



Activation Toolkit





Welcome to World Stroke Day 2021



"

Stroke is still the second leading cause of death worldwide, and the third leading cause of disability. As we communicated on World Stroke Day last year, one in four people will suffer a stroke at some point in their lives.

If a stroke does happen, it is critical that the person having the stroke is treated as quickly as possible. Timely treatment saves lives and can vastly improve patient outcomes.

That's why this year, we will launch a global awareness campaign to help everyone, everywhere, recognise the symptoms of a stroke, and know what to do if they see one happening.

Our call to action is simple: learn the signs, say it's a stroke and save #Precioustime.

Please join us in amplifying this message. The more of us sharing one message on World Stroke Day, the more powerful our voice will be.

This toolkit provides the information and resources to get involved and bring the campaign to life.

If you have any questions, feedback or suggestions, please contact campaign@world-stroke.org.

Wishing you every good health,



Sheila Martins and Deidre de Silva, Co-chairs of the World Stroke Campaign





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Make the

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Adapt it to your market Image Bank Better together

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1.1 About World Stroke Day

World Stroke Day is held on 29th October each year.

The annual event was started in 2006 by 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 2020, the campaign reached more than 5 million people in 31 countries.

World Stroke Day 2020 by numbers





1.2 The goals for World Stroke Day 2021

Campaign Objective	Goals
	Reach the maximum nur
Raise awareness of the signs of stroke and the importance of saving #Precioustime.	Make the message enga
	Speak with one voice as





Big Idea for World Stroke Campaign 2021

2.1

Save Minutes, Save Lives Campaign 2021-22 2.2

World Stroke Day: October 29 2021



#Precioustime the concept

When somebody has a stroke, every second that goes by is crucial. As brain tissue and millions of neurons begin to fade away, time could not be more precious.

The Precious Time campaign aims to raise awareness about stroke symptoms and the benefits of acting FAST in the aftermath of a stroke. We want to communicate what can be saved: a life, but also independence, quality of life and precious memories.





This is a two-year campaign aimed at raising general public awareness on stroke symptoms and the importance of acting FAST when you spot them.

This toolkit give you the opportunity to bring the campaign to life through: a global poster campaign, updated FAST icons, social media posts and PR messaging.





2.1 A new iconography for FAST



Face Drooping

Arm Weakness

A lot of people will engage with the WSD campaign on a mobile screen. We have developed symbols that are easy to spot and understand in that context small in size and fighting for attention. They are simple, genderless and without ethnicity, yet human and urgent.

Speech Difficulties

Time to Call



Emotional hook



Minutes can save lives

For more information www.worldstrokecampaian.c

(≚) Download Posters



Call to action



Learn the signs, Say it's a Stroke Save #Precioustime

co-brandin **World Stroke** For more information: www.worldstrokecampaign.ord

Placehold

Symptom spotting



2.1 Key visuals: emotional hook

Alternative headers

Minutes can save memories

Minutes can save mobility

Minutes can save speech

Minutes can save independence



Learn the signs, Say it's a Stroke Save #Precioustime

For more information: www.worldstrokecampaign.org

Sign-off



Face Arm Speech Drooping Weakness Difficulties Time to Call World Stroke Organization

co-branding Placeholder Logo and co-branding logo

2.1 Key visuals: call to action

Call to action



For more information: www.worldstrokecampaign.org

Sign-off







co-branding Placeholder Logo and co-branding logo

2.1 Key visuals: symptom spotting



Sign-off

Header

Minutes can save lives





Minutes can save mobility

Minutes can save mobility





Minutes can savespeech



Minutes can save independence



Minutes can save independence





2.1 World Stroke Day: Campaign Launch Video











2.2 Brand Identity for World Stroke Day 2021

In 2021, World Stroke Day will raise awareness of the symptoms of a stroke, educating people on the effects, and highlighting the need to "save #Precioustime".

The letter O surrounded by fragments represents what happens when someone has a stroke: the damage to the brain tissue and the loss of what that tissue holds – memories, reasoning, language, emotions.

The use of green communicates the brand as well as the positive message that acting FAST can have a major impact on a stroke survivor's recovery.

This fragmented effect will be used throughout the campaign's creative assets.

Download Lockups

RLD STREE DAY 29TH OCT

DAV 29TH OCT

2.2 Influencers

This year, the face our global campaign will be four-time Olympic Gold medalist and former world record breaker, Michael Johnson. In 2019, the once-fastest man in the world had a stroke, proving that it can happen to anyone.





Harnessing the global appeal of our ambassador can bring much exposure and success to this year's campaign. So let's spread his message, FAST!

- Engaging local influencers will be equally important to create a meaningful and urgent connection with your community.
- To encourage public figures and celebrities in the stroke community to take part on the campaign, there are a number of options:
 - Reach out to them directly via social media ådirect message
 - Contact their agent or publicist
 - Ask your network to approach their contacts



2.2 Webinar Panel Event: World Stroke Day

- This year we will host a promoted, moderated live panel event on the topic of access to urgent care in stroke
- We are very proud to announce that world-renowned Olympic athlete Michael Johnson will join the panel to talk about his own experience of stroke
- Other panel members from the global stroke community will be announced in due course

GET INVOLVED, IF YOU CAN:

- Join the live webinars
- Be part of the Q&A
- Don't hesitate to send us your feedback throughout the year

October 29th at 3PM CET



2.2 Social Media and Digital Assets - animated versions



2.2 Social Media and Digital Assets - static versions



2.2 Social Media and Digital Assets - static versions









2.2 Social Media and Email Banners







3.1

Creative Showcase 3.2

Social Media Materials



3.1 Creative Showcase

Illuminating famous clocks around the world will help to drive home the message of #Precioustime.





3.1 Creative Showcase





3.1 Creative Showcase





3.2 Example Social Media Calendar & Posts

Oct 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30]	2	3
	Creative Launch			Video Launch		
	Creative +			Video + post copy		
	post copy					
4	5	6	7	8	9	10
Promote Webinar			Creative Launch		Short Video	
Image + post copy			Creative +		Video + post copy	
+ sign-up link			post copy			
11 12	12	13	14	15	16	17
	Promote Webinar			Minutes Save Memories		
	Quote Card + post			Creative + post		
	copy + sign-up			сору		
	link					
18	19	20	21	22	23	24
Link to WSO site		Promote Webinar			FAST	
Image + post copy		Image + post copy			Creative + post	
+ link		+ sign-up link			сору	
	26	27	28	29	30	1
	WSO membership CTA		Promote Webinar	Separate Calendar		
	Image + post copy		Video + post copy			
	+ link		+ sign-up link			



3.2 Example Social Posting Document

Date & Time	Торіс	Platform	Сору
Oct. 1	Launch Video	Instagram	What happens in the minutes after some They start to lose crucial brain tissue that
		Facebook	Knowing the symptoms and acting #FAST unique. Learn the signs, Say it's a stroke. Save #Pr
		Twitter	Knowing the symptoms and signs of a #s things that make them unique. Learn the signs, Say it's a stroke. Save #Pr
Oct. 4	Promote Webinar	Instagram	Join us this #WorldStrokeDay for our inau Urgent Care in Stroke" OCTOBER 29th @ 3PM CET
		Facebook	Panelists include: Olympic Gold Medallist, PLACEHOLDER, PLACEHOLDER, PLACEHOLDEF Register today: INSERT REGISTRATION LINK
		Twitter	Join us this #WorldStrokeDay for our inaug "Access to Urgent Care in Stroke" OCTOBER 29th @ 3PM CET Register today: INSERT REGISTRATION LINK



Creative

meone has a #stroke? nat contains memories, language and personality. AST can save that person's life and all the things that make them

Precioustime

#stroke and acting #FAST can save a person's life and all the

#Precioustime

augural Webinar Panel Discussion on the topic of: "Access to

ist, World Record breaker and stroke survivor Michael Johnson DER

augural Webinar Panel Discussion on the topic of:







1.

3.2 Example Social Posting Document

v. 🏄			
Oct. 7	Save Memories	Instagram	A #stroke affects the part of the brain th
		Facebook	Acting #FAST in the minutes after someo Learn the signs, Say it's a stroke.
		Twitter	Save #Precioustime
Oct. 9	30-second Video	Instagram	In the aftermath of a stroke, acting #FAS And so much more:
		Facebook	A lifetime of memories A mobile and independent future
		Twitter	 A treasured turn of phrase Learn the signs, Say it's a stroke. Save #Precioustime
Oct. 12	Save Speech	Instagram	The words we use, the way we talk, even
		Facebook	If we know the signs and act #FAST in the conversations, chats and tunes. Save #Precioustime
		Twitter	Save speech



- that contains our precious memories.
- eone has a stroke can save not only their future but their past too.



- AST can save a life.

- en the way we sing can be affected by a #stroke.
- he precious minutes after a stroke, we can save a future of







Make the Campaign Yours **Nake the**

4.1

Adapt it to your Market

4.2

Image Bank



Better Together



4.1 Adapt it to your Local Market Needs

Choose the images, messages and tone you know will resonate with your own audience from the primary and additional assets in the toolkit.

4.2 Image Bank: Additional images to choose from

Save memories



















Save speech





Save lives





























4.3 FAST Stroke Heroes

Help share the FAST message with children using these resources and activities developed specifically for kids at school and at home.

FAST Heroes is an award-winning campaign that helps spread awareness and knowledge about the most common symptoms of stroke, as well as the importance of calling an ambulance straight away.

Harnessing children's enthusiasm for learning, the campaign is implemented in kindergartens and schools around the world, with a focus on spreading knowledge to families, particularly grandparents.

Click here to find out more and access campaign materials



4.4 Better Together

"

We will achieve much more if we all pull in the same direction and support each other. The team is readily available and attentive in the run-up to World Stroke Day, and beyond, to help where needed.

Please do reach out to us if you need anything we can help you locate, download or customize assets, give advice on channels or timings, whatever it is we are here for you.

"



Anita Wiseman, Campaign & Partnerships Manager, WSO



You can email the World Stroke Campaign team on awiseman@world-stroke.org and we will come back to you quickly.





Download Assets





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







In Partnership with:







