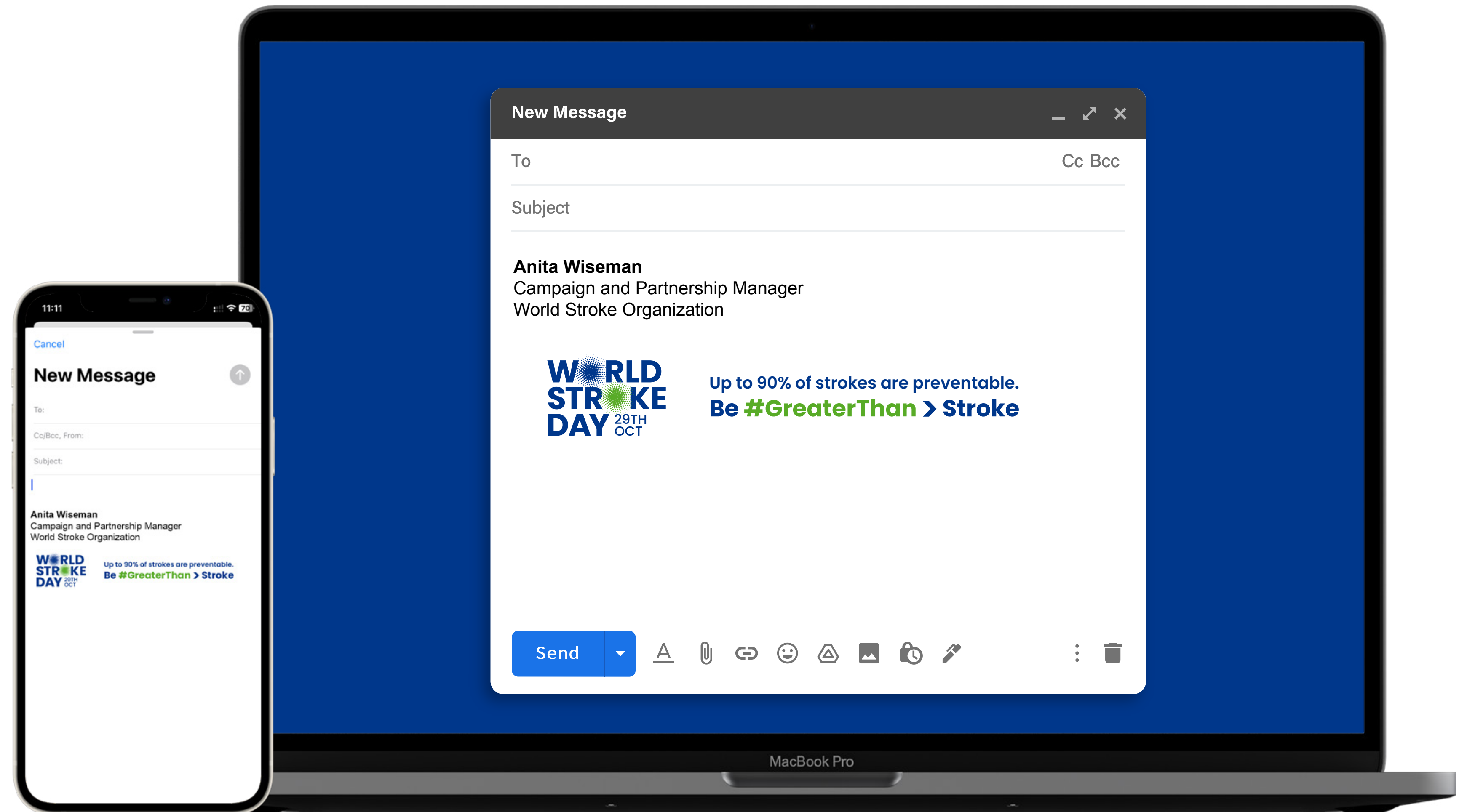


New cover images, sized appropriately for Facebook and Twitter, are available.



3.7 Email Signature Banner

Use the new email signature banner to spread the word about World Stroke Day with every email that you send.



3.8 Influencer Quick- Reference Guide

Share the influencer guide with local advocates and influencers. Everything they need to make it easy and to stay on message is included in the one-page influencer guide and on the tools page. Influencers should be encouraged to produce original content according to their own style and to the delight of their existing follower base, but they can also easily build their own posts [here](#).



4 Activations



4.1 Social Media Engagement

Follow and engage with the World Stroke Day campaign across social media. Tag World Stroke Day accounts and use the hashtags to amplify reach.

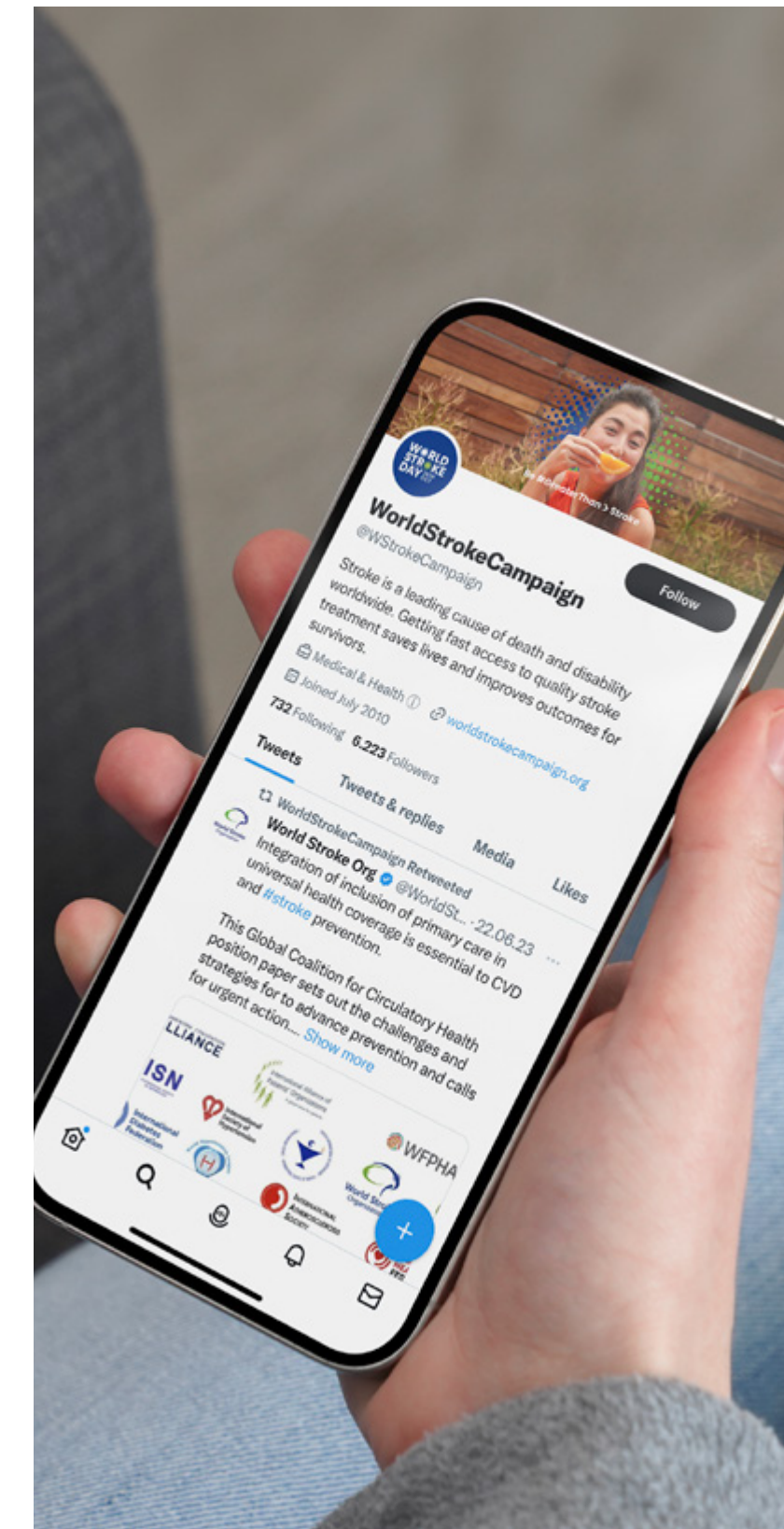
Hashtags
#WorldStrokeDay
#GreaterThan
#MejorQue
#MelhorQue



 **Facebook**
@WorldStrokeCampaign



 **Instagram**
@WorldStrokeCampaign



 **Twitter**
@WorldStrokeCampaign



 **YouTube**
World Stroke Organization

4.2 Influencers

The World Stroke Day global campaign headquarters will recruit a diverse team of influencers from across the globe to help spread the *Greater Than* message.

Share the Influencer Quick-Reference Guide 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 in the guide 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 **#GreaterThan** and **#WorldStrokeDay**



4.3 Illuminations

Help create a chain of blue lights around the world to build public awareness of stroke. What could you light up? Identify a local landmark and light it blue for stroke on October 29th.

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.



4.4 Active Sundays

Starting on the first Sunday in October we are asking everyone to use their Sundays to get active and to share a message about stroke prevention – it can be a large event, a walk with a group of friends, or a solo cycle – whatever you choose. Just be sure to snap a selfie and share a stroke prevention message on social media using the [post builder](#) and the #GreaterThan hashtag.



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



World Stroke Day is our opportunity to come together and make the biggest possible noise about stroke and the need for action. By working together, we can be #GreaterThan stroke. The resources in this guide have been developed in consultation with WSO members around the world and are provided to support you to implement the campaign in your community. Our campaign team is here to support your work and are on hand to share ideas and tips to help you take action. Reach out to us for help in locating and adapting campaign resources, advice on implementation and to connect with other campaign champions. We look forward to seeing what you do on October 29th.

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:

