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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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.

<table>
<thead>
<tr>
<th>World Stroke Day 2020 by numbers</th>
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<tr>
<td><strong>Events in</strong></td>
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<td><strong>55</strong> countries</td>
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<td><strong>5.06 million</strong> Twitter reach</td>
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1.2 The goals for World Stroke Day 2021

<table>
<thead>
<tr>
<th>Campaign Objective</th>
<th>Goals</th>
<th>Metrics</th>
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| Raise awareness of the signs of stroke and the importance of saving #Precioustime. | Reach the maximum number of people                    | • Reach on social media  
• Potential reach of press release  
• Reach of hashtag #Precioustime |
|                    | Make the message engaging                          | • Social media engagement (Likes, Reactions, Comments)  
• Social Media Followers (across accounts) |
|                    | Speak with one voice as the stroke community       | • % Member Participation  
• Number of material downloads |
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.
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.
2.1 Key visuals

Minutes can save lives

Learn the signs, Say it’s a Stroke

Save #Precious

Face

Drooping

Arm

Weakness

Speech

Difficulties

Time

to Call

Minutes can save lives

Learn the signs, Say it’s a Stroke

Save #Precious

Face

Drooping

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Difficulties

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Learn the signs, Say it’s a Stroke

Save #Precious

For more information: www.worldstrokecampaign.org

Stroke

Face

Drooping

Arm

Weakness

Speech

Difficulties

Time

to Call

For more information: www.worldstrokecampaign.org

Emotional hook

Call to action

Symptom spotting
2.1 Key visuals: emotional hook

Alternative headers

Minutes can save lives
Minutes can save memories
Minutes can save mobility
Minutes can save speech
Minutes can save independence

Sign-off

Minutes can save lives

Logo and co-branding logo

Learn the signs, Say it’s a Stroke
Save #Precious

For more information:
www.worldstrokecampaign.org
Learn the signs of a Stroke
save #Precioustime

Minutes can save lives

Face Drooping
Arm Weakness
Speech Difficulties
Time to Call

For more information:
www.worldstrokecampaign.org

Logo and co-branding logo
2.1 Key visuals: symptom spotting

Focus on the symptoms

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

Face
One side of the face is drooping

Arm
Arm weakness, the person cannot raise their arms

Speech
Difficulty speaking, slurred speech

Time
to call an ambulance
and say it's a stroke

For more information: www.worldstrokecampaign.org
co-branding
Placeholder

Logo and co-branding logo
2.1 The Power of Saving #PreciousTime

Minutes can save lives.
2.1 The Power of Saving #Precioustime

Minutes can save memories

Minutes can save memories
2.1 The Power of Saving #Precioustime

Minutes can save mobility

Minutes can save mobility
2.1 The Power of Saving #PreciousTime

Minutes can save speech

Minutes can save speech
2.1 The Power of Saving #PreciousTime

Minutes can save independence

Minutes can save independence
2.1 Icon Animation
2.1 World Stroke Day: Campaign Launch Video
2.1 The Power of Saving #Precioustime

Minutes can save lives.

Campaign 2021

I didn't know what to do when stroke came. My arm was numb, my face was droopy, I had a message if I loved someone. If I asked earlier how to save treatment, I collapsed the nest day.
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
This year, the face of 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 (direct 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

Minutes can save lives

Minutes can save mobility

Minutes can save independence

Minutes can save speech

Minutes can save memories

Learn the Signs, Say it’s a Stroke.
Timely treatment can save lives and improve stroke outcomes.
#Precioustime#WorldStrokeDay#WSD21
View all 307 comments
2.2 Social Media and Digital Assets – static versions

Learn the Signs, Say it's a Stroke. Timely treatment can save lives and improve stroke outcomes.

#Precioustime #WorldStrokeDay #WSD21

View all 307 comments

Minutes can save lives

Minutes can save mobility

Minutes can save independence

Minutes can save speech

Minutes can save memories
2.2 Social Media and Digital Assets – static versions

Minutes can save lives

Face Dropping
Arm Weakness
Speech Difficulties
Emergency Call

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

World Stroke Day 29th Oct
#Precioustime
#WorldStrokeDay
#WSD21

View all 307 comments

Learn the signs, Say it’s a Stroke.
Timely treatment can save lives and improve stroke outcomes.
#Precioustime#WorldStrokeDay#WSD21

103,345 likes

View all 307 comments
2.2 Social Media and Email Banners
3 Creative Showcase

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

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

Minutes can save lives

For more information:
www.worldstrokecampaign.org
3.1 Creative Showcase

Minutes can save mobility

Learn the signs of a Stroke

#Precious
3.2 Example Social Media Calendar & Posts

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Creative Launch
Creative + post copy

Video Launch
Video + post copy

Promote Webinar
Image + post copy + sign-up link

Minutes Save Memories
Creative + post copy

Link to WSO site
Image + post copy + link

FAST
Creative + post copy

WSO membership CTA
Image + post copy + link

Promote Webinar
Video + post copy + sign-up link

Separate Calendar
<table>
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<tr>
<th>Date &amp; Time</th>
<th>Topic</th>
<th>Platform</th>
<th>Copy</th>
<th>Creative</th>
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<td>Oct. 1</td>
<td>Launch Video</td>
<td>Instagram</td>
<td>What happens in the minutes after someone has a #stroke? Knowing the symptoms and acting #FAST can save that person's life and all the things that make them unique. Learn the signs, Say It's a stroke. Save #Precioustime</td>
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<td></td>
<td></td>
<td>Facebook</td>
<td>Knowing the symptoms and signs of a #stroke and acting #FAST can save a person's life and all the things that make them unique. Learn the signs, Say It's a stroke. Save #Precioustime</td>
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<td>Oct. 4</td>
<td>Promote Webinar</td>
<td>Instagram</td>
<td>Join us this #WorldStrokeDay for our inaugural Webinar Panel Discussion on the topic of: “Access to Urgent Care in Stroke” OCTOBER 29th @ 3PM CET Panelists include: Olympic Gold Medallist, World Record breaker and stroke survivor Michael Johnson PLACEHOLDER, PLACEHOLDER, PLACEHOLDER Register today: INSERT REGISTRATION LINK</td>
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<td>Oct. 7</td>
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<td>A stroke affects the part of the brain that contains our precious memories. Acting FAST in the minutes after someone has a stroke can save not only their future but their past too. Learn the signs, Say it’s a stroke. Save #Precioustime</td>
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<td>Oct. 9</td>
<td>Instagram</td>
<td>In the aftermath of a stroke, acting FAST can save a life. And so much more: A lifetime of memories A mobile and independent future A treasured turn of phrase Learn the signs, Say it’s a stroke. Save #Precioustime</td>
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<tr>
<td>Oct. 12</td>
<td>Instagram</td>
<td>The words we use, the way we talk, even the way we sing can be affected by a stroke. If we know the signs and act FAST in the precious minutes after a stroke, we can save a future of conversations, chats and tunes. Save #Precioustime</td>
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4 Make the Campaign Yours

4.1 Adapt it to your Market

4.2 Image Bank

4.3 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

<table>
<thead>
<tr>
<th>Primary</th>
<th>Additional</th>
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</table>
| Save memories | <Image>
| Save mobility | <Image>
| Save speech | <Image>
| Save independence | <Image>
| Save lives | <Image>
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.

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

Anita Wiseman,
Campaign & Partnerships Manager, WSO
Download Assets

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