



About World Stroke Organization

The World Stroke Organization is the only global body solely focused on stroke. With around 3,000 individual and 90 society members spanning every global region, we represent over 55,000 stroke specialists in clinical, research and community settings.

Our vision is a world where people live free from the effects of stroke. This vision drives our global effort to improve stroke prevention, treatment, rehabilitation and support.

About World Stroke Day 2021

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

The annual event was started in 2006 by WSO and we declared stroke a public health emergency in 2010.

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.



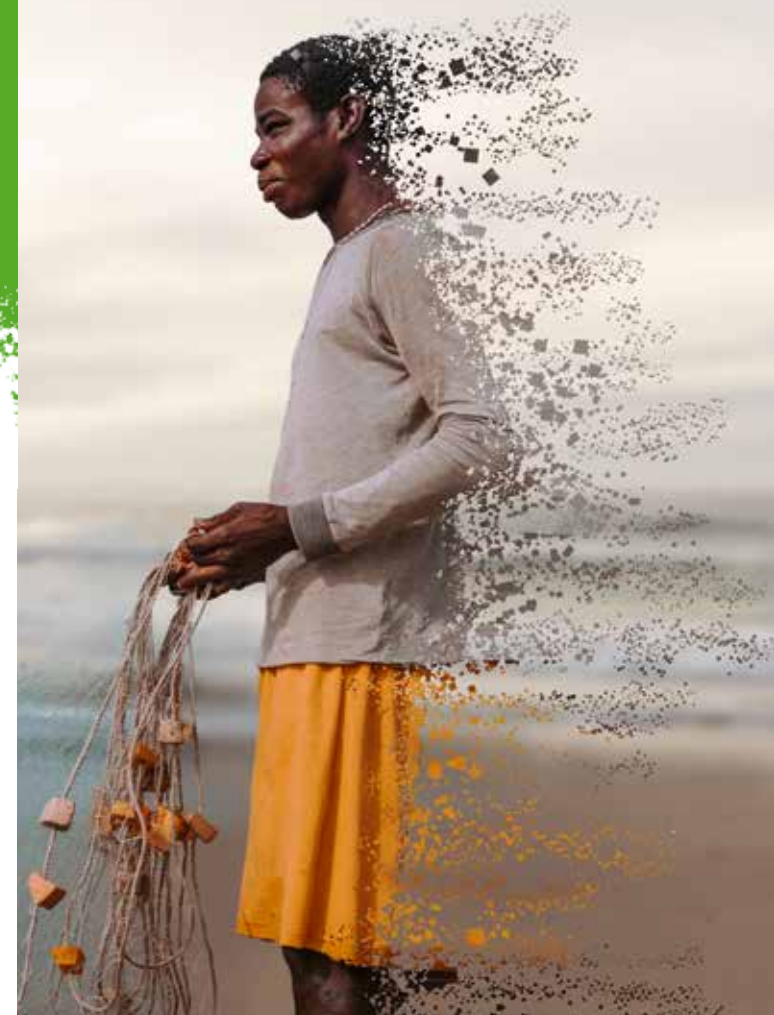
World Stroke Organization

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WORLD STROKE DAY 29TH OCT



**Learn the signs of a Stroke
save #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

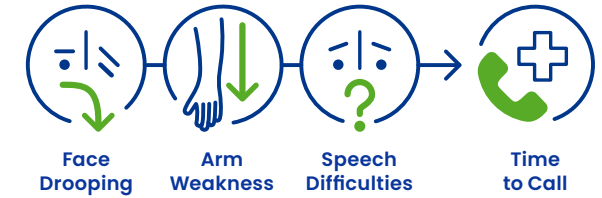
Learn the signs. Say it's a stroke. Save #Precioustime



Andrew Ang,
Stroke Survivor,
Singapore

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

A new iconography for fast



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 will include world-renowned Olympic athlete **Michael Johnson**, to talk about his own experience of stroke, as well as members from the global stroke community.

What needs to change? Connecting global campaigns to local data to advocate for change
23rd September 3pm CET

Community connection – patient voice and engagement in global and local campaigns
30th of Sept 3pm CET

Where the magic happens – developing local campaign strategies and tactics
Oct 6th 3pm CET

**WORLD
STROKE
DAY LIVE**

