



FAST HEROES

**WORLD STROKE DAY 2021
GLOBAL TOOLKIT**



WHY STROKE AWARENESS IS NEEDED

One in four people will have a stroke in their lifetime. 14.5 million people will experience their first stroke this year and sadly 6.5 million will die. For survivors who don't get timely and appropriate treatment, this can lead to a lifetime of physical disability, communication and emotional difficulties, loss of work, income and social connections.

The second a stroke starts, brain cells start to die, but research has shown that very often people don't recognise the key signs of a stroke and don't seek emergency medical care in time.

For World Stroke Day, the World Stroke Organisation (WSO) has launched the campaign #PreciousTime, to raise awareness of the signs of stroke and to share the message that every second is crucial, when somebody has a stroke.

We can all become stroke spotters and Fast Heroes is proud to partner the WSO and collaborate to showcase the importance of intervening and reacting quickly when someone in the family has a stroke. Increasing knowledge about the signs to look out for and the importance of contacting the emergency services straight-away really can make a difference, and ultimately help save lives.



INTRODUCING THE FAST HEROES CAMPAIGN

The average age of stroke patients is 73 years. This is a tough audience to target using classical channels.

Targeted at families, FAST Heroes aims to raise awareness of the key symptoms of stroke and to increase understanding about how to respond in an emergency.

The central idea of the campaign is to harness children's enthusiasm for learning, and then encourage them to share the knowledge they've gained with their loved ones, particularly their GRANDPARENTS. It seeks to leverage the amazing potential of children to educate and influence their families.

The campaign features a series of animated characters. Together they empower children to teach their families about the three key signs of stroke, as well as the importance of calling an ambulance immediately.



LINKING STROKE SYMPTOMS TO EMERGENCY NUMBERS

We need to educate the public to do two things:

- To recognise the most common symptoms of stroke
- To call an ambulance when these symptoms appear

We decided that the best way to do this was to combine the two messages – using the emergency number used to call an ambulance as the hook to remember the most common symptoms of a stroke.

In Europe for example, where the EU emergency number is 112, we link each symptom to one of the numbers:

- 1 side of the FACE that suddenly starts DROOPING
- 1 ARM that suddenly goes WEAK
- 2 LIPS that suddenly can't form SPEECH

On the drive links within this document you will find assets for various other combinations of languages and emergency numbers.



HOW YOU CAN USE THE FAST HEROES CAMPAIGN FOR WORLD STROKE DAY...

Whatever events, outreach and activities you have planned for World Stroke Day, there are three key ways that you can use the FAST Heroes campaign to help make an impact:

1

Guinness World Record Call to action.

Help us to increase stroke awareness by contributing to a new World Record – the largest photo album of people wearing superhero masks:

<https://recordattempt.fastheroes.com/>

2

Supplement your current planned activities.

Use the wealth of materials we have available - which are already translated into multiple languages and localised to various emergency numbers - to help educate about stroke symptoms during your planned events.

3

Implement FAST Heroes in Schools.

Plan to start implementing the FAST Heroes campaign in schools in your region.



01

**WORLD STROKE MONTH
CALL TO ACTION:**

**HELP US SET
A GUINNESS WORLD RECORD**

WE'RE ALREADY HALF WAY TO SETTING A NEW RECORD...



WORLD RECORD ATTEMPT: SUPERHERO SELFIES

- We're attempting to set an official World Record (the largest photo album of people wearing superhero masks) to help raise awareness of the FAST Heroes campaign
- You can take or add photos via the record attempt microsite (if needed, you can download a superhero mask template from the microsite), as well as seeing the gallery of existing selfies
- If a person adds four different photos, they can download a certificate of participation
- Please help us promote this World Record attempt to your network so we can achieve our target of 20,000 photos – you can promote it via digital channels and/or incorporate it into planned events, taking along masks and asking people to pose for photos



YOU CAN PROMOTE PARTICIPATION IN THE WORLD RECORD ATTEMPT THROUGH SOCIAL MEDIA

Template social media posts are provided, including videos and animations.



**CLICK TO DOWNLOAD THE
SOCIAL MEDIA ASSETS**

YOU CAN ALSO PROMOTE PARTICIPATION AT YOUR PLANNED EVENTS

Where local rules allow for on-site activations, consider including the World Record attempt in your event.

All you need is an iPad, that is logged into the record attempt microsite and to have some masks available. You can encourage people to take part by uploading their photos.

Every person that contributes 4 photos or more gets their own Guinness World Record certificate. If you have a printer at hand, you can print their certificates there and then.





02

**SUPPLEMENT YOUR
CURRENT PLANNED
ACTIVITIES**

WSD EVENTS AND ACTIVATIONS

From past-experience we know that many WSO members already have events or activations planned for World Stroke Day and are looking for materials to brand the activations to help get the awareness messages out there.

On the slides that follow we have some examples of how the FAST Heroes materials can be used at your events.



RUN / WALK FOR STROKE AND OTHER EVENTS

Many WSO member organizations organize annual run for stroke events. Imagine how well the symptoms will be communicated if you have a couple of hundred people running/walking for 30 minutes each with a FAST Heroes t-shirt on.

t-shirt designs are available on the drive.

Don't forget to have a photographer/photo booth at the finish line with some masks for the World Record attempt.



CAMPAIGN PAMPHLET



You can use this informative pamphlet at events or make it available for people to pick up from locations where you are displaying the posters or other campaign materials.

CHILDREN'S STORYBOOK

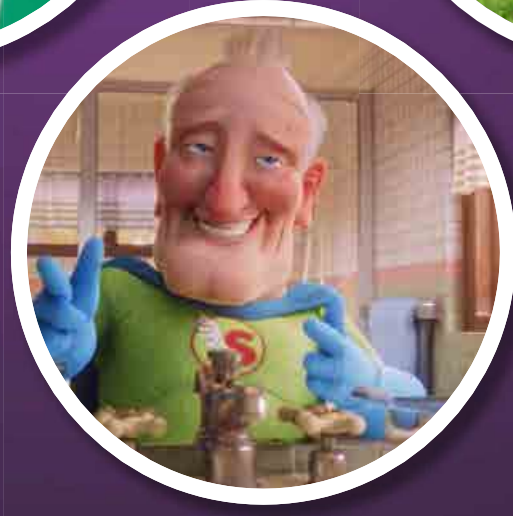


You can use the FAST Heroes children's storybooks as competition prizes or rewards.



ANIMATED VIDEOS

You can use these high-quality videos on websites and social media channels to help engage and educate people.



ACCESSING THE MATERIALS

Click on the links to access your relevant folder of assets within our campaign Google Drive:

ARGENTINA 107	ECUADOR 911	LITHUANIA 112	SOUTH AFRICA 112
BRAZIL 192	EGYPT 123	MALAYSIA 999	SPAIN 112
BULGARIA 112	ENGLISH 112	PERU 106	UAE 998
CANADA 911	GEORGIA 112	POLAND 112	UK 999
CATALONIA 112	GERMANY 112	PORTUGAL 112	UKRAINE 103
CHILE 131	GREECE 112	ROMANIA 112	USA 911
COLOMBIA 123	HUNGARY 112	RUSSIAN SPEAKING COUNTRIES 103	
CROATIA 112	ICELAND 112	SINGAPORE 995	
CZECH REPUBLIC 112	ITALY 112	SLOVAKIA 112	





**THE ARTWORK FILES
PROVIDED CAN ALSO BE
ADAPTED AND USED FOR
BRANDING OF EVENTS
AS SHOWN IN THE
NEXT FEW SLIDES...**



GAZEBOS & SAIL BANNERS



BRANDED PAPER BAGS



CAMPAIGN COFFEE CUPS



BALLOONS

The branded balloons can be used at events to help signpost the campaign and engage passing families.



CONSIDER HOLDING GRANDPARENT DAYS

Rather than focusing on inviting only stroke survivors to events, consider targeting those at greater risk. Grandparents and kids can have a lot of fun doing games related to the FAST Heroes campaign. This may also be a great way to help enroll schools in the campaign in the future.





MAKING USE OF PRO BONO ADVERTISING OPPORTUNITIES

We know WSO members often get opportunities to advertise for free on various places like bus stops, pharmacy windows, in shopping malls and other places. Here are some inspirational ideas of how to use FAST Heroes assets to create awareness when those opportunities present themselves

Feel free to reach out to
our creative team at
pr@fastheroes112.com
for assistance with designs



CHARACTER POSTERS

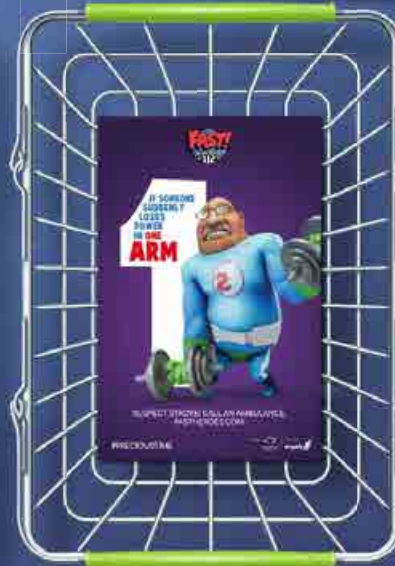


You can put these posters up in public spaces, such as doctor's surgeries and pharmacies.



OUT OF HOME ADS

These campaign advertisements can be used in a variety of places to help capture attention and educate about stroke.



BUS WRAP

Capture the attention of everyone on the road with eye catching bus wraps.



TAXI SEAT ADS



These campaign adverts can be used in public places, such as taxis and planes or outdoors spaces, to help increase awareness and education.

ZEBRA CROSSING AND FLOOR STICKERS

Spread campaign awareness in pedestrian areas in your town.



ELEVATOR WRAPS

These campaign adverts can be used in a variety of places to help capture attention and educate about stroke.



WINDOW STICKERS



Window stickers can be used in a number of different ways, at the entrances to offices or to capture the attention of passers-by.





03

**PLAN TO START IMPLEMENTING
THE FAST HEROES CAMPAIGN
IN SCHOOLS IN YOUR REGION**

WHAT HAS BEEN ACHIEVED BY THE CAMPAIGN SO FAR

- During the launch wave (from March to July 2021), the campaign was implemented in 1,860 schools, reaching 5,724 teachers and 72,540 children in 14 countries
- From the pre to post campaign questionnaire amongst parents, there was a 66% average improvement in knowledge related to stroke
- 9 in 10 parents said the campaign helped increase their confidence about what to do if somebody has a stroke and 94% believe the campaign can help save lives
- 96% of teachers said the campaign increased their confidence about what to do if someone has a stroke and 97% would recommend the campaign to others





Visit **FASTHEROES.COM** for more information
about the campaign

If required, you can contact the campaign team via email using pr@fastheroes112.com

The FAST Heroes campaign was developed by the Department of Education and Social Policy at the University of Macedonia,
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