

August 25th 3pm CET

World Stroke Day Campaign Webinar

Campaign Co-Chairs

Sheila Martins, Brazil

Deidre de Silva, Singapore

with

Sarah Belson, SSO Development manager, WSO

Maeve Bayles & Montse Mortara, Campaign Agency

Anita Wiseman, Campaign & Partnerships Manager, WSO



WORLD
STROKE
DAY 29TH
OCT

Purpose of World Stroke Day

- An annual focal point for the World Stroke Campaign – coordinated messaging to maximise visibility for stroke
- Build public awareness of those aspects of stroke that EVERYONE can take action on: prevention and FAST awareness
- Support for our member organizations, partners and stroke community with access free to use campaign materials
- An opportunity for local advocacy around stroke prevention, treatment and support



**JOIN THE
MOVEMENT**

**WORLD STROKE DAY
OCTOBER 29TH**

#1in4 adults will have a stroke, but being active can help decrease your risk.

**World Stroke Day
2020**

World Stroke Day 2020 Join The Movement

[Find out more >](#)



1 in 4 of us will have a stroke.

**DON'T BE
THE ONE**

World Stroke Day: October 29th

**World Stroke Day
2019**

World Stroke Day 2019 Don't Be The One

[Find out more >](#)



**UP
AGAIN**
after stroke

**World Stroke Day
2018**

World Stroke Day 2018 - Up Again After Stroke

[Find out more >](#)

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

Activation Toolkit

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1.1 About World Stroke Day

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.

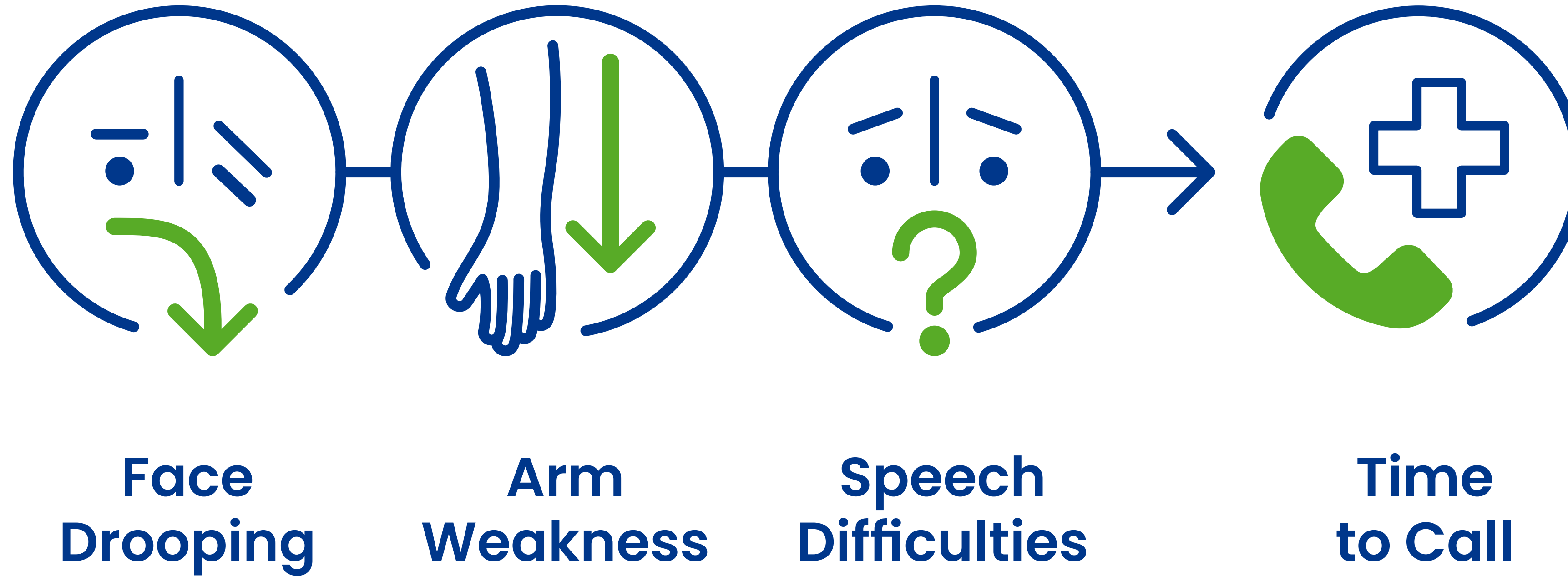
The Precious Time campaign aims to raise awareness about stroke symptoms and the benefits of acting FAST in the aftermath of a stroke. We want to communicate what can be saved: a life, but also independence, quality of life and precious memories.



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 poster features a woman kissing an elderly woman on the cheek. The headline 'Minutes can save lives' is in large blue font. Below it, the text 'Learn the signs, Say it's a Stroke Save #Precioustime' is in smaller blue and green fonts. At the bottom, there is a row of four icons representing stroke signs: a face with a drooping side, a hand with a downward arrow, a face with a question mark, and a telephone with a plus sign. To the right of these icons is the World Stroke Organization logo and a 'co-branding Placeholder' box.

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 poster features the same woman kissing an elderly woman on the cheek. The headline 'Learn the signs of a Stroke save #Precioustime' is in blue and green. Below it, the text 'Minutes can save lives' is in blue. At the bottom, there is a row of four icons representing stroke signs: a face with a drooping side, a hand with a downward arrow, a face with a question mark, and a telephone with a plus sign. To the right of these icons is the World Stroke Organization logo and a 'co-branding Placeholder' box.

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 poster features the same woman kissing an elderly woman on the cheek. The headline 'Stroke' is in large blue font. To the right of the image, there are four callouts, each with an icon and text: 'Face: One side of the face is drooping', 'Arm: Arm weakness, the person cannot raise their arms', 'Speech: Difficulty speaking, slurred speech', and 'Time: to call an ambulance and say it's a stroke'. Below these callouts, the text 'Learn the signs, Say it's a Stroke Save #Precioustime' is in blue and green. At the bottom, there is a row of four icons representing stroke signs: a face with a drooping side, a hand with a downward arrow, a face with a question mark, and a telephone with a plus sign. To the right of these icons is the World Stroke Organization logo and a 'co-branding Placeholder' box.

Symptom spotting

2.1 Key visuals: emotional hook

Alternative headers

Minutes can save memories

Minutes can save mobility

Minutes can save speech

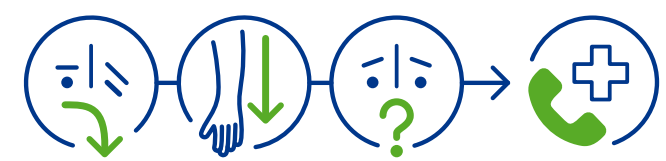
Minutes can save independence



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

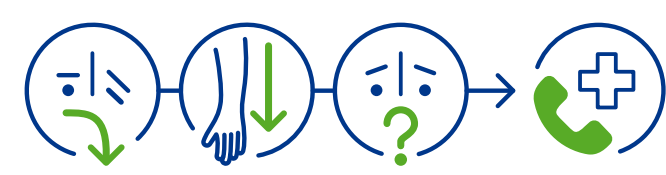
Call to action

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



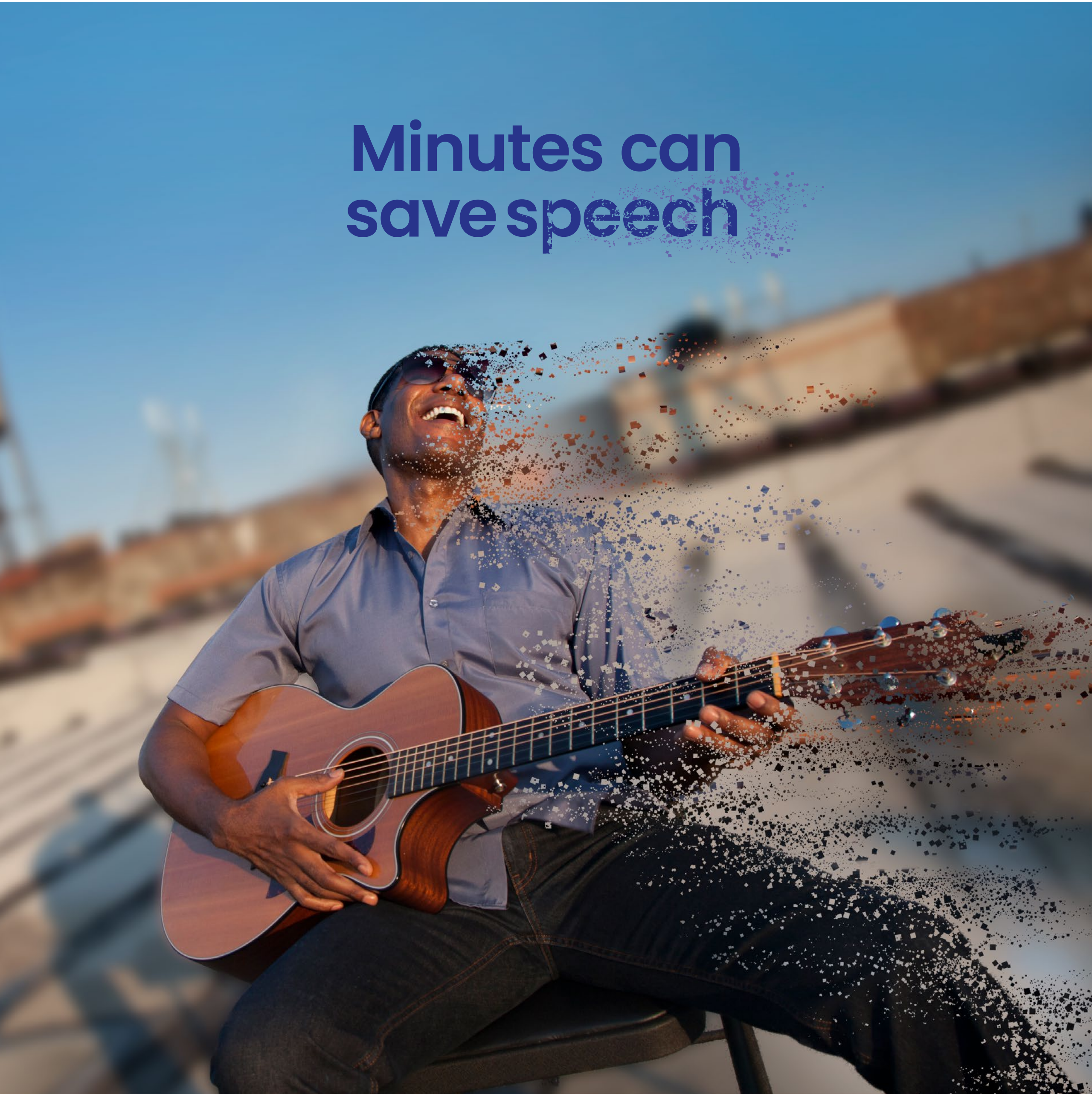
Minutes can save mobility



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. Robert Johnston, a well-known stroke community leader, and a stroke survivor. We will be advocating for change in stroke care through global voice and campaigns, including local.

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"I didn't know what was happening when stroke struck. My arm was numb, my face was drooping, I thought I could just rub 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.



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2.2 Influencers

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 or direct message
 - Contact their agent or publicist
 - Ask your network to approach their contacts

2.2 Webinar Panel Event: World Stroke Day

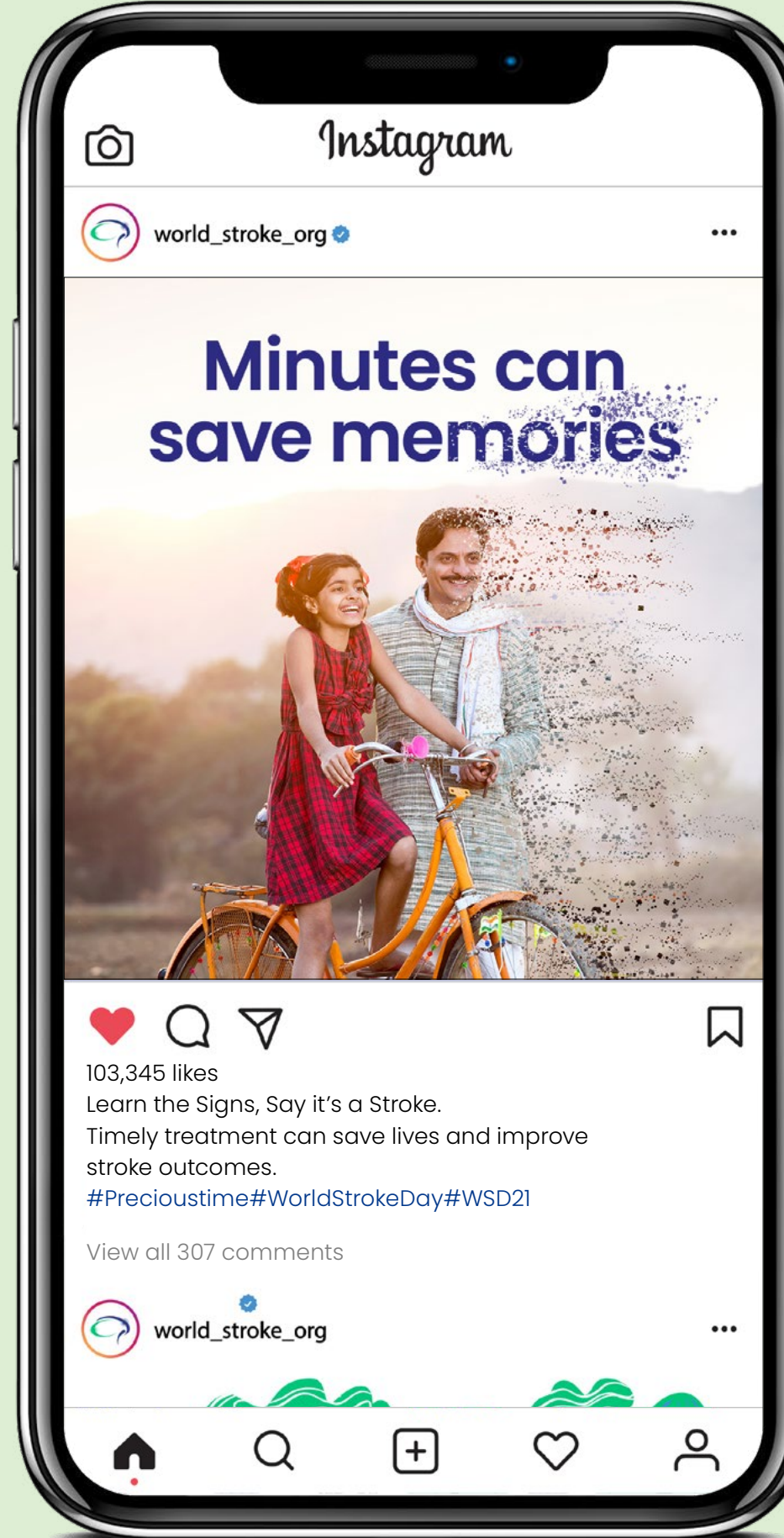
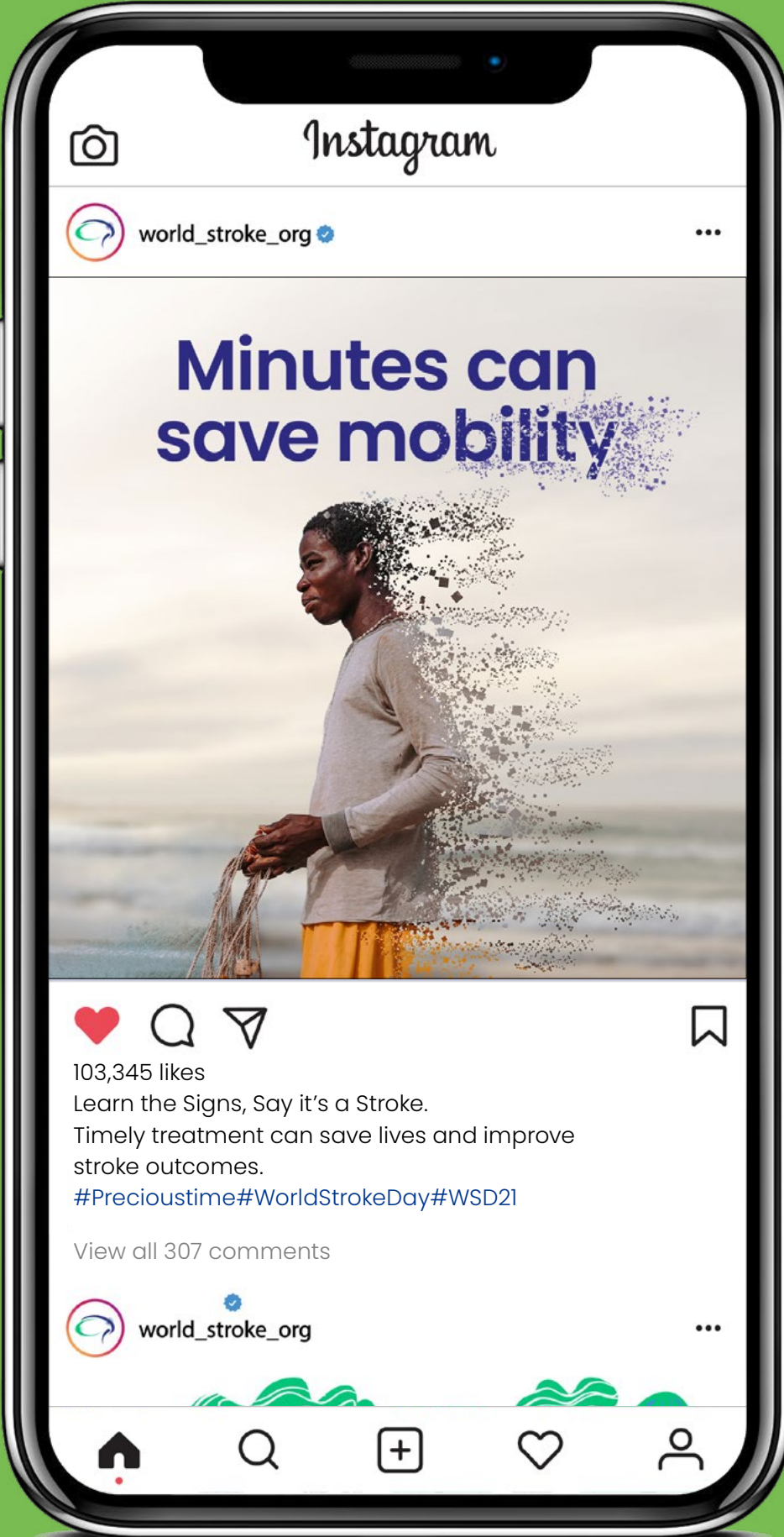
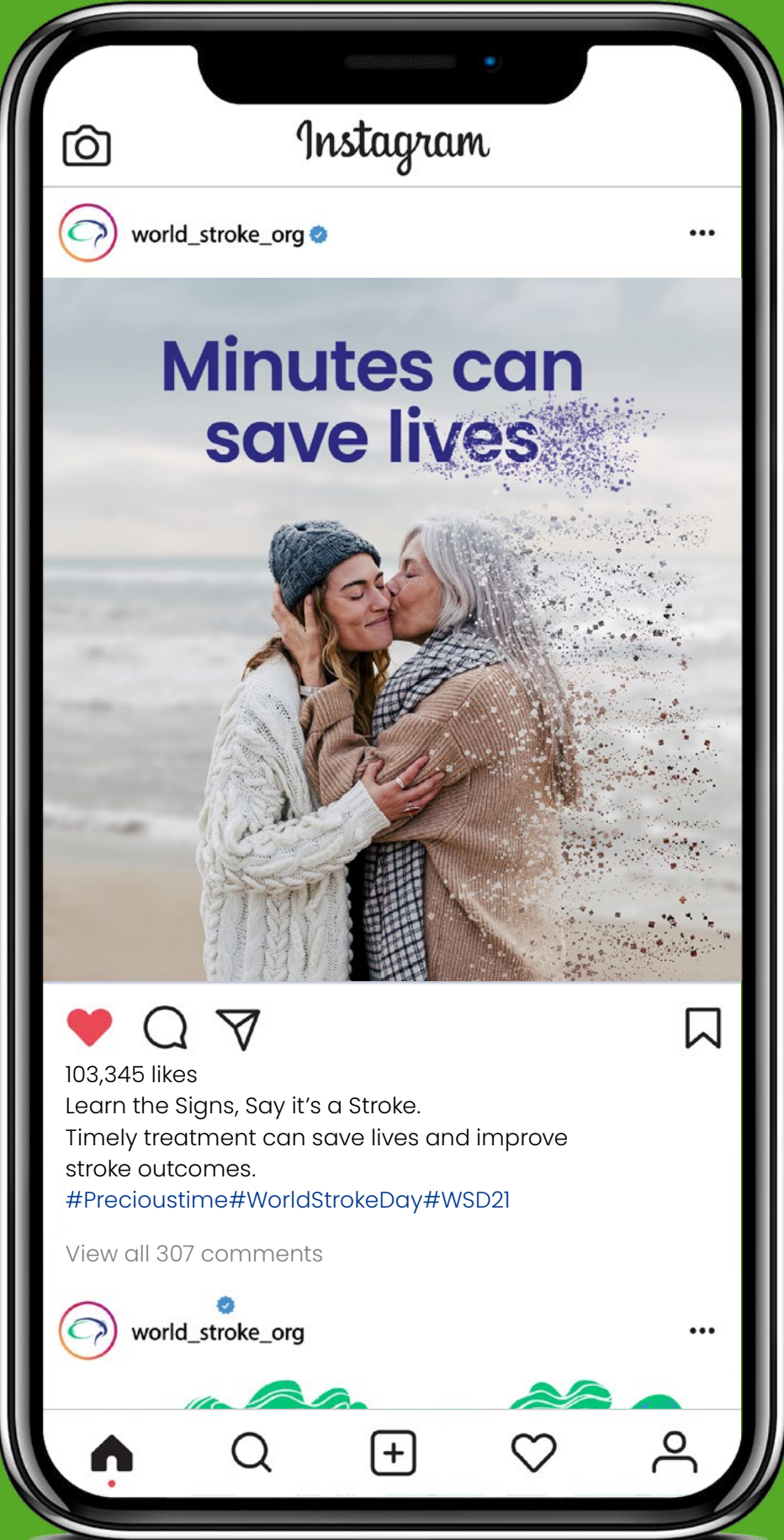
- This year we will host a promoted, moderated live panel event on the topic of access to urgent care in stroke
- We are very proud to announce that **world-renowned Olympic athlete Michael Johnson** will join the panel to talk about his own experience of stroke
- Other panel members from the global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

GET INVOLVED, IF YOU CAN:

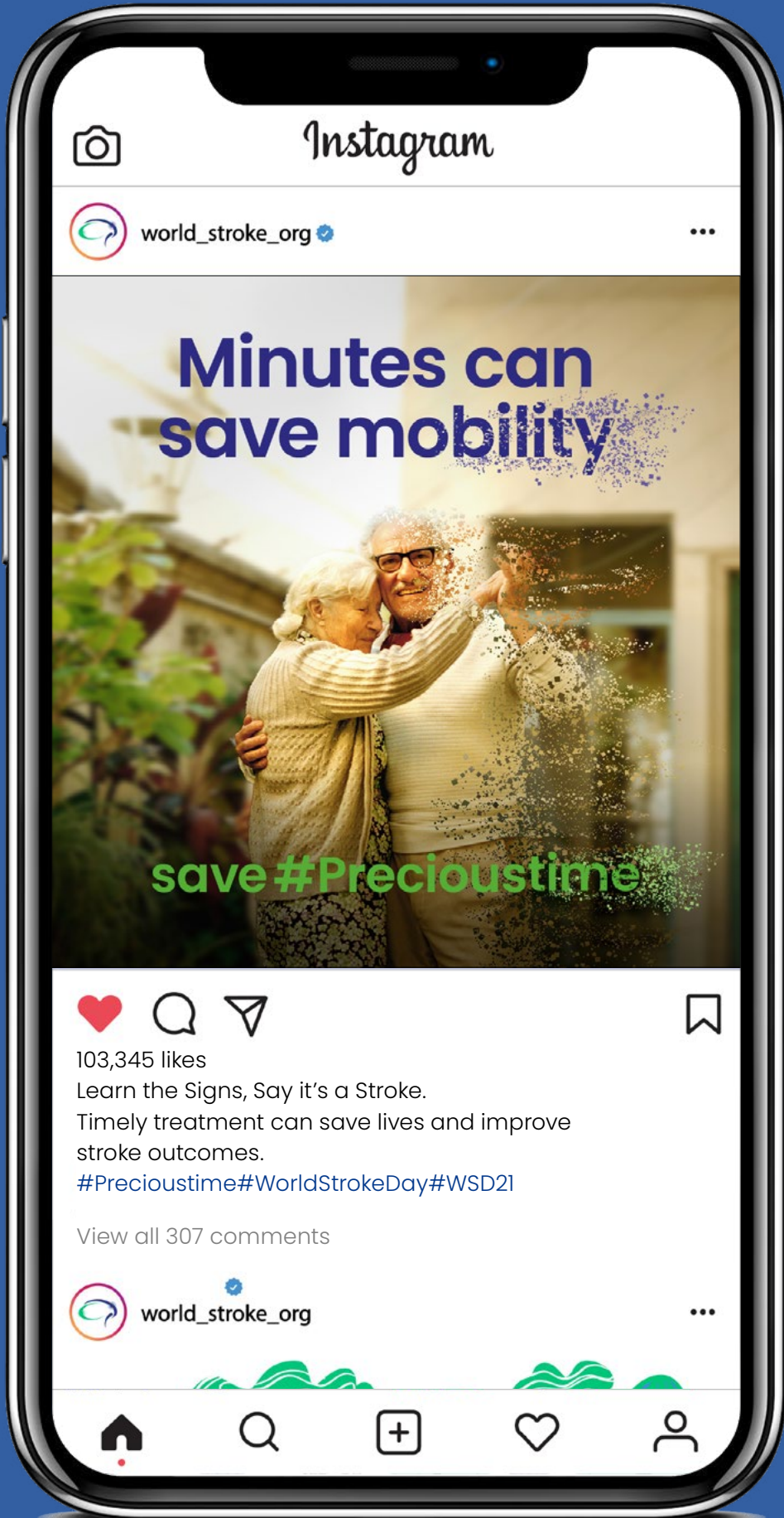
- **Join the live webinars**
- **Be part of the Q&A**
- **Don't hesitate to send us your feedback throughout the year**



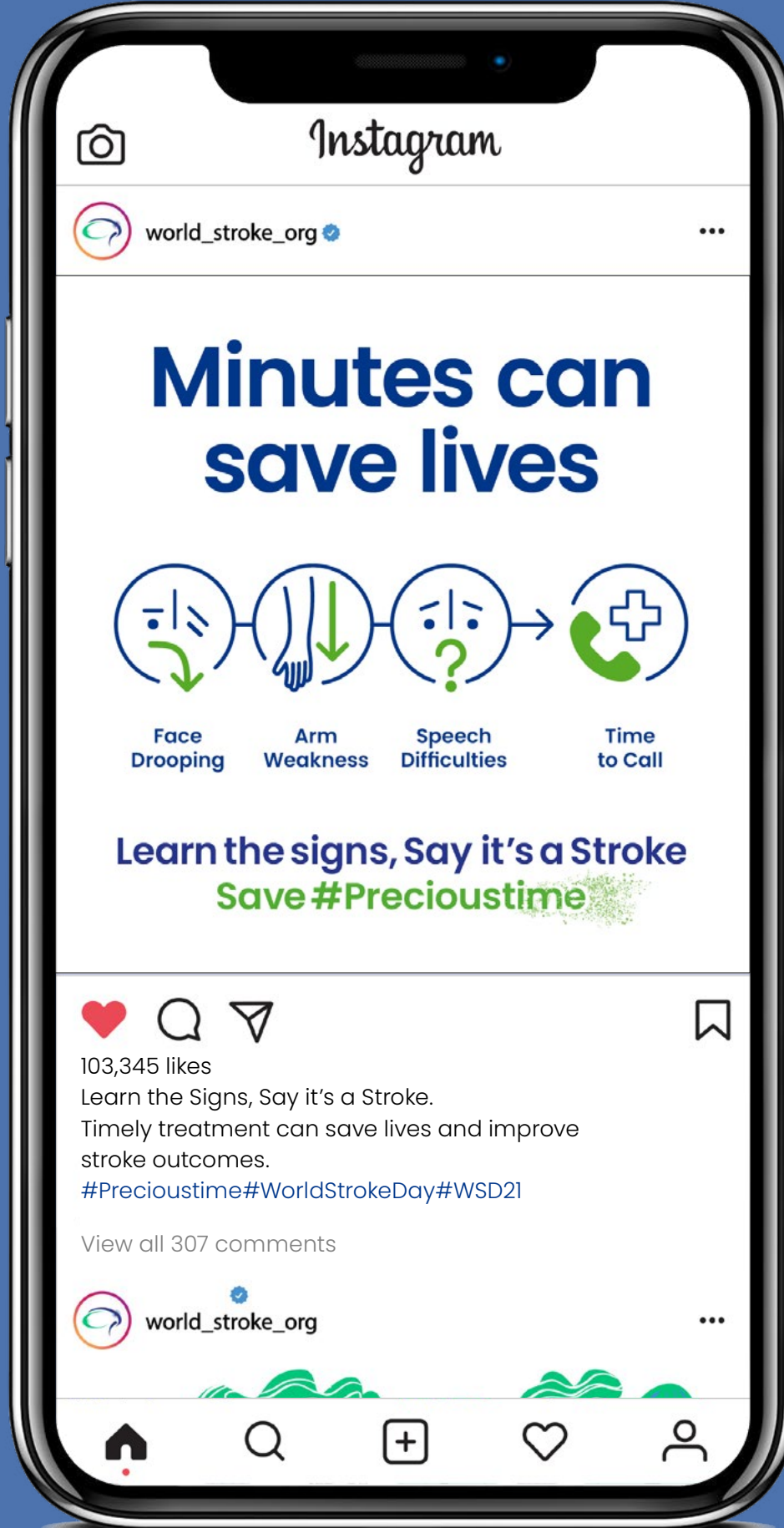
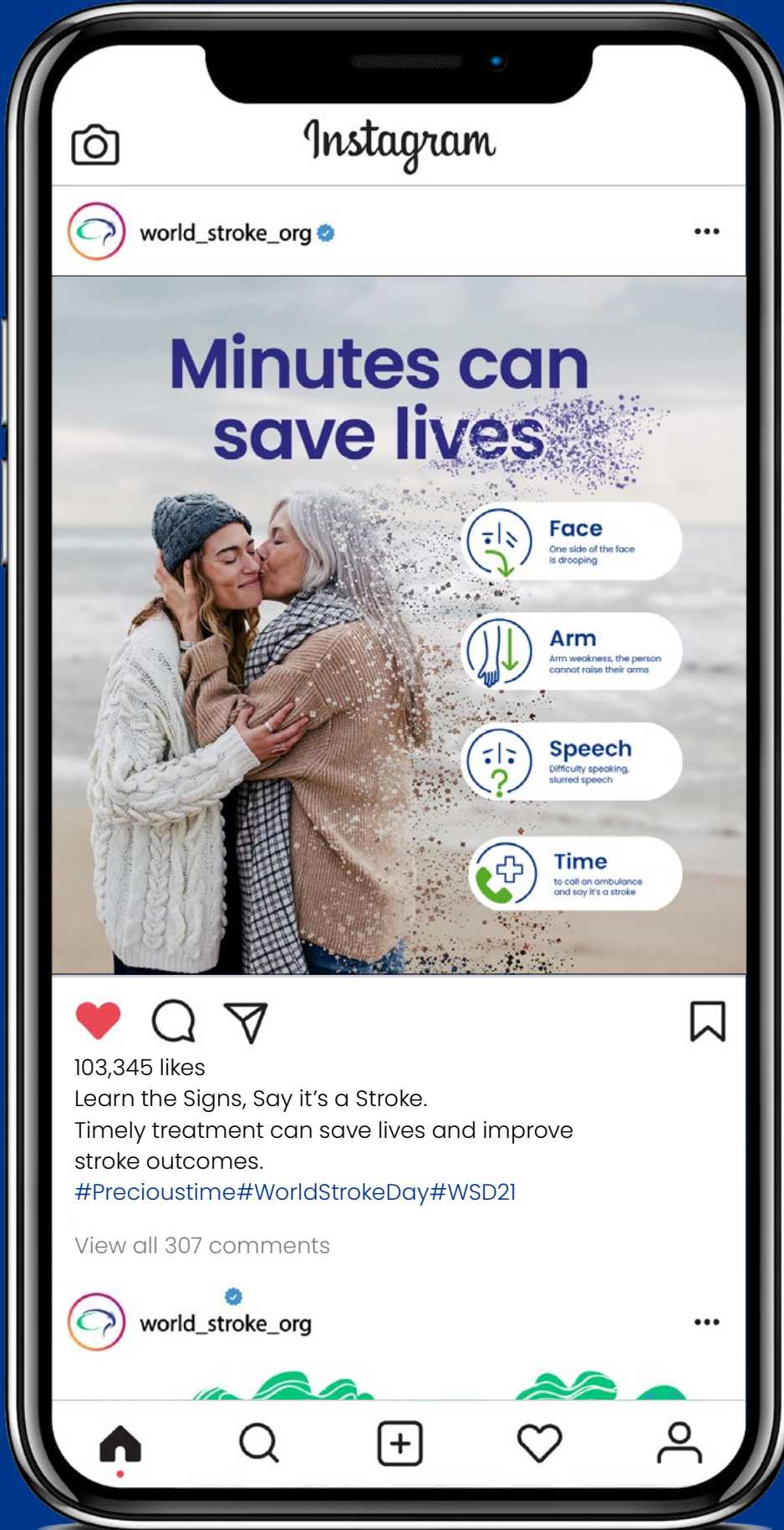
2.2 Social Media and Digital Assets - animated versions



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

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World Stroke Campaign
@worldstrokecampaign · Non-profit organisation

Home About Events Photos More

9:45 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**

Send

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.



Non-contractual and for illustrative purposes only

3.1 Creative Showcase



3.1 Creative Showcase



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.



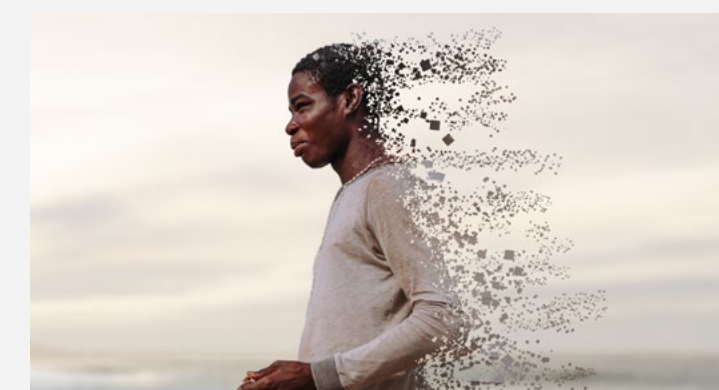
4.2 Image Bank: Additional images to choose from

Primary

Save memories



Save mobility



Save speech



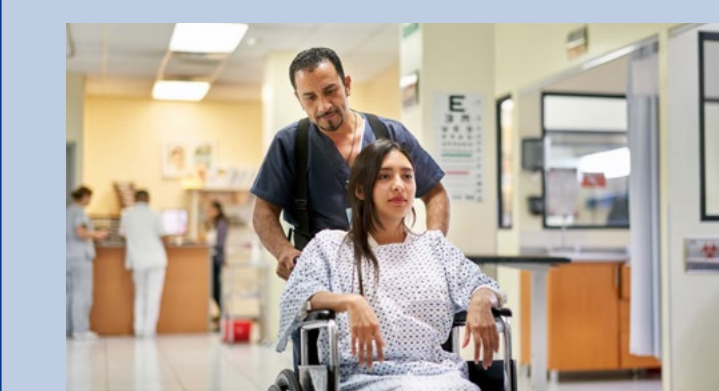
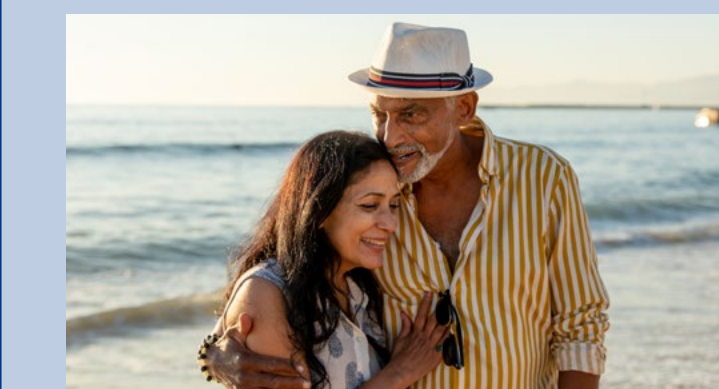
Save independence



Save lives



Additional



4.3 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](#)



Key dates

Sept 6th

All assets in translation shared with members and partners via Dropbox

Sept 13th

All assets in translation available to public on www.worldstrokecampaign.org

Sept 20th

Online interactive social media testimonial and poster builder live on website



Oct 1st

Social media campaign launch and video première

Oct 28th

World Stroke Day Press Release newswire distribution

Oct 29th

High-level panel event 3pm CET

Awareness and Advocacy Skills Webinars

What needs to change?

Using local data to identify needs and campaign for change in stroke prevention, treatment and support.

Sept 23rd 3pm CET

*with
Toyibb Abdulkareem, NCD Alliance &
Emily Heard/Charlotte Nicholls Head of Public
Affairs and Campaigns, Stroke UK*

Community connection

Engaging local communities and amplifying patient voice in awareness and advocacy campaigns.

Sept 30th 3pm CET

*with
Jack Fisher, WHO &
Ad Adams Ebenezer, SASnet Ghana*

What needs to change?

Using local data to identify needs and campaign for change in stroke prevention, treatment and support.

Sept 23rd 3pm CET

*with
Maeve Bayles, Charlescannon &
Bindu Menon, Bindu Menon Foundation*

Over to you...
What will you do?
How can we work
together to maximize
public awareness of
stroke signs?

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