

WORLD STROKE DAY 2025

Awareness Campaign

one voice

One World Voice for Stroke

Campaign Overview

WSO 'World Stroke Day' campaign is a global event with content designed for regional adaptation and translation.

Objective	Goals	Metric	Ask
Raise public awareness of the signs of stroke and the role FAST action plays in improving stroke survival and recovery.	Reach the maximum number of people	Reach on social media Reach on PR Shared posts Engagement Website data Social media followers Hero video views	Share this post.
	Deliver engaging content in all global regions		
	Increase the number of people who know the signs and symptoms of stroke.	Number of "certifications" Educational video views	Learn to spot the signs of stroke.

WORLD STROKE DAY FOCUS 2025

Objective

Increase awareness of stroke symptoms and the need for emergency medical care.

Overall message

Every minute counts -knowing how to spot the signs of stroke and acting quickly to seek treatment is an essential first step that can help save and improve lives after stroke.

But there are other important messages (which may be more of a priority in specific countries/ regions) Click on links to access WSO resources to support these.

- [Stroke prevention](#)
- [Life after stroke](#)

Every Minute Counts Content Pillars 2025

Central pillar

**Every minute counts.
Are you ready?
Learn to spot stroke.**

**When you spot stroke, you become
the first link in a life-changing chain.**

FOCUS: practical solution

Central pillar calling on people to learn the signs of stroke and reinforcing their role as the “front line” responder that links people to treatment.

Supporting pillar

**Every minute counts.
Stroke acts fast.
You should too.**

**Every minute a stroke goes untreated,
millions of brain cells die.**

FOCUS: medical need

Content exploring the medical side of stroke, what happens when someone has a stroke, how this causes symptoms and the long-term effects.

Supporting pillar

**Every minute counts.
Your action today could
change a life tomorrow.**

**Time isn't just brain. It's someone
you love.**

FOCUS: benefit of acting

Content reinforcing the benefits of fast action. Every minute saved increases the chance of full recovery.

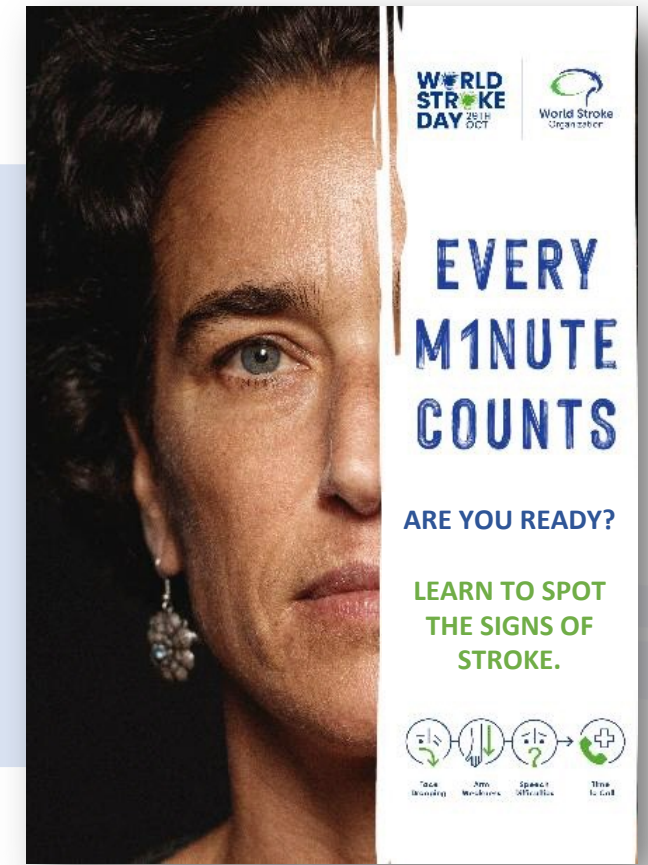
Central pillar: Practical Solution

Every minute counts.

Are you ready to #ActFAST Learn to spot stroke.

When you spot the signs of stroke, you become the first link in a life-changing chain.

- Every two seconds someone has a stroke.
- It's easy to spot the signs if you know what to look for:
 - Facial weakness
 - Arm weakness
 - Slurred speech
- If you see someone experiencing these signs, it's **Time** to raise the alarm.
- Don't delay. The faster you act the sooner someone gets the treatment they need.



Key visuals with FAST message

**KNOW THE SIGNS
OF STROKE.
ACT FAST.**

WORLD STROKE DAY 28TH OCT | **World Stroke Organization**

- 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

**EVERY
M1NUTE
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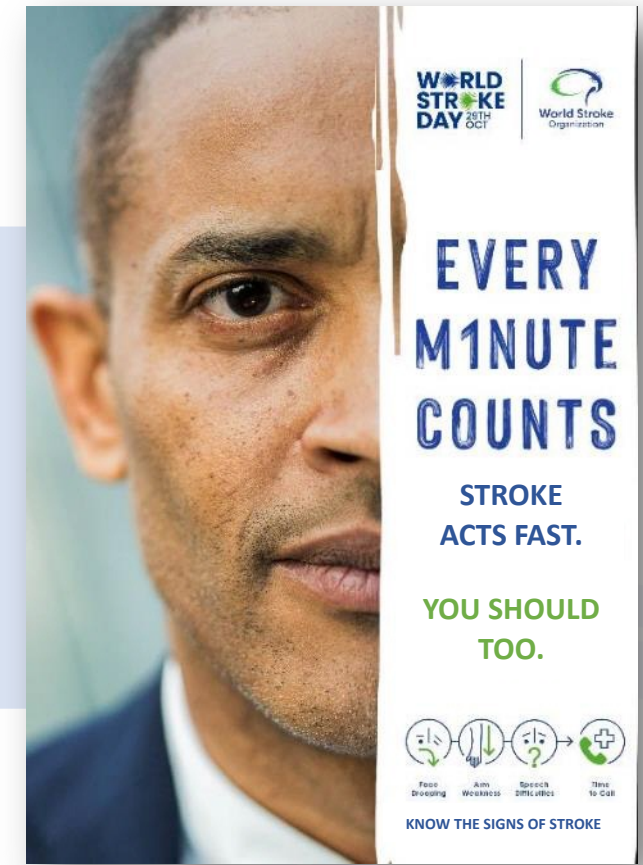
Supporting pillar: Medical Need

Every minute counts.

Stroke acts fast. You should too.

Every minute a stroke goes untreated, millions of brain cells die.

- A stroke happens when blood flow to the brain is suddenly blocked.
- Without blood, brain cells stop working and can die.
- The damage can affect a person's ability to walk, move, speak, and manage everyday tasks.
- Hospital treatment can save brain cells and reduce the risk of long-term damage. The sooner these treatments are given, the better the chance of recovery



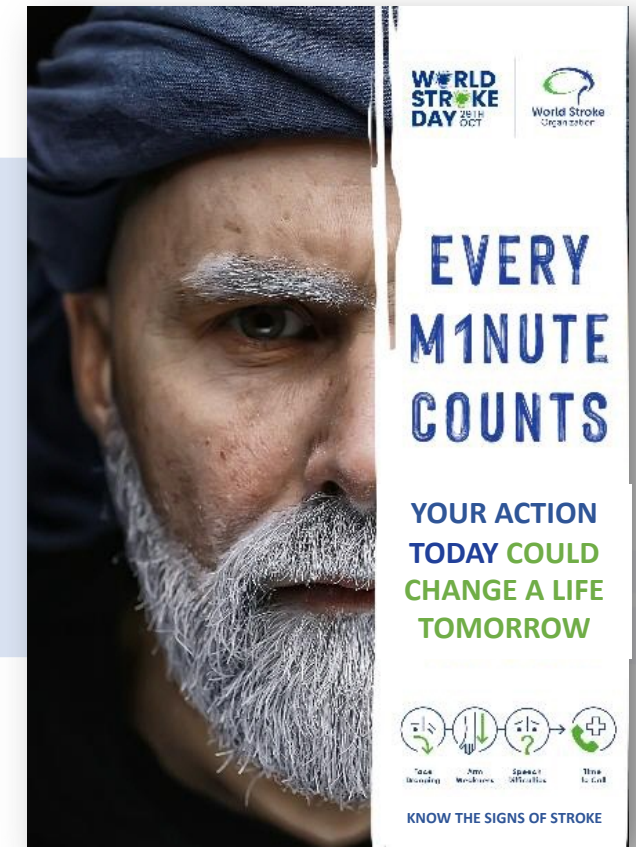
Supporting pillar: Benefit of acting

Every minute counts.

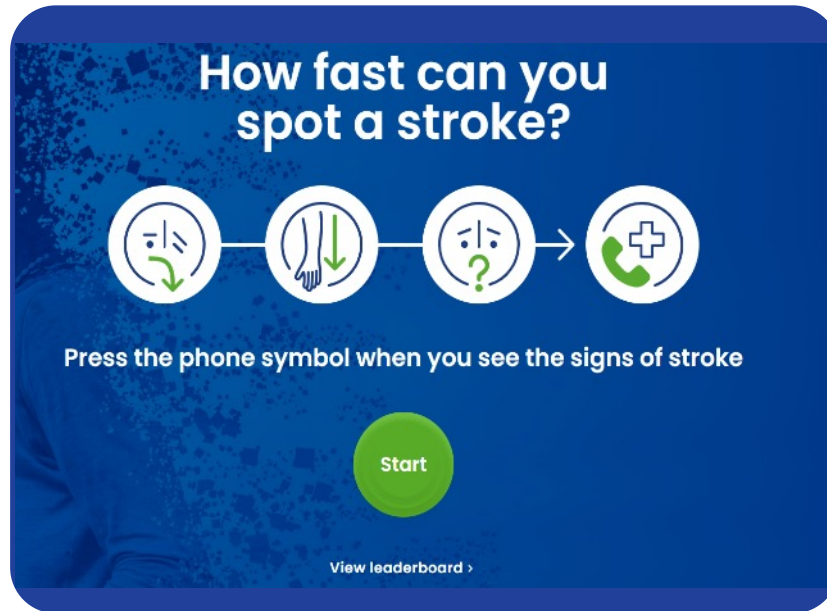
Your action today could change a life tomorrow.

Time isn't just brain. It's someone you love.

- One in four adults will experience stroke in their lifetime.
- Two in every three stroke survivors experience long-term complications or disabilities.
- Fast action on stroke can dramatically reduce the amount of damage caused.
- This increases the chances of a near or full recovery.
- **Fast action doesn't just save lives – it helps people live their best life.**



Challenge: Can you spot stroke?



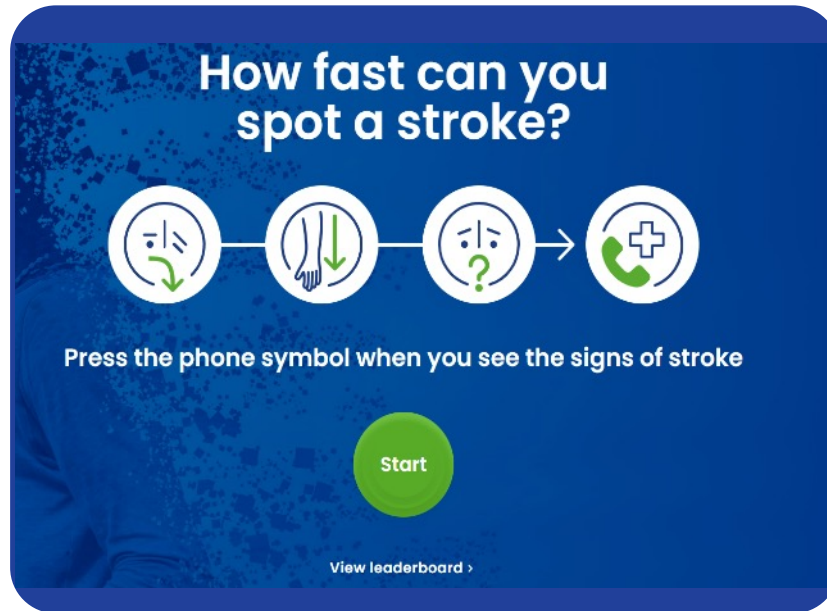
THE CONCEPT

Online [strokespotter](#) game

Available in 7 languages

Share online or use as a fun engagement at community events.

Challenge: Videos and Quiz



- **7 short educational videos**
 - released every day of WSD week, each focused on different areas.
 - with subtitles in global languages
- **Online mini-quiz**
 - **Watch** videos online
 - [Play strokespotter](#) game
 - **Complete** short quiz
 - **Download** Ready to ActFAST certificate/social media badge

Hashtags

The World Stroke Day 2025 official hashtags are

#ActFAST*

#WorldStrokeDay

These are the hashtags that will be monitored and that will be counted when calculating campaign reach and engagement. Using one of these hashtags alongside a locally chosen hashtag will make sure your engagement is included in the World Stroke Day data and that is shown on our live social wall (homepage of www.worldstrokecampaign.org)

* We are sticking with ActFAST over BeFAST following the publication of [this study](#) which found significantly higher retention and ability to recall stroke symptoms, fully or partially, with FAST. Adding B and E to FAST resulted in lower retention of more common symptoms.

Campaign resources

World Stroke Day -Every Minute Counts Campaign guide outline of the campaign, branding guidelines, key messages and resources.

‘Hero’ video 1 minute video highlighting the impact of FAST action on stroke with global language* subtitles. (*Arabic, Chinese Mandarin, English, French, Hindi, Portuguese, Spanish)

Social media image files and messages

Stroke facts videos – 5 videos used to support the online quiz certificate, these videos will provide key information about stroke prevention, symptoms, treatment and recovery, as well as addressing common misperceptions about stroke.

Campaign posters – downloadable pdfs and online poster builder at www.worldstrokecampaign.org

Stroke Spotter game – integrated into the online campaign quiz but also a fun activity to use at events. Test how long it takes for you to spot all the signs of stroke.

Every Minute Counts leaflet - printable resource in global languages.

Design files .ai and eps files to support local adaptation and translation of campaign materials accessible from WSO website after log-in. (**WSO members and partners only**)

World Stroke Day 2025 campaign guide



The toolkit document provides

An outline of the campaign

Key branding guidelines

Key messages and calls to action

An overview of assets and how to use them

HOW TO USE THIS?

Share link with your associations, hospitals, colleagues so they can understand the approach

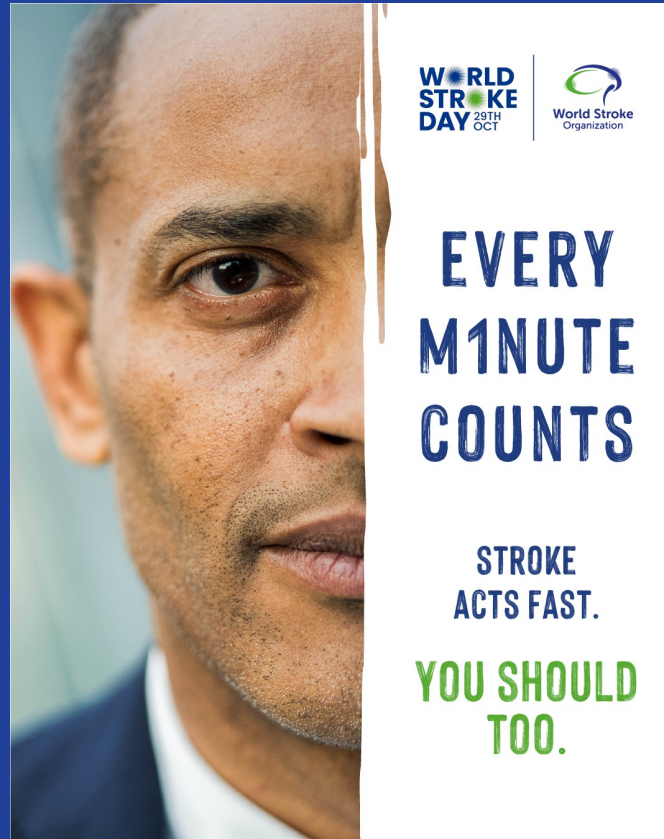
Follow branding guide to increase impact

Review Resources and Assets

- Decide on your approach
- Use in conjunction with your own campaign in October
- If your campaign is in another month, consider some promotion in October to maximize impact

Social Media Assets

FAST symbol animation – language free symptom images that can be used alongside key messages on stroke signs in any language.



A series of images with varying age and ethnicity.

HOW TO USE THIS?

Plan social media calendar

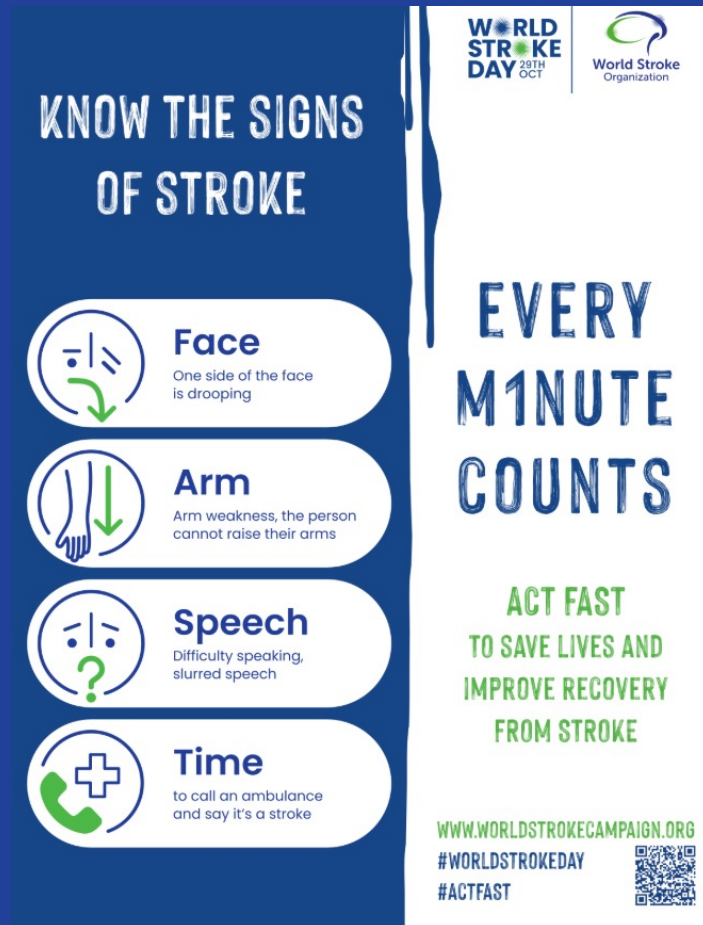
- Choose the assets that work for you social media
- Campaign launches on 1st Oct post as often as you can up to Oct 29th – 1 post a week or 1 post a day!

WSO. members can adapt social media assets with own photos and languages using the files in the member area on the campaign website.

Campaign Posters

HOW TO USE – Print and display in hospital/GP waiting rooms, libraries, shops and community halls/noticeboards

Downloads in 7 global languages



Online poster builder

Develop your own poster, add your own phot and include your own emergency contact number in the message section.

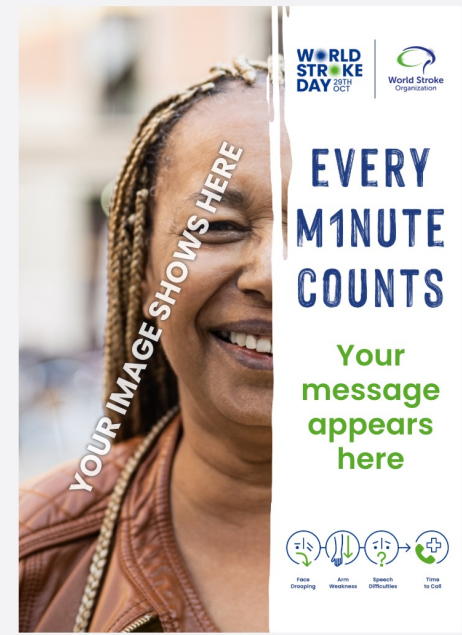
1. Choose Your Language

2. Your Message

3. Upload Your Photo

4. Upload a QR code (optional)

Download your poster



Your World Stroke Day design

Campaign leaflet



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.

EVERY M1NUTE COUNTS

ARE YOU READY? LEARN TO SPOT THE SIGNS OF STROKE.

www.worldstrokecampaign.org

About World Stroke Day

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.

Join the conversation

#ActFAST #WorldStrokeDay

Follow us on

f @WorldStrokeCampaign
@worldstrokecampaign
X @WStrokeCampaign
@WorldStrokeOrganization
World Stroke Campaign



www.worldstrokecampaign.org

FAST SYMPTOMS



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

Some people may experience severe headache, problems with balance or with their vision.

Every minute counts.

#ActFAST to save lives and improve recovery from stroke.



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 dropping, 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."

The World Stroke Campaign has produced stroke symptom awareness resources in English, Chinese, French, Arabic, Spanish, Portuguese, and Hindi. These can be downloaded at www.worldstrokecampaign.org

ACT FAST

Why not test your stroke spotting skills using our online game at: www.strokespotter.org

Raising awareness with children

FAST Heroes is an award-winning schools based symptom awareness program.

Using fun information sharing activities, the program aims to save children's heroes – one grandparent at a time.

Visit www.testheroes.com to find out more.



Print leaflets locally for distribution at community events, healthcare centers, libraries, municipal govt offices, schools local gyms and sports facilities.

Share the material with colleagues to print at site. Available in 7 languages

StrokeSpotter Challenge/Quiz

Online stroke awareness quiz
www.worldstrokecampaign.org

Step 1 – watch a series of 5 x 1 minute information videos

Step 2 - complete short online quiz on key stroke facts and symptoms

Step 3 – test your response time using StrokeSpotter game

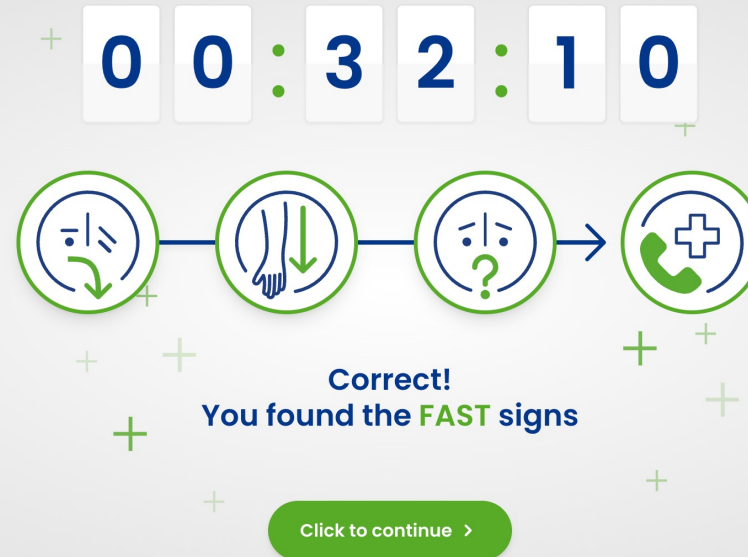
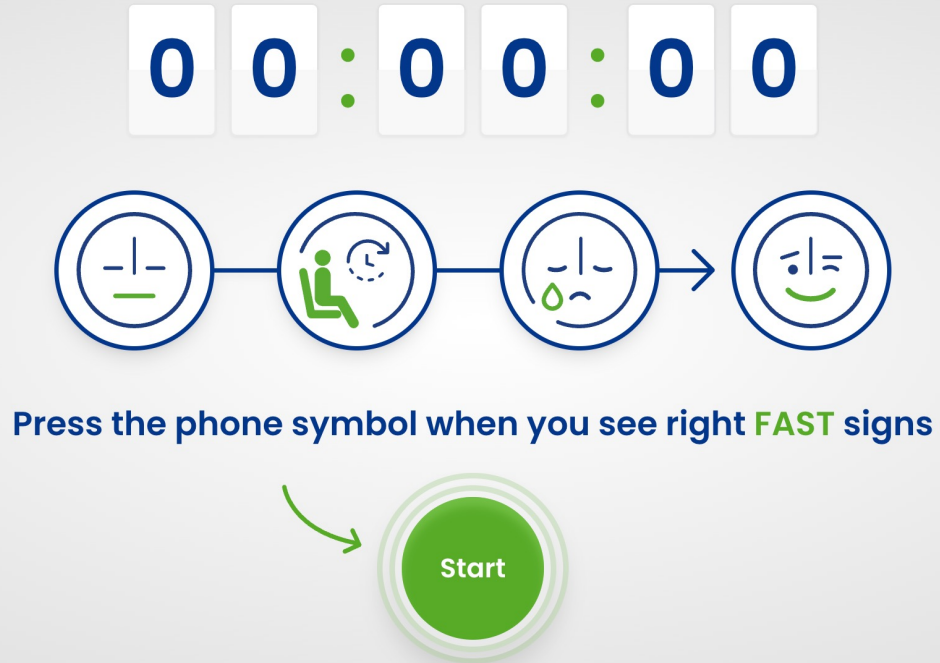
Step 4 – Share your achievement with a social badge or poster.



StrokeSpotter game

Fun interactive game to test
reaction time - share online or use
to engage event participants.

Can be done as a standalone activity www.strokespotter.org
Or as part of the Challenge www.worldstrokecampaign.org



TRANSLATION AND ADAPTATION

Campaign Guide and **website pages** are English only

BUT

Toolkit materials for the public are available via both in Arabic, Chinese Mandarin, English, French, Hindi, Portuguese, Spanish.

Other language translations

Members of WSO can access design files including .ai and eps files, fonts, overlay effects, raw video files to support local production of translated/locally adapted campaign materials. These files can be accessed through the member zone of the WSO website.

Only members and partners can translate or adapt the messages and images in campaign materials.

Social Media Influencers

- **Influencer guide** will support member outreach to online influencers in your network. The brief outlines key messages, dates, hashtags and links to be included in posts.
- The Campaign team has identified social media influencers with lived experience of stroke, or who have used their platform in previous years to bring attention to stroke.
 - We are prioritizing influencers with large following on **TikTok and Instagram**.
- NOTE: Influencer content has the most impact when **influencers post on their own channels**. Recording content for us to share on WSO/member organization channels is a nice way to show support, but it doesn't give us the reach that a post to their followers will give.

Social Media Influencers

Use our Influencers Guide to support outreach and engagement with social media influencers – please liaise with World Stroke Campaign to avoid duplication. Guide sets out basics of World Stroke Day, hashtags etc

INFLUENCER'S GUIDE

WHAT IS WORLD STROKE DAY?

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

WHY IS IT IMPORTANT?

Every year, 12 million people experience a stroke. That's one every two seconds. The sad truth is that 1 in every 2 people who experience a stroke will die from it. Knowing how to spot the signs of stroke and raising the alert is an essential first step that can help make sure people get the treatment they need, fast.

IMPACT IN 2024



Total reach:
4.2 billion



Countries:
78

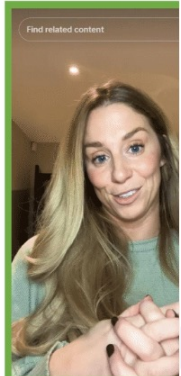


Community events: 170

INSTAGRAM & TIKTOK

HOW YOU CAN SHOW YOUR SUPPORT WORLD STROKE DAY

- TikTok/Instagram Story published around 25th October reminding people that World Stroke Day is being celebrated on 29th October and that the theme is #ActFAST.

TikTok/Instagram post on 29th October highlighting the campaign's key messaging.
- 

@MENTIONS @WorldStrokeCampaign

#HASHTAGS #WorldStrokeDay #ActFAST

Follow us on:





@WorldStrokeCampaign



World Stroke Organization




Talks

- To public
- To healthcare teams
- To policy makers
- Local radio/TV

Events

- Walks/ runs/hikes/bike rides/swimathons – from aerobics to Zumba whatever you like!
- Information booths in hospitals, community venues etc
- World Stroke Day Light Ups
- Press conferences

Put your action on the map!

World Stroke Day registrations are one of the ways we measure our reach and growth of the campaign. Each year we aim to see more dots in more countries!

If you plan a public awareness activity around World Stroke Day please register it on our map.

By submitting a short report and photo of your activities, using our online form, you will be able to download a WSO Certificate of Participation.



<https://www.world-stroke.org/world-stroke-day-campaign/world-stroke-day/register-your-event>

WSO will distribute a global press release in mid-October following the UN High Level Meeting on NCDs and highlighting the need for #StrokeActionNow

You can forward this to local media contacts, provide local context including

- National/regional stroke data
- Key issues for stroke locally e.g. access to preventive screening and medication, access to stroke unit care, access to specialist treatment and rehabilitation.
- Human interest stories from people with lived experience, workers involved in stroke care, local Stroke Support Organizations
- Offer to provide local expert for interview

Legacy Assets

Patient information leaflets on risks and prevention available in '[Prevent Stroke](#)' section of website.

Up Again After Stroke – [survivor guide](#) to what to expect, how to adjust and optimize recovery after a stroke.



Living Life After A Stroke

Stroke can happen to anyone, anywhere, at any age – from babies to children and teens to the elderly. The effects and the type of support needed after a stroke vary, too. What unites us is the resilience and determination of stroke survivors to build on the things that stroke can't take away and keep going on our recovery journey.

For most stroke survivors, caregivers and families, life will be different. Accepting and adjusting to life after stroke is fundamental to your recovery and well-being. Finding your 'new normal' won't happen all at once - but that's OK. By working with your healthcare team, developing new routines and tracking small step-by-step goals, you can make progress.

Stroke and Hypertension

High blood pressure (hypertension) is the single largest cause of stroke and is associated with half of all strokes.

[Find out more >](#)

Stroke and Atrial Fibrillation

Atrial fibrillation is associated with 1 in 4 strokes, find out how it can be prevented, identified and managed.

[Find out more >](#)

Stroke and Smoking

Smoking increases your risk of stroke.

[Find out more >](#)

Stroke and Exercise

Inactive lifestyles have increased our risk of stroke, get active to reduce your risk.

[Find out more >](#)

Stroke and Diet

By changing what we eat we can reduce our risk of stroke.

[Find out more >](#)

Stroke and High Cholesterol

Cholesterol can increase your risk of stroke, but there are ways to reduce your risk.

[Find out more >](#)

Linked Campaigns

Global Stroke Action Coalition

Advocacy campaign to drive political commitment to prioritization of stroke as part of the forward NCD agenda.

Same Every Minute Counts theme different call to action and hashtag.

Calling on individuals to sign a Letter of Support for the Coalition calls to action and to send that to their Ministries of Health.

Find out more here
<https://www.strokeactioncoalition.org/get-involved/campaign>



one voice

FAST Heroes – schools based awareness



LEVERAGING THE ENTHUSIASM OF CHILDREN TO SPREAD STROKE KNOWLEDGE

Developed by teachers for teachers, FAST Heroes is a primary schools-based program that works to raise awareness of the key symptoms of stroke and the importance of calling an ambulance straight away.

Now active in over 20 countries, the campaign harnesses children's enthusiasm for learning, encouraging them to share the knowledge they gain with their loved ones, particularly their grandparents.

Nearly a million children across the world have been educated via the program to date, with numerous lifesaving stories directly resulting from the information cascade.

You can find out more at www.fastheroes.com.

Email queries or questions to pr@fastheroes112.com.



Get recognition

Our Campaign Awards are a way for us to recognize and celebrate good practice, innovation and commitment to public awareness of stroke.

Award winners are selected by the World Stroke Campaign Committee. You can submit or nominate in 3 categories

- 1. Best campaign in a high income country**
- 2. Best campaign in a low-middle income country**
- 3. Individual achievement award**

Winners can claim either free World Stroke Organization Membership (for individuals, or SSOs in LMICs) or free individual membership.

Winners also feature in the WSO Annual Report, WSO blog.

NEW for this year – 2025 winners video to be shown at World Stroke Congress in Seoul, Korea and featured on WSO social channels.

What you can do now?

Join WSO if you are not as yet a member

Review webpage and legacy assets

Share with colleagues, associations

Strategise your plan

- Messages – Every minute counts, prevention, life after stroke
- Components
- Timing

Adapt material – local relevance, logos, translate

- Printing if needed

Social media plan

- decide and set up channels, build presence,
- Frequency of posts, hashtags, Boosting
- Reach out to influencers

Plan talks and events

Media/ press plan

Register on WSO map

Plan to apply for award

Let us know if you need help

Thank you

one voice
One World Voice for Stroke

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