

**WORLD
STROKE
DAY** ^{29TH}
OCT

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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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



55

Events in

31

countries



4835

Toolkit
downloads



97,990

Visits to the
campaign
website on
World Stroke
Day



5.1 million

estimated
social media
campaign
reach



5.06 million

Twitter reach



111.8K

Facebook
reach



109.5K

Global online
video views



189

WSD news
release post
views

1.2 The goals for World Stroke Day 2021

Campaign Objective	Goals	Metrics
Raise awareness of the signs of stroke and the importance of saving #Precioustime.	Reach the maximum number of people	<ul style="list-style-type: none">•Reach on social media•Potential reach of press release•Reach of hashtag #Precioustime
	Make the message engaging	<ul style="list-style-type: none">•Social media engagement (Likes, Reactions, Comments)•Social Media Followers (across accounts)
	Speak with one voice as the stroke community	<ul style="list-style-type: none">•% Member Participation•Number of material downloads

2

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.

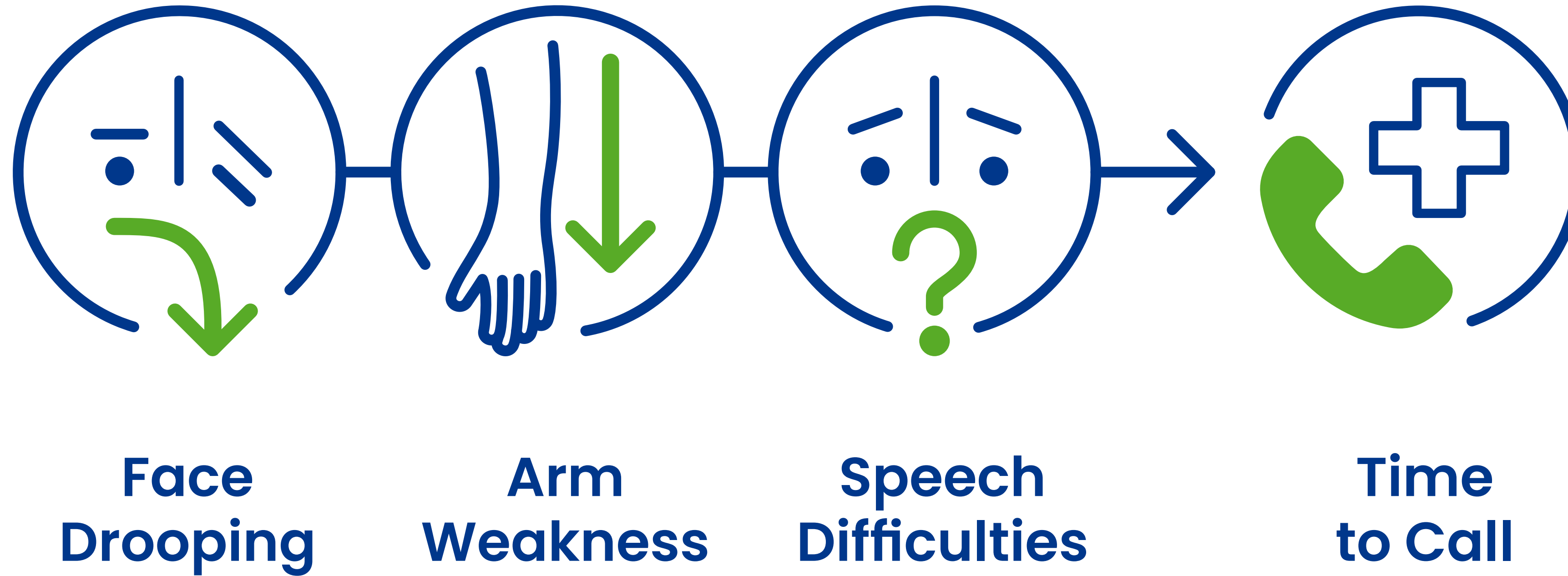
The Precious Time campaign aims to raise awareness about stroke symptoms and the benefits of acting FAST in the aftermath of a stroke. We want to communicate what can be saved: a life, but also independence, quality of life and precious memories.



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



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 #Precioustime

For more information: www.worldstrokecampaign.org

Face Drooping, Arm Weakness, Speech Difficulties, Time to Call

World Stroke Organization

co-branding Placeholder

This postcard features a photograph of a young woman kissing an elderly woman on the cheek. The background is a soft-focus beach scene with sand and waves. The text is in a clean, sans-serif font. The bottom section contains a row of four icons representing the stroke signs, followed by the World Stroke Organization logo and a placeholder for co-branding.

Emotional hook

Learn the signs of a Stroke save #Precioustime

Minutes can save lives

For more information: www.worldstrokecampaign.org

Face Drooping, Arm Weakness, Speech Difficulties, Time to Call

World Stroke Organization

co-branding Placeholder

This postcard features the same photograph of the two women. The text is in a clean, sans-serif font. The bottom section contains a row of four icons representing the stroke signs, followed by the World Stroke Organization logo and a placeholder for co-branding.

Call to action

Stroke

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

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

For more information: www.worldstrokecampaign.org

World Stroke Organization

co-branding Placeholder

This postcard features the same photograph of the two women. The text is in a clean, sans-serif font. The bottom section contains a row of four icons representing the stroke signs, followed by the World Stroke Organization logo and a placeholder for co-branding.

Symptom spotting

2.1 Key visuals: emotional hook

Alternative headers

Minutes can save memories

Minutes can save mobility

Minutes can save speech

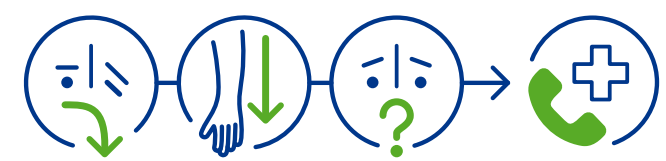
Minutes can save independence



Sign-off

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

For more information:
www.worldstrokecampaign.org



Face Drooping Arm Weakness Speech Difficulties Time to Call



World Stroke Organization
co-branding Placeholder

Logo and co-branding logo

2.1 Key visuals: call to action

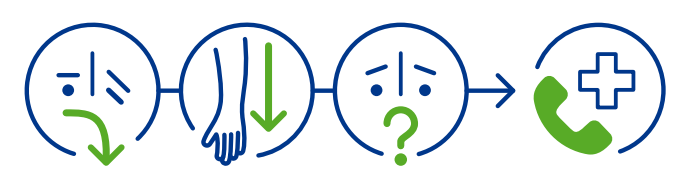
Call to action

Learn the signs
of a Stroke
save #Precioustime



Sign-off

Minutes can
save lives



Face Drooping Arm Weakness Speech Difficulties Time to Call

For more information:
www.worldstrokecampaign.org



co-branding Placeholder

Logo and
co-branding logo

2.1 Key visuals: symptom spotting

Header

Stroke

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

Focus on the symptoms

Sign-off

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

co-branding Placeholder



For more information: www.worldstrokecampaign.org

Logo and co-branding logo

2.1 The Power of Saving #Precioustime

Minutes can
save lives



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

#Precioustime Campaign 2021
This year's campaign focuses on saving Precious Time, referring to the need to act FAST in the aftermath of a stroke, as well as how that action can improve the quality of life for stroke survivors. 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 continues to raise awareness about stroke symptoms and the importance of acting FAST. We will also communicate what can be saved: a life, but also independence, quality of life and precious memories. These messages are combined and communicated throughout our materials.

Minutes can save lives
Learn the signs. Say it's a stroke. Save #Precioustime

A new iconography for fast
Face Drooping
Arm Weakness
Speech Difficulties
Time to Call

The WSD Panel Event
This year we will host a moderated live panel event on the topic of access to urgent care in stroke. Panelists include Dr. [Name], a well-known stroke expert, and [Name], a stroke survivor. The event will feature global perspectives for change and will include a Q&A session. Register for the event and share your voice and campaigns with the stroke community.

World Stroke Day 29TH OCT

"I didn't know what was happening when stroke struck. My arm was numb, my face was drooping, I thought I could just have a massage. If I knew F.A.S.T. earlier, I would have sought treatment. Instead, I collapsed the next day."

**Learn the signs of a Stroke
save #Precioustime**

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.



**WORLD
STROKE
DAY** 29TH
OCT



**WORLD
STROKE
DAY** 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 or direct message
 - Contact their agent or publicist
 - Ask your network to approach their contacts

2.2 Webinar Panel Event: World Stroke Day

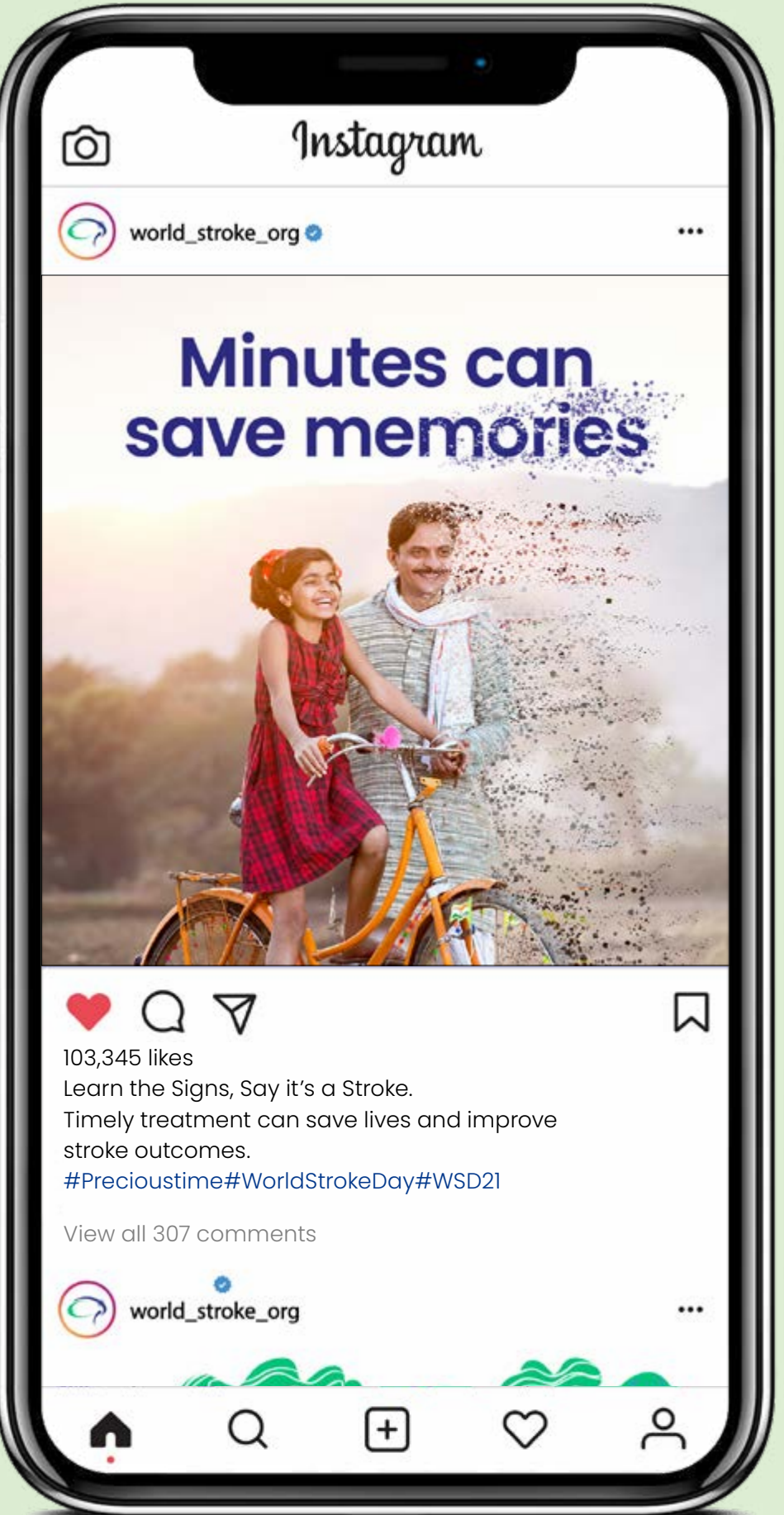
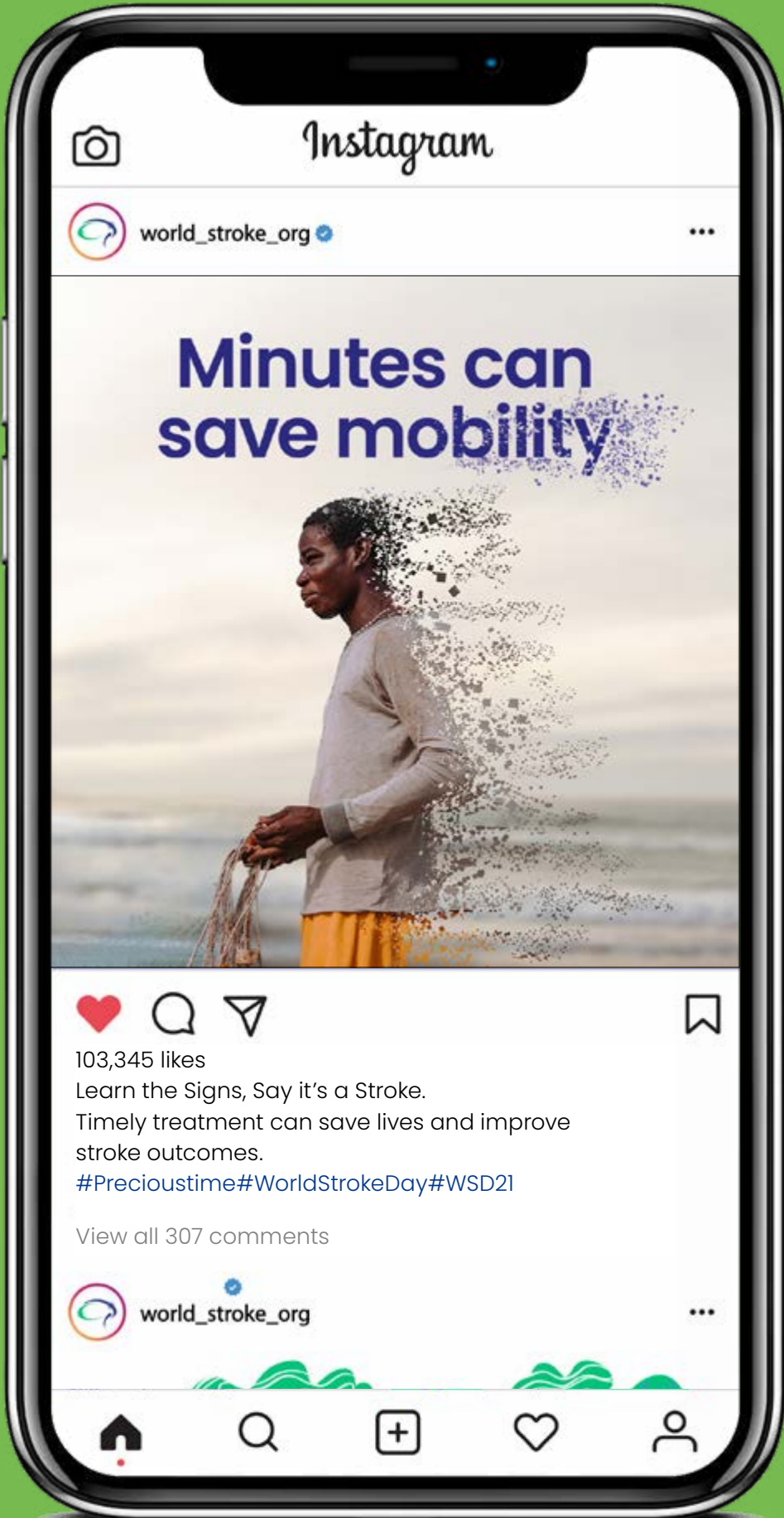
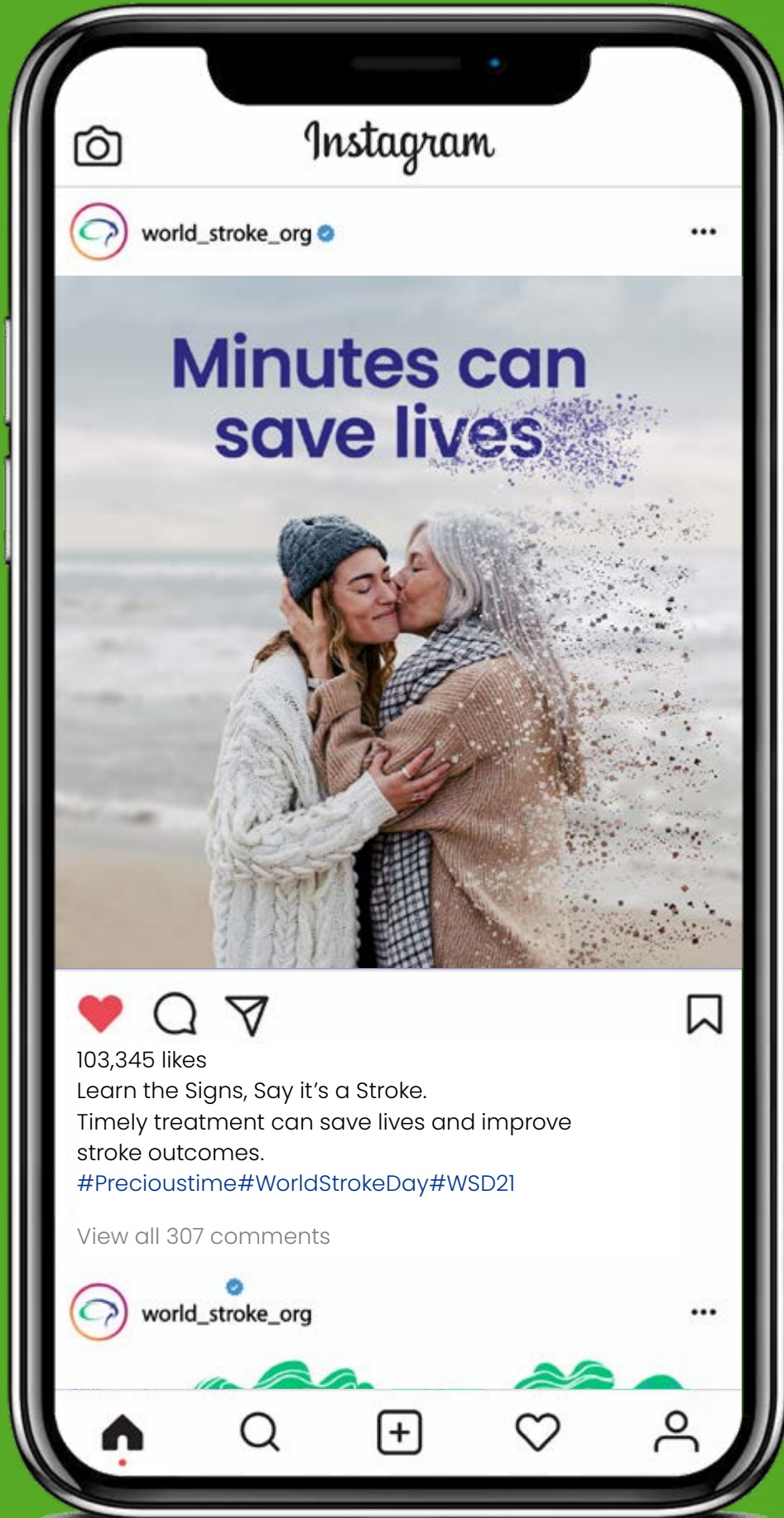
- This year we will host a promoted, moderated live panel event on the topic of access to urgent care in stroke
- We are very proud to announce that **world-renowned Olympic athlete Michael Johnson** will join the panel to talk about his own experience of stroke
- Other panel members from the global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

GET INVOLVED, IF YOU CAN:

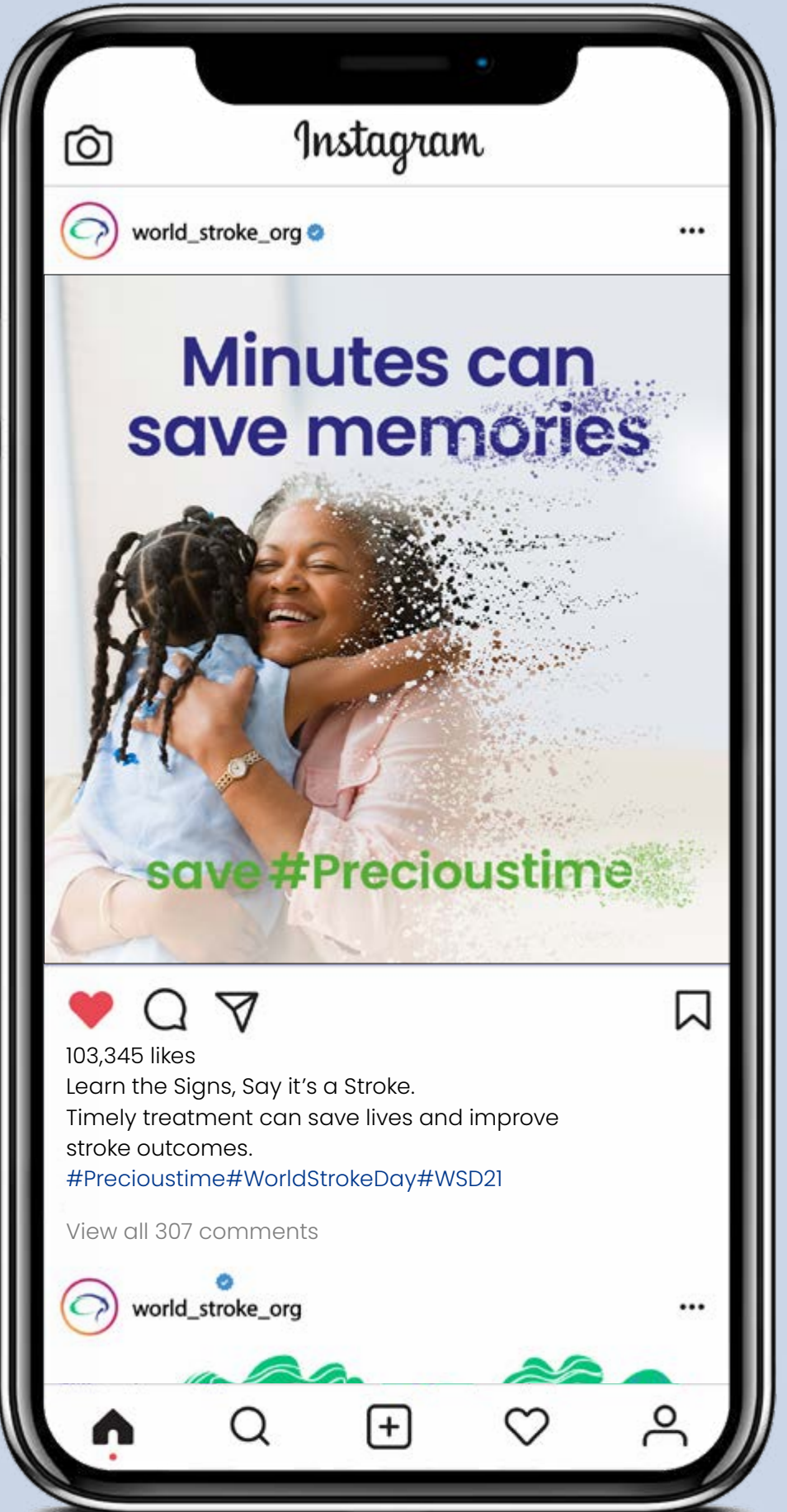
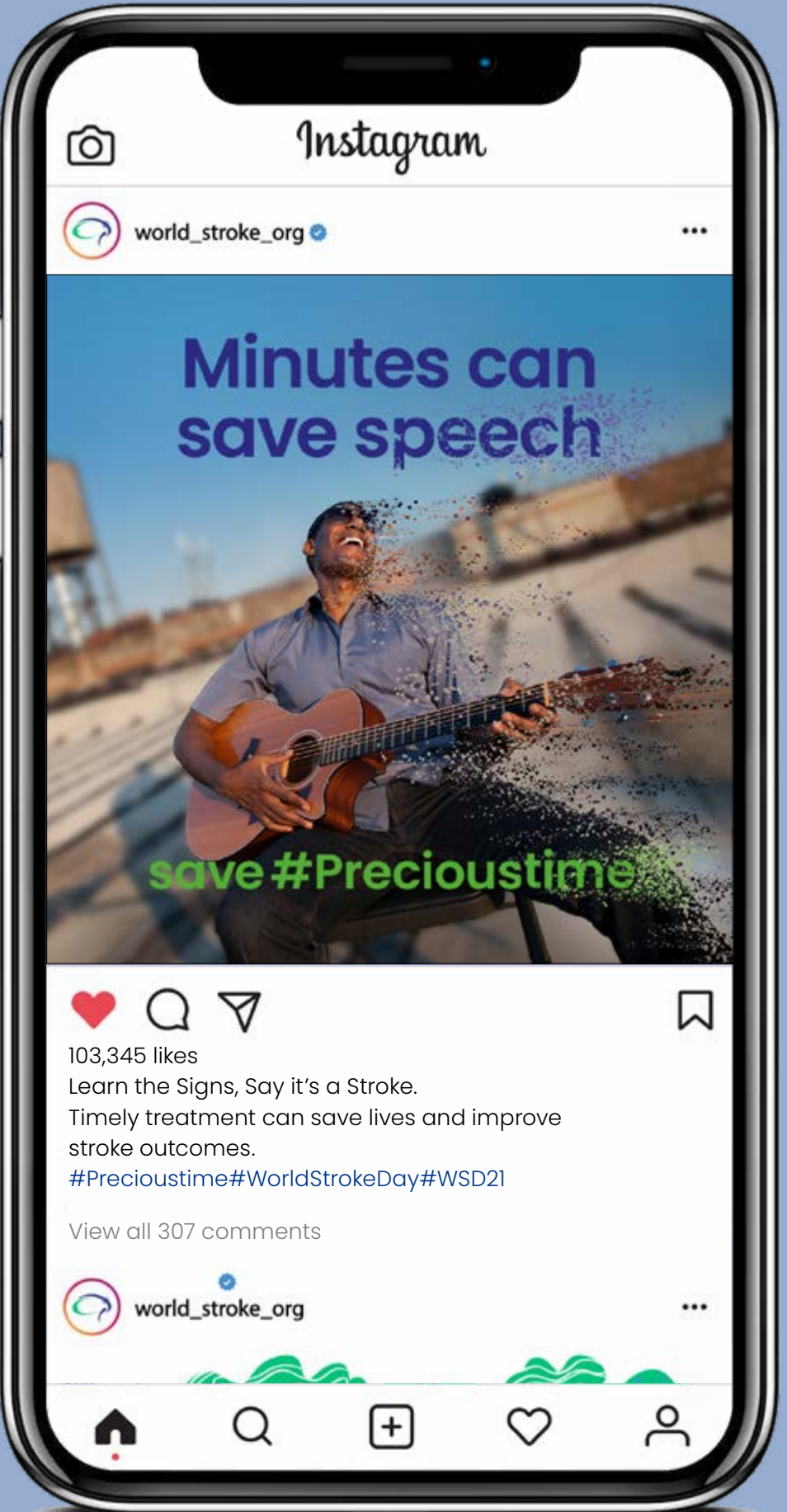
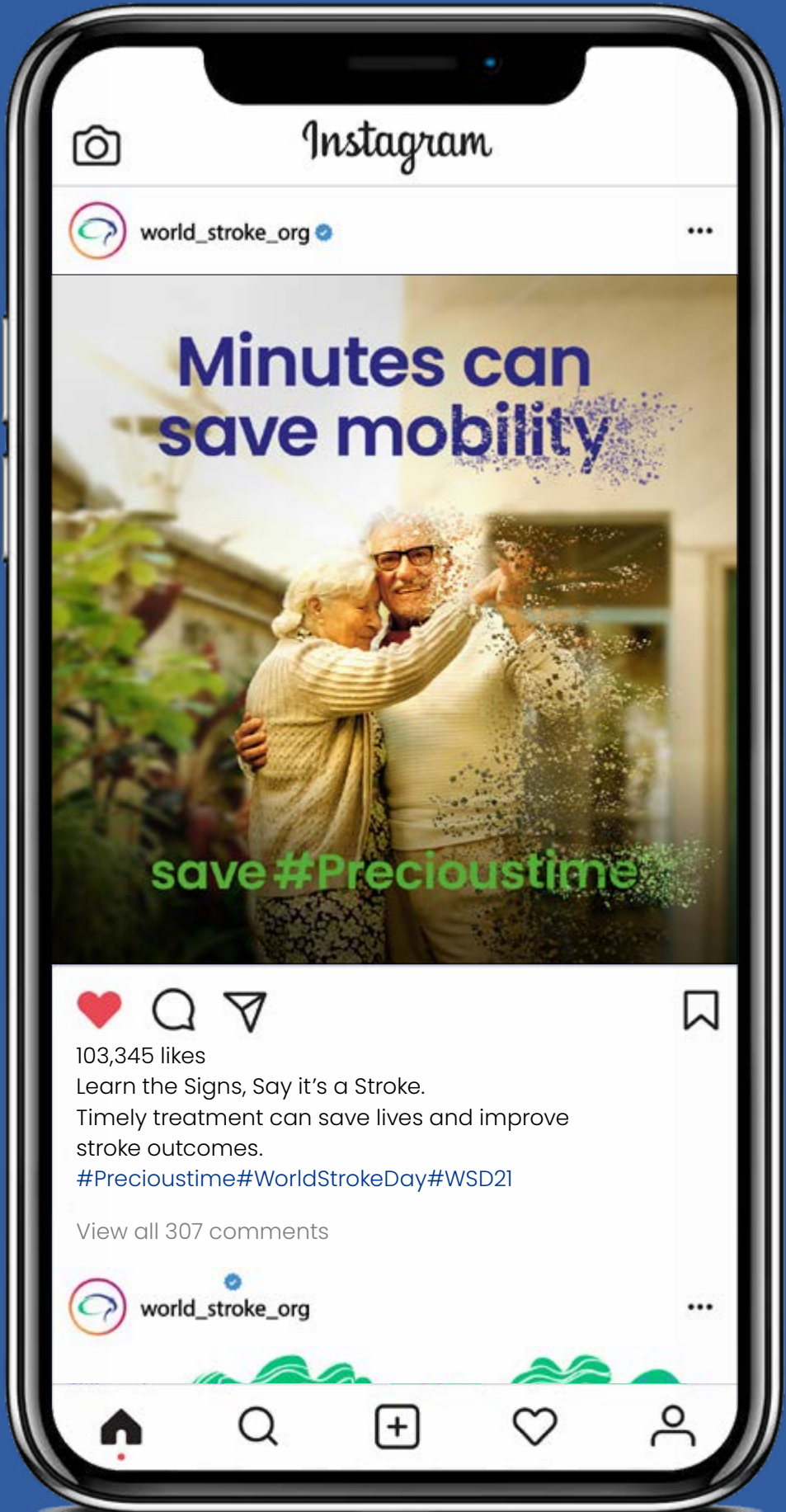
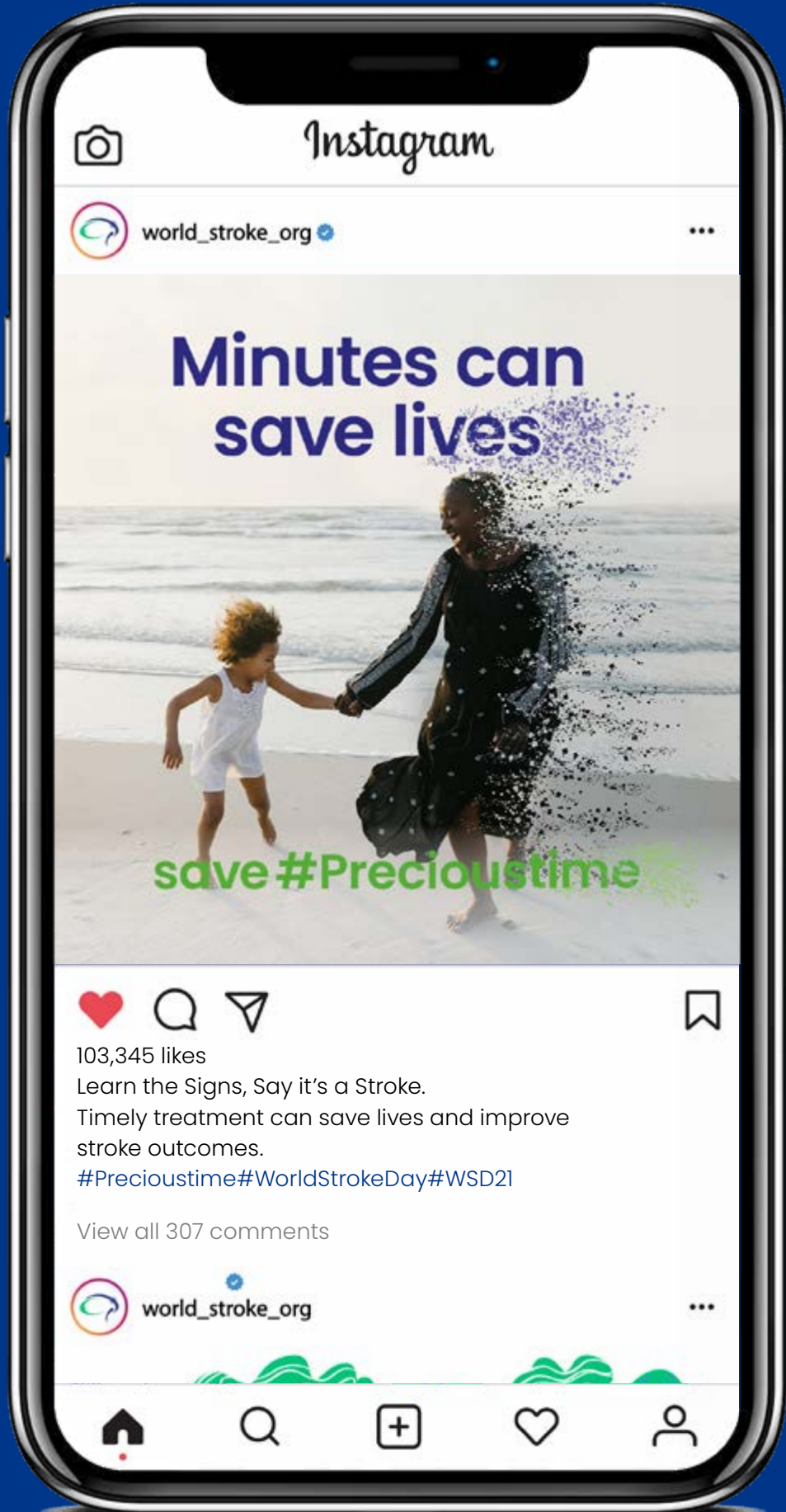
- **Join the live webinars**
- **Be part of the Q&A**
- **Don't hesitate to send us your feedback throughout the year**



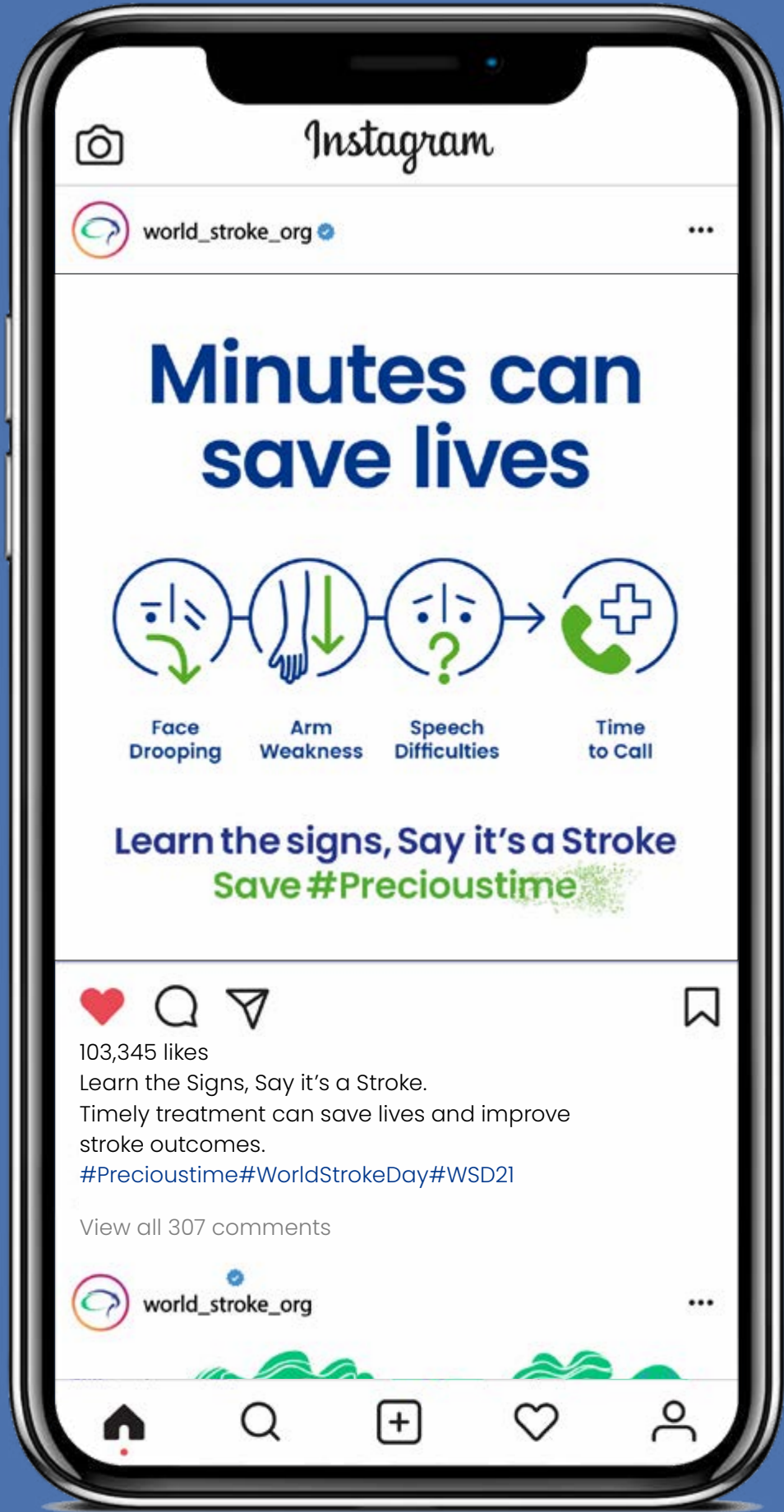
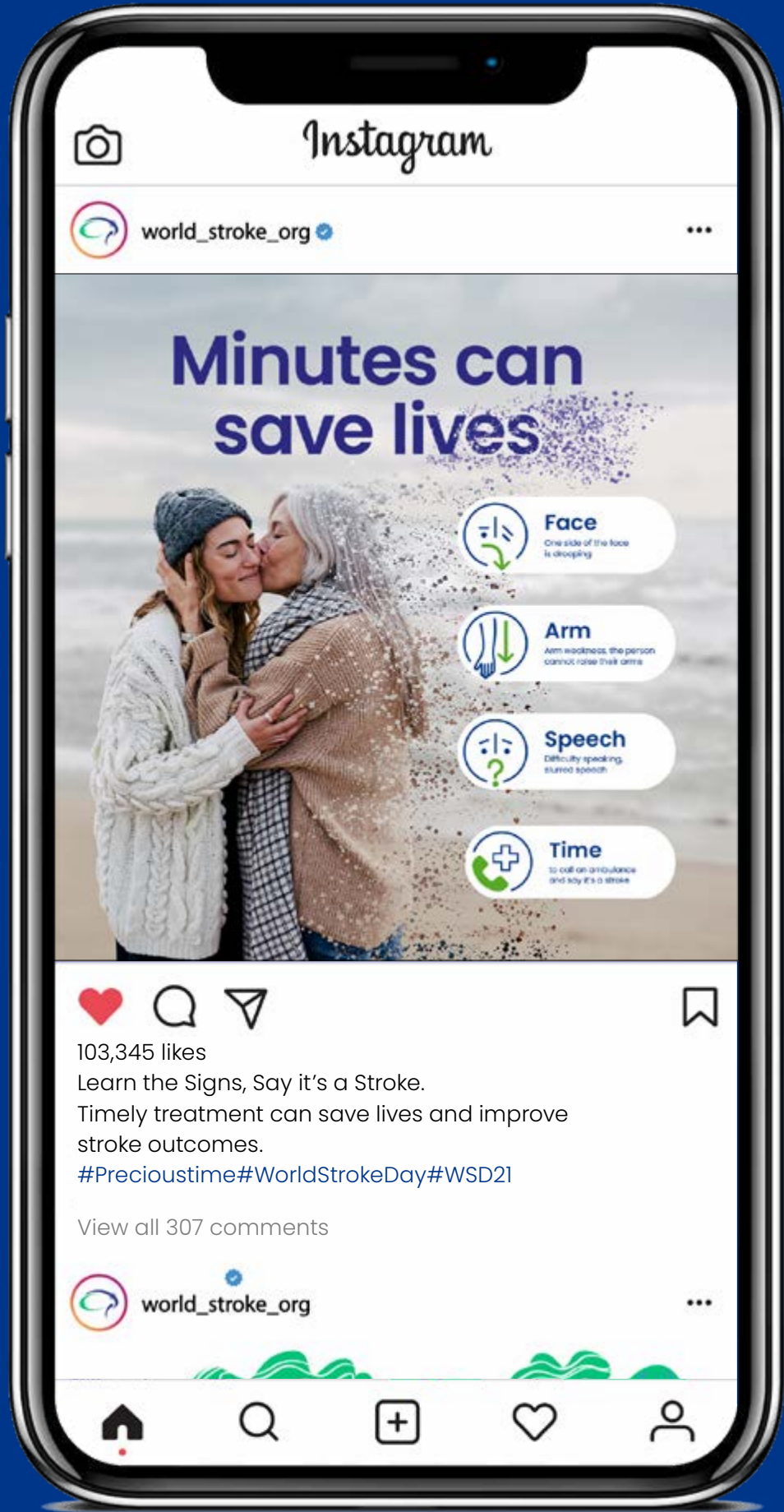
2.2 Social Media and Digital Assets – animated versions



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

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

Face Drooping Arm Weakness Speech Difficulties Time to Call

WORLD STROKE DAY 29TH OCT
World Stroke Campaign
@worldstrokecampaign · Non-profit organisation

Home About Events Photos More

Minutes can save lives
Learn the signs, Say it's a Stroke
Save #Precioustime

WorldStrokeCampaign
@WStrokeCampaign
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.
www.worldstrokecampaign.com
Joined October 2008
995 Following 5000 Follower

WorldStrokecampaign · March 2021
The words we use, the way we talk, even the way we sing can be affected by a #stroke.

New Message

Recipients
Subject

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 here](#)
-Anita

ANITA WISEMAN
Campaigns and Partnerships

Minutes can save lives
Learn the signs, Say it's a Stroke
Save #Precioustime

WORLD STROKE DAY 29TH OCT

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



3.1 Creative Showcase



3.2 Example Social Media Calendar & Posts



Oct
2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28 Creative Launch Creative + post copy	29	30	1 Video Launch Video + post copy	2	3
4 Promote Webinar Image + post copy + sign-up link	5	6	7 Creative Launch Creative + post copy	8	9 Short Video Video + post copy	10
11	12 Promote Webinar Quote Card + post copy + sign-up link	13	14	15 Minutes Save Memories Creative + post copy	16	17
18 Link to WSO site Image + post copy + link	19	20 Promote Webinar Image + post copy + sign-up link	21	22	23 FAST Creative + post copy	24
25	26 WSO membership CTA Image + post copy + link	27	28 Promote Webinar Video + post copy + sign-up link	29 Separate Calendar	30	1

3.2 Example Social Posting Document

Date & Time	Topic	Platform	Copy	Creative
Oct. 1	Launch Video	Instagram	What happens in the minutes after someone has a #stroke? They start to lose crucial brain tissue that contains memories, language and personality.	
		Facebook	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	
		Twitter	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	
Oct. 4	Promote Webinar	Instagram	Join us this #WorldStrokeDay for our inaugural Webinar Panel Discussion on the topic of: "Access to Urgent Care in Stroke" OCTOBER 29th @ 3PM CET	
		Facebook	Panelists include: Olympic Gold Medallist, World Record breaker and stroke survivor Michael Johnson PLACEHOLDER, PLACEHOLDER, PLACEHOLDER Register today: INSERT REGISTRATION LINK	
		Twitter	Join us this #WorldStrokeDay for our inaugural Webinar Panel Discussion on the topic of: "Access to Urgent Care in Stroke" OCTOBER 29th @ 3PM CET Register today: INSERT REGISTRATION LINK	

3.2 Example Social Posting Document

<p>Oct. 7</p>	<p>Save Memories</p>	<p>Instagram</p>	<p>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</p>	
<p>Facebook</p>	<p>Twitter</p>			
<p>Oct. 9</p>	<p>30-second Video</p>	<p>Instagram</p>		
<p>Facebook</p>	<p>Twitter</p>			
<p>Oct. 12</p>	<p>Save Speech</p>	<p>Instagram</p>	<p>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 Save speech</p>	
<p>Facebook</p>	<p>Twitter</p>			

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

Primary

Save memories



Save mobility



Save speech



Save independence



Save lives



Additional



4.3 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



World Stroke Organization

In Partnership with:

Medtronic

