



## WSO Campaign Skills Workshop 3 – Resource List

### Where the magic happens

#### [World Stroke Day Campaign Toolkit](#)

The toolkit provides all the information and resources you need to join and support the World Stroke Day campaign.

#### [World Stroke Organization Advocacy Toolkit](#)

Developing your advocacy plan: 7 the steps to achieve change. Step 3: What do they need to hear? (page 19) Step 4: Who do they need to hear it from? (page 24) and Step 5: How do we get them to hear it? (page 35).

#### [Dr Bindu Menon Foundation Health Awareness Series](#)

The Foundation has adapted its health awareness campaign activities to include online communications such as the Stroke Help exercise videos, the Tele Awareness toll free number and the Facebook Stroke Prevention Campaign.

#### [The checklist you need to build your campaign communication strategy](#)

A blog by Elizabeth Chung giving an overview of the different stages of a campaign and the communication strategy needed during each phase.

#### [Amplify Change How to measure the impact of your media campaign](#)

A brief guide by Brian Ligomeka, of the Centre for Solutions Journalism, Malawi about measuring the impact the Centre's media content is having on target audiences.