



2025 CAMPAIGN TOOLKIT

**WORLD
STROKE
DAY** 29TH
OCT



#WorldStrokeDay #ActFAST

WORLD STROKE DAY

2025

Every year, 12 million people experience a stroke. That's one every two seconds.

Stroke can happen suddenly, and without warning.

Stroke cuts off the supply of blood and oxygen to the brain. Every minute it goes untreated, millions of cells die. The longer the time gap, the more likely people are to be left with long-term brain damage that affects their ability to walk, talk and manage everyday tasks on their own.

The sad truth is that 1 in every 2 people who experience a stroke will die from it. For those that survive, two thirds are left facing complications and long-term disabilities.

Knowing how to spot the signs of stroke and raising the alert is an essential first step that can help make sure people get the treatment they need, fast.

This doesn't just save lives, it increases the chance of a full recovery so that stroke survivors can go on to live their best life.

Every Minute Counts. Learn to spot the signs of stroke today.

Contents

1. Introduction

1.1 Every Minute Counts: Let's Act Together and #ActFAST for World Stroke Day

1.2 Campaign Objectives

2. Theme

2.1 Theme

2.2 Content Pillars

2.3 Key Messages

2.4 The #ActFAST Challenge

2.5 An Extra Level of Support

3. Tools

3.1 Brand Identity

3.2 Posters

3.3 Social Media

3.4 Leaflets

3.5 Hero Video

3.6 Social Media Cover

3.7 Email Signature

4. Activation

4.1 Social Media Guidelines

4.2 Influencer Guide

1

Introduction

1.1

Every Minute Counts: Let's Act Together and #ActFAST for World Stroke Day

Every minute, 30 people will experience their first stroke. Globally 1 in 4 people will have a stroke in their lifetime.

Every minute during a stroke 1.9 million brain cells die. Time is brain but if we #ActFAST we can increase the opportunity for effective stroke treatment, proven to save lives and reduce disability for stroke survivors.

Every minute saved by someone recognizing the signs of stroke and calling for emergency medical is critical. The person having a stroke could be you, me, or anyone- which is why public stroke awareness of symptoms, and education on the impact our action can have is essential.

As a stroke advocate on October 29th, World Stroke Day, we are asking you to be part of the global effort to raise awareness of stroke symptoms. Together we can help educate the public in our community, country and region, and your actions can help to turn up the volume on the global stroke conversation.

To help you with your campaign WSO has developed assets, resources, tips and tools, designed to support your activity. Anyone can access these through the [campaign website](#), while WSO members can access resources to support localization, translation and co-branding via their WSO member zone.

We want to highlight your action and show a world committed to driving action on stroke, so please remember to register your activities and efforts on our [Global Map of Action](#).

If you need any guidance on campaign implementation, please reach out to awiseman@world-stroke.org.

Every Minute Counts – so let's get started!



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

1.2

Campaign Objectives

The WSO 'World Stroke Day' campaign is a global event targeting audiences aged 25-65 across the world, with content designed for regional adaptation and translation.

Objective	Goals	Metric	Ask
To raise public awareness of the signs of stroke and the role FAST action plays in improving stroke survival and recovery.	Reach the maximum number of people	<ul style="list-style-type: none">• Reach on social media• Reach on PR• Shared posts• Engagement• Website data• Social media followers• Hero video views	Share this post.
	Deliver engaging content in all global regions		
	Increase the number of people who know the signs and symptoms of stroke.	<ul style="list-style-type: none">• Number of “certificates”• Educational video views	Learn to spot the signs of stroke.

2

Theme

2.1

Campaign Theme

This year, the World Stroke Campaign will leverage the concept of time to raise awareness about the importance of recognizing the signs of stroke and acting fast.

From the moment someone has a stroke, time is of the essence. That first hour — often called the “golden hour” — is critical. With each minute that passes without treatment, more brain cells are lost.

The faster the signs of stroke are recognized and the alert is raised, the sooner someone can get the treatment and care they need — increasing their chance of survival and a near or full recovery.

By using the concept of time to create a sense of urgency and sharing real-life stories of stroke survivors and “spotters”, we believe that our message can — and will — reach a wide and diverse audience.



EVERY
MINUTE
COUNTS

2.2

Content Pillars

1

Every minute counts.
Are you ready?
Learn to spot stroke.

When you spot stroke, you become the first link in a life-changing chain.

FOCUS: practical solution

Central pillar calling on people to learn the signs of stroke and reinforcing their role as the “front line” responder that links people to treatment.

2

Every minute counts.
Stroke acts fast.
You should too.

Every minute a stroke goes untreated, millions of brain cells die.

FOCUS: medical need

Content exploring the medical side of stroke, what happens when someone has a stroke, how this causes symptoms and the long-term effects.

3

Every minute counts.
Your action today could change a life tomorrow.

Time isn't just brain. It's someone you love.

FOCUS: benefit of acting

Content reinforcing the benefits of fast action. Every minute saved increases the chance of full recovery.

2.3.1

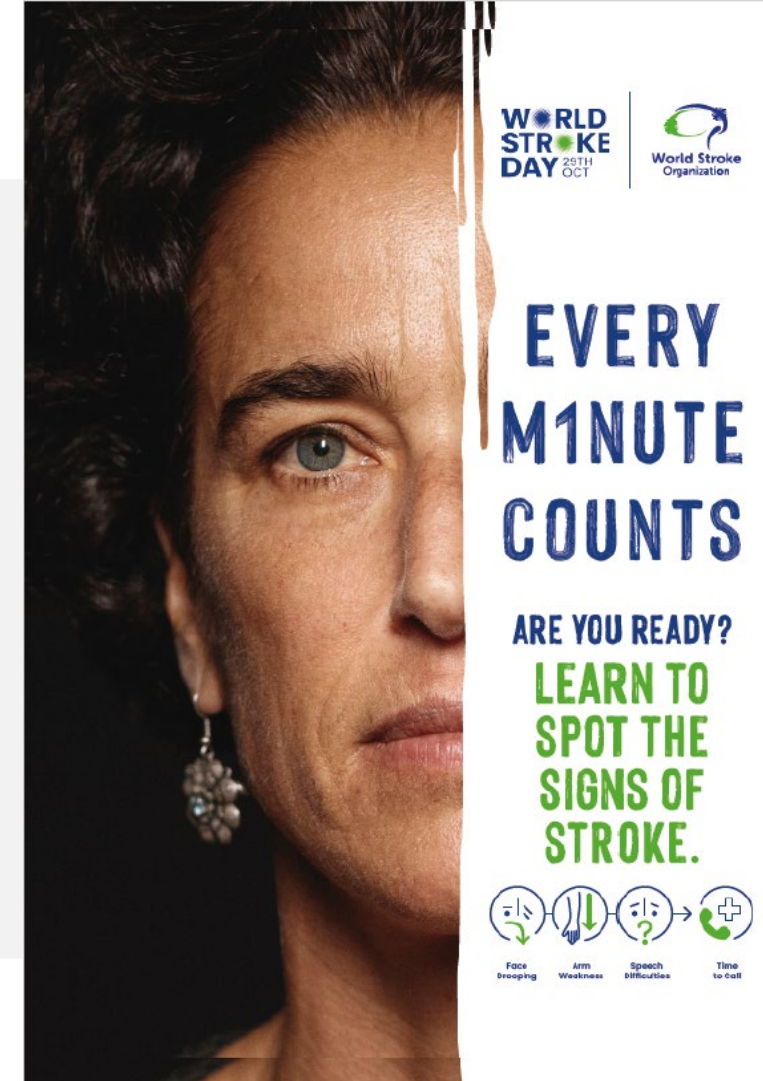
Pillar 1: Key Messages

Every minute counts.

Are you ready? Learn to spot the signs of stroke.

When you spot the signs of stroke, you become the first link in a life-changing chain.

- Every two seconds someone has a stroke.
- It's easy to spot the signs if you know what to look for:
 - Facial weakness
 - Arm weakness
 - Slurred speech
- If you see someone experiencing these signs, it's Time to raise the alarm.
- Don't delay. The faster you act the sooner someone gets the treatment they need.



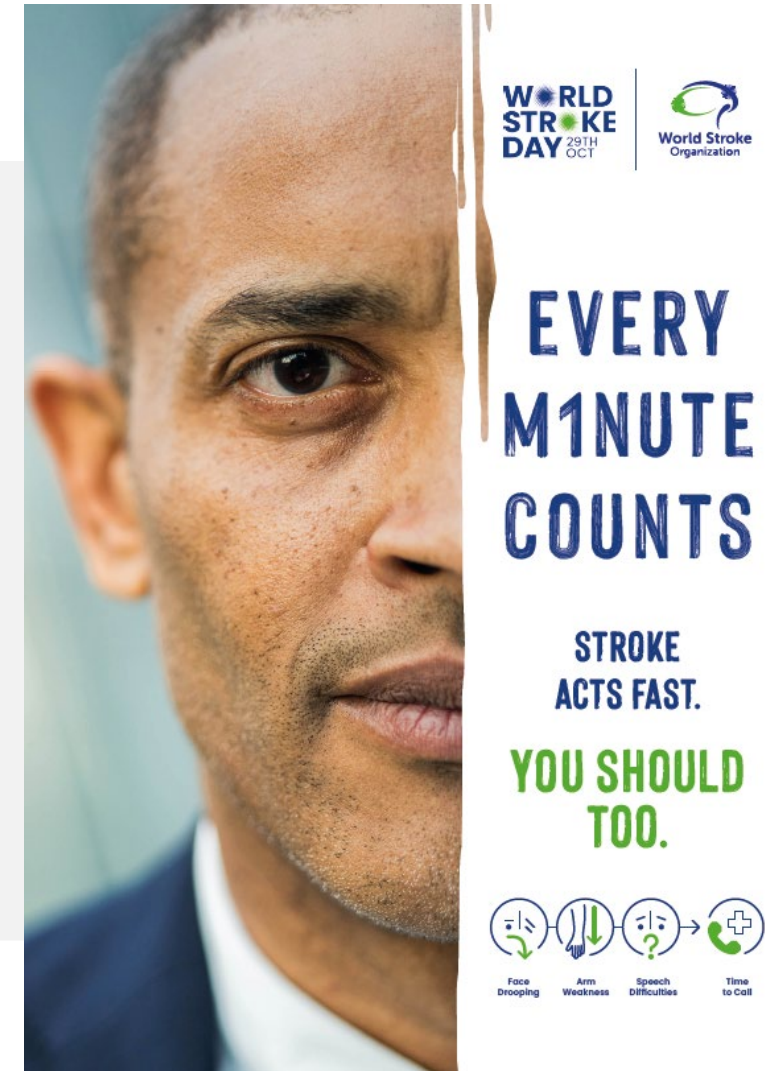
2.3.2

Pillar 2: Key Messages

Every minute counts.
Stroke acts fast. You should too.

Every minute a stroke goes untreated, millions of brain cells die.

- A stroke happens when blood flow to the brain is suddenly blocked.
- Without blood, brain cells stop working and can die.
- The damage can affect a person's ability to walk, move, speak, and manage everyday tasks.
- Fast and effective treatment can save brain cells and reduce the risk of long-term damage.



2.3.3

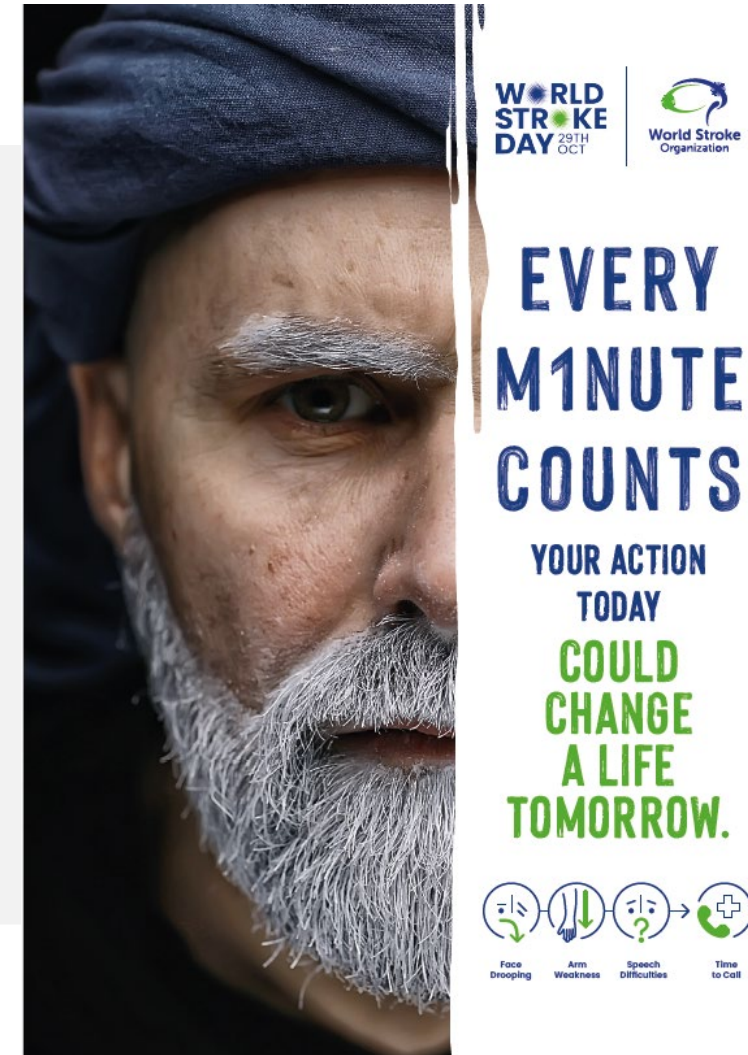
Pillar 3: Key Messages

Every minute counts.

Your action today could change a life tomorrow.

Time isn't just brain. It's someone you love.

- Two in every three stroke survivors experience long-term complications or disabilities.
- Fast action on stroke can dramatically reduce the amount of damage caused.
- This increases the chances of a near or full recovery.
- Fast action doesn't just save lives – it helps people live their best life.



2.4

The #ActFAST Challenge

For this year's World Stroke Day, we're asking the public to get ready to #ActFAST.

They can do this by taking part in interactive educational activities that raise awareness on the signs of stroke, with participants receiving a digital badge to share on social media.

To earn their badge, participants will:

- Watch a series of **short, engaging educational videos** featuring people with lived experience, clinicians, and stroke experts.
- **Test their knowledge** by completing an interactive online quiz about stroke and its warning signs.
- **Race against the clock** in a fast-paced interactive game to spot stroke symptoms.

Once they've earned their badge, participants are encouraged to share it widely and inspire their friends, family, and networks to get involved too.

BECOME A STROKE SPOTTER TODAY

1

Watch patients, doctors and experts, explain what to look out for

2

Complete the interactive quiz

3

Test your spotting skills and reaction time

4

Get your "Stroke Spotter" badge

5

Share it with your networks and encourage others to join the challenge

2.5

**SUPPORT A GLOBAL CALL FOR
STROKE ACTION NOW**

Participants looking to take their support to the next level can take the opportunity to be part of a global advocacy campaign calling on governments and the international community to prioritise national stroke action.

The campaign is run by the Global Stroke Action Coalition, the first-ever global advocacy movement dedicated to reducing the burden of stroke for everyone, everywhere.

More information on the Coalition can be found here:

<https://www.strokeactioncoalition.org>



For stroke survivors, carers and healthcare professionals

Every voice counts. Add yours by signing our online Letter of Support, sharing the campaign on social media, and sending a signed copy to your Minister of Health.

Sign our [Letter of Support](#)

For health and civil society organisations

Endorse the policy recommendations outlined in the Coalition's [Policy Brief](#). Endorsing organizations can download and display a Coalition badge on their website and social media and will have their name featured on the Coalition's website

Join our growing [network of Endorsers](#)

SHOW YOUR SUPPORT

Call on policy makers to make stroke prevention, treatment and care a priority. Sign and share the letter of support.

SIGN THE LETTER OF SUPPORT



3 Tools

3.1 Brand Identity

The official fonts and colors for this year's World Stroke Day campaign build on the established brand identity.

Alongside the familiar Poppins font and core color palette, we've introduced a new font, Hackney, and a new "scratch" design element that can be used horizontally or vertically.

Combined with strong, impactful photography, these additions convey boldness and urgency.

Poppins Regular

Poppins Italic

Poppins Semibold

Poppins Semibold Italic

Poppins Bold

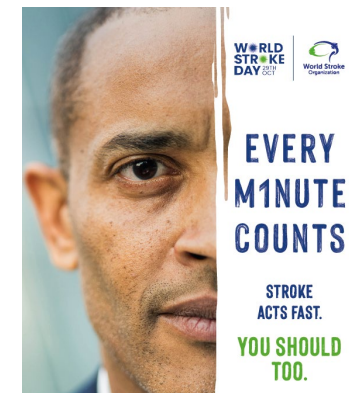
Poppins Bold Italic

RGB
0 55 139
#00378b

RGB
88 171 39
#58ab27

**WORLD
STROKE
DAY** 29TH
OCT

HACKNEY



3.2.1

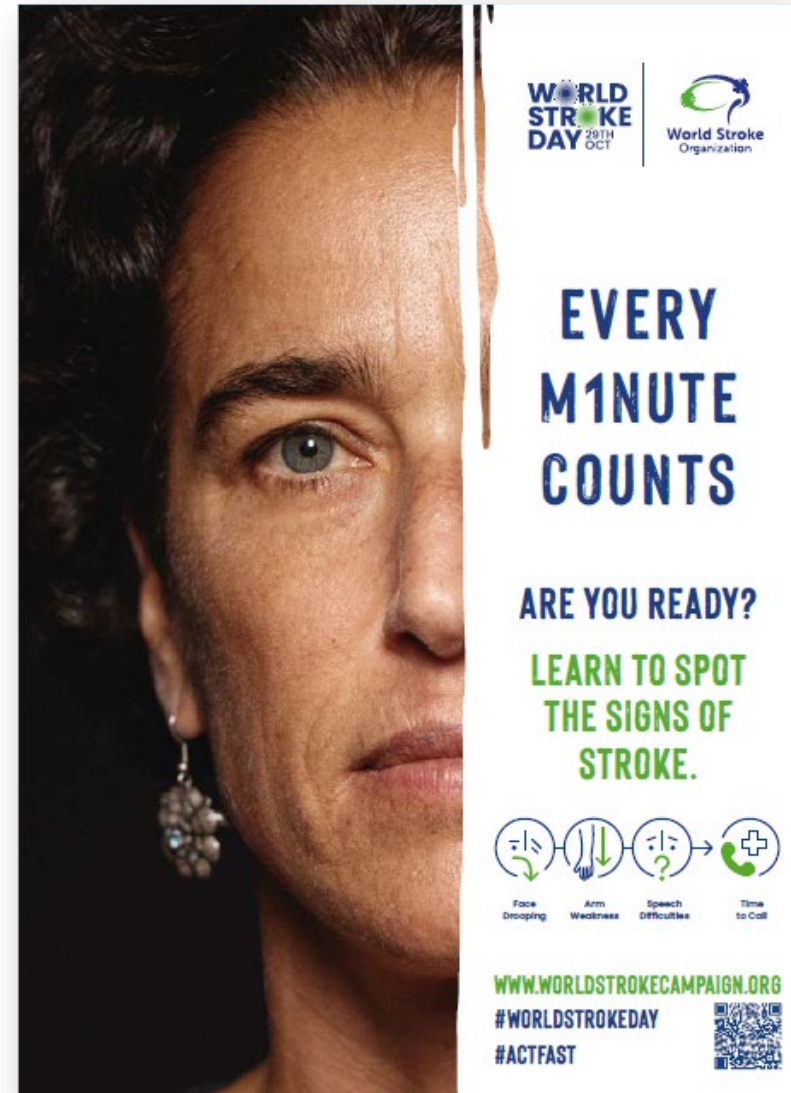
Posters

A set of six posters have been designed to help bring the campaign to life and encourage people to learn the signs of stroke and #ActFAST.

The messages, images, URL, and/or QR code can be swapped out to meet local adaptation requirements of the campaign.

If Member and Partner logos need to be added, you can place them under the World Stroke Day/WSO logos.

In addition, custom posters can be created and downloaded through the online poster builder available through the campaign's website.



3.2.2 Posters



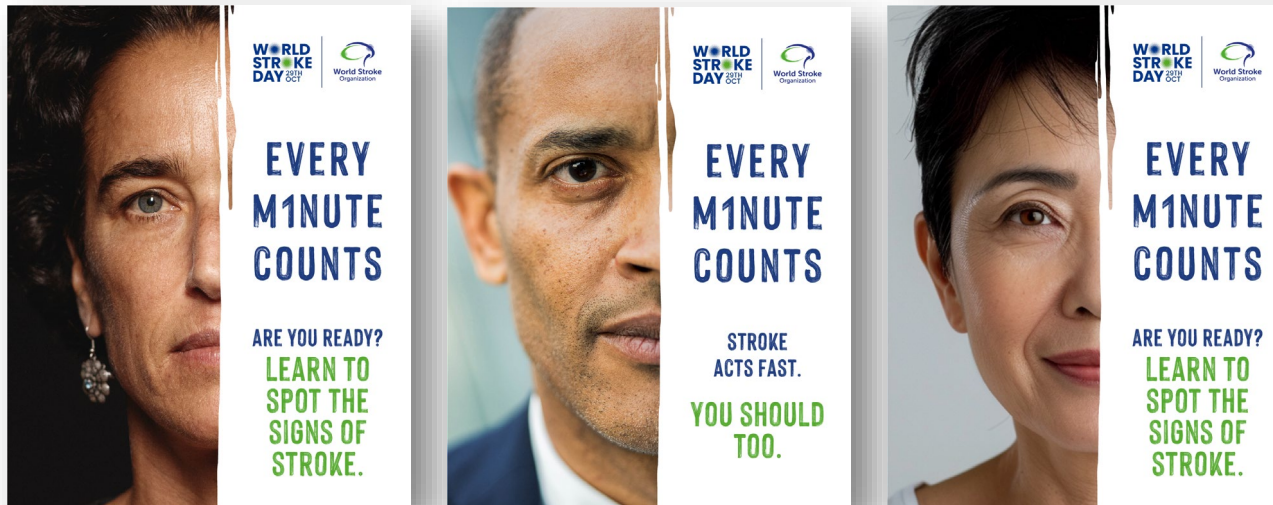
Available in: English, Arabic, Chinese, Spanish, French, Portuguese, Hindi

3.3.1

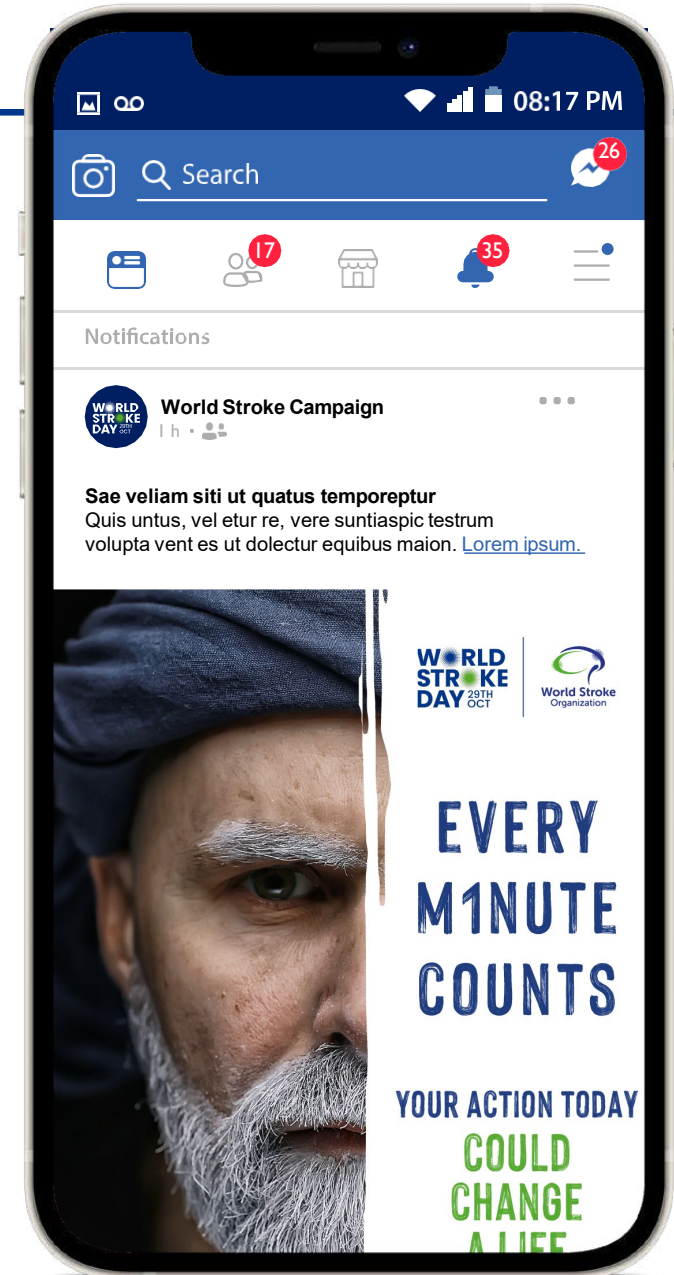
Social Media Posts

A set of static and dynamic social media posts are available. They will appear on the campaign's social media channels, and all are welcome to post them on their personal and organizational channels.

Feel free to customize the visuals and copy.



Available in: English, Arabic, Chinese, Spanish, French, Portuguese, Hindi



3.3.2

Social Media Posts

Static and dynamic (gif) assets featuring the FAST icons are available for social media use, as well as a 5-slide carousel.



3.4.1 Leaflet

The campaign leaflet includes key information about the campaign theme, stroke symptoms, and useful links.

It also includes a link to the FAST Heroes resources, developed to raise awareness in schools (see next slide).

Available in: English, Arabic, Chinese, Spanish, French, Portuguese, Hindi



LEVERAGING THE ENTHUSIASM OF CHILDREN TO SPREAD STROKE KNOWLEDGE



Developed by teachers for teachers, FAST Heroes is a primary schools-based program that works to raise awareness of the key symptoms of stroke and the importance of calling an ambulance straight away.

Now active in over 20 countries, the campaign harnesses children's enthusiasm for learning, encouraging them to share the knowledge they gain with their loved ones, particularly their grandparents.

Nearly a million children across the world have been educated via the program to date, with numerous lifesaving stories directly resulting from the information cascade.

You can find out more at www.fastheroes.com.

Email queries or questions to pr@fastheroes112.com.



3.5

Hero Video

More information coming up soon

3.6

Social Media Cover Image

More information coming up soon

3.7

Email Signature Banner

More information coming up soon

4

Activation

4.1

Social Media Guidelines

Follow and engage with the World Stroke Day campaign across social media.

The objective is to get people to sign up to the #ActFAST challenge, to encourage them to access our resources and learn to spot the signs of stroke.

It's also about **raising awareness** of the burden of stroke, including in younger people, and **sparking conversation** that leads to increased education and knowledge of stroke signs and symptoms.

Help amplify our reach by using the official campaign **hashtags** and tagging the World Stroke Day accounts. Posts with campaign hashtags will be tracked and included in measuring the campaign's overall impact.

By combining one of the campaign's hashtags with a locally chosen one, your posts will also appear on the live social wall featured on the campaign's homepage.

Hashtags
#WorldStrokeDay
#ActFAST

 [@World Stroke Campaign](#)

 [@worldstrokecampaign](#)

 [@WStrokeCampaign](#)

 [World Stroke Organization](#)

 [World Stroke Campaign](#)

4.2 Influencer 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 that resonates with their follower base.



For any questions regarding the campaign or the available tools, 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 raise awareness of the signs of stroke and encourage people to take action today that could change lives tomorrow.

The resources in this guide have been developed in consultation with WSO members around the world and are designed to help you 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. Feel free to 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





World Stroke Organization

In Partnership with:

