



2021 Campaign Evaluation
November 2021

Goals for World Stroke Day

The overall goal was to launch a high-profile public awareness campaign to raise awareness of stroke symptoms and the importance of timely access to acute stroke care.


1. Develop a universally compelling call to action
2. Inspire and support WSO members with a branded package of resources
3. Enable participation of a globally diverse audience

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">• % of member participation• Number of material downloads

Key Campaign Activities







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



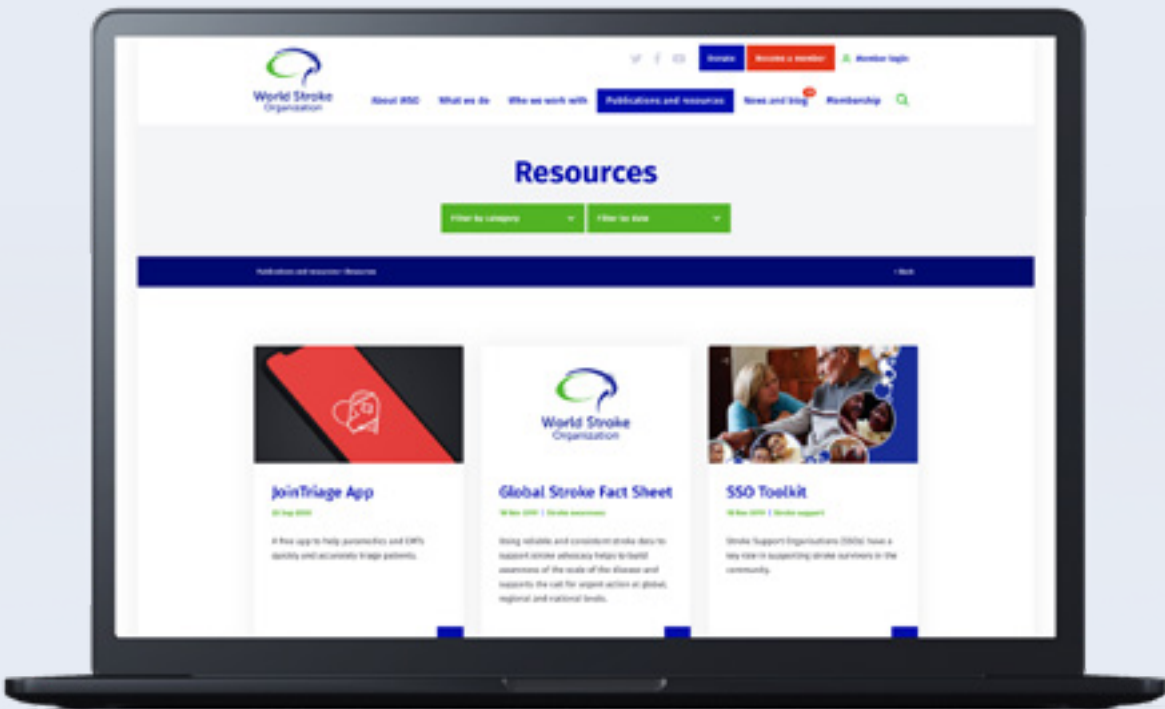
UNIVERSALLY COMPELLING CALL TO ACTION AND A POWERFUL CAMPAIGN FILM

NEW ICONOGRAPHY FOR FAST

NEW VISUAL IDENTITY/BRANDING FOR WSD

SIMPLE AND INFORMATIVE HOW-TO TOOLKIT

Key Campaign Activities



CAMPAIGN HUB WITH
DOWNLOADABLE ASSETS



INFLUENCER ENGAGEMENT



PRESS RELEASE AND MEDIA
OUTREACH



LIVE HIGH LEVEL PANEL DEBATE

Big Idea for World Stroke Campaign



#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.

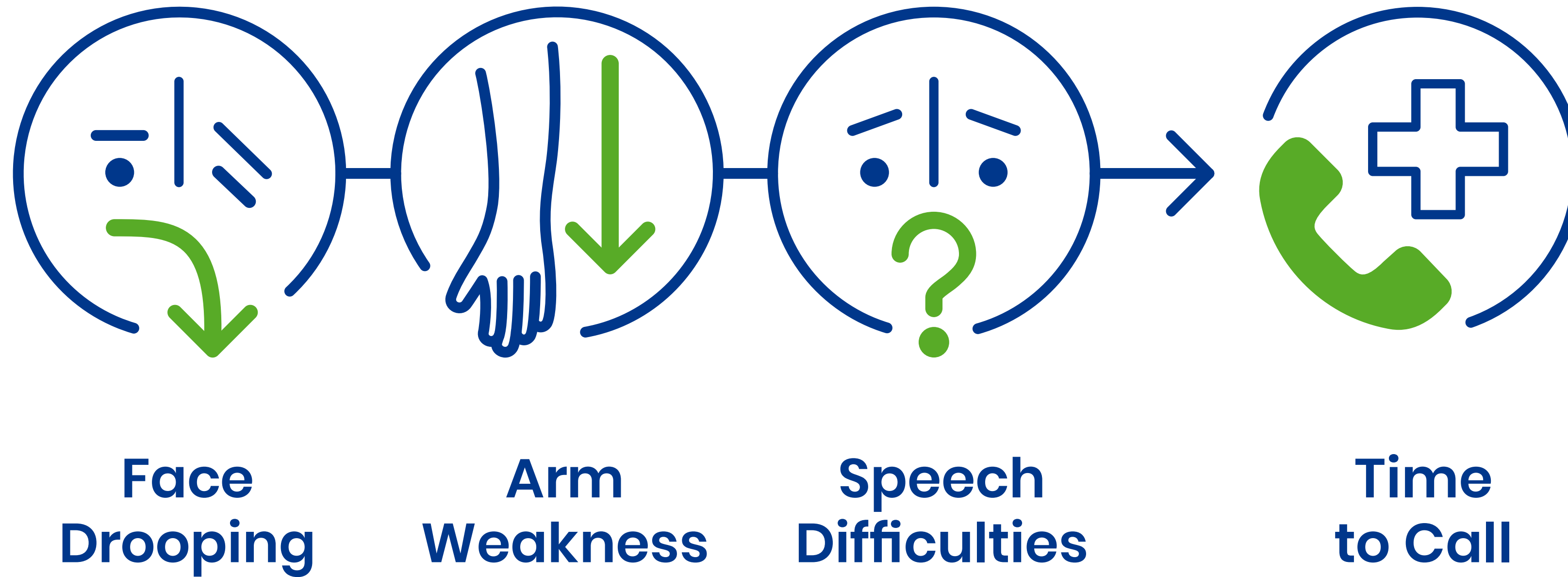


This is a two-year campaign aimed at raising general public awareness on stroke symptoms and the importance of acting FAST when you spot them.

World Stroke Day: Campaign Launch Video



New iconography for FAST



A lot of people 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.

Icon Animation



A new brand identity for World Stroke Day

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.



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



co-branding Placeholder

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



co-branding Placeholder

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

co-branding Placeholder



World Stroke Organization

Symptom spotting

Image Bank: Additional images to choose from

Primary

Save memories



Save mobility



Save speech



Save independence



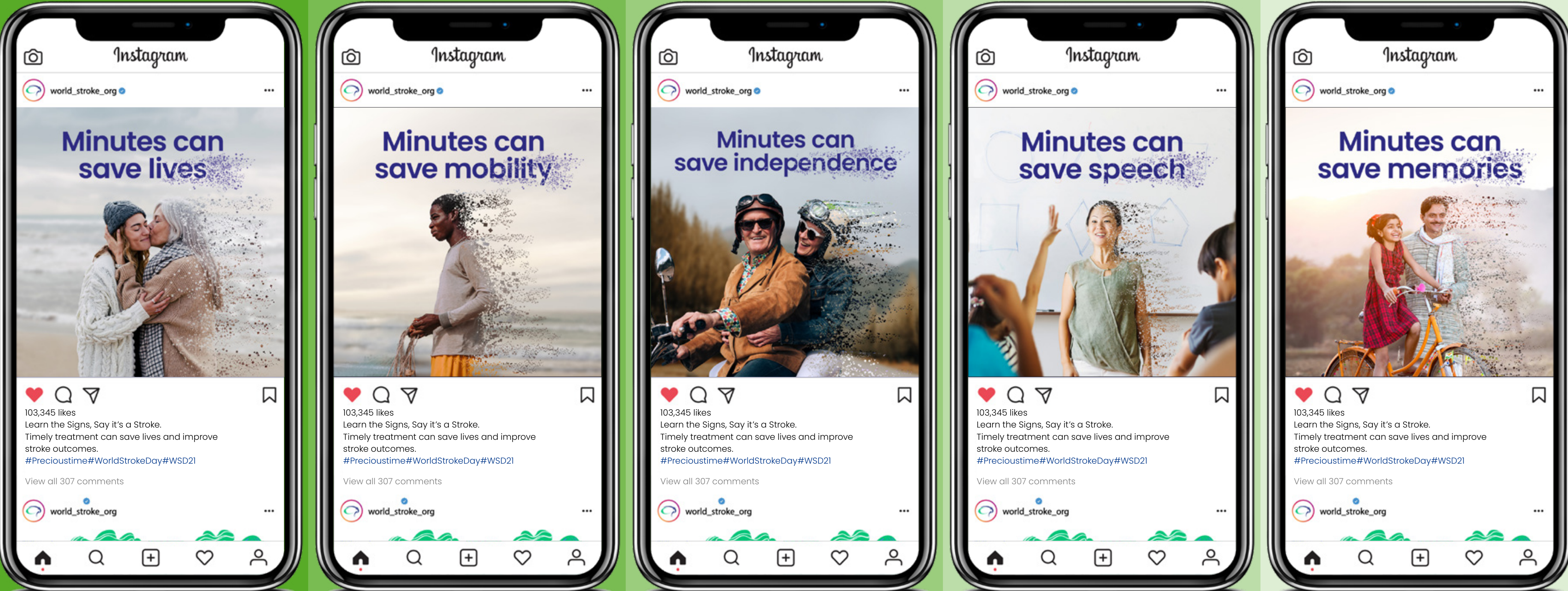
Save lives



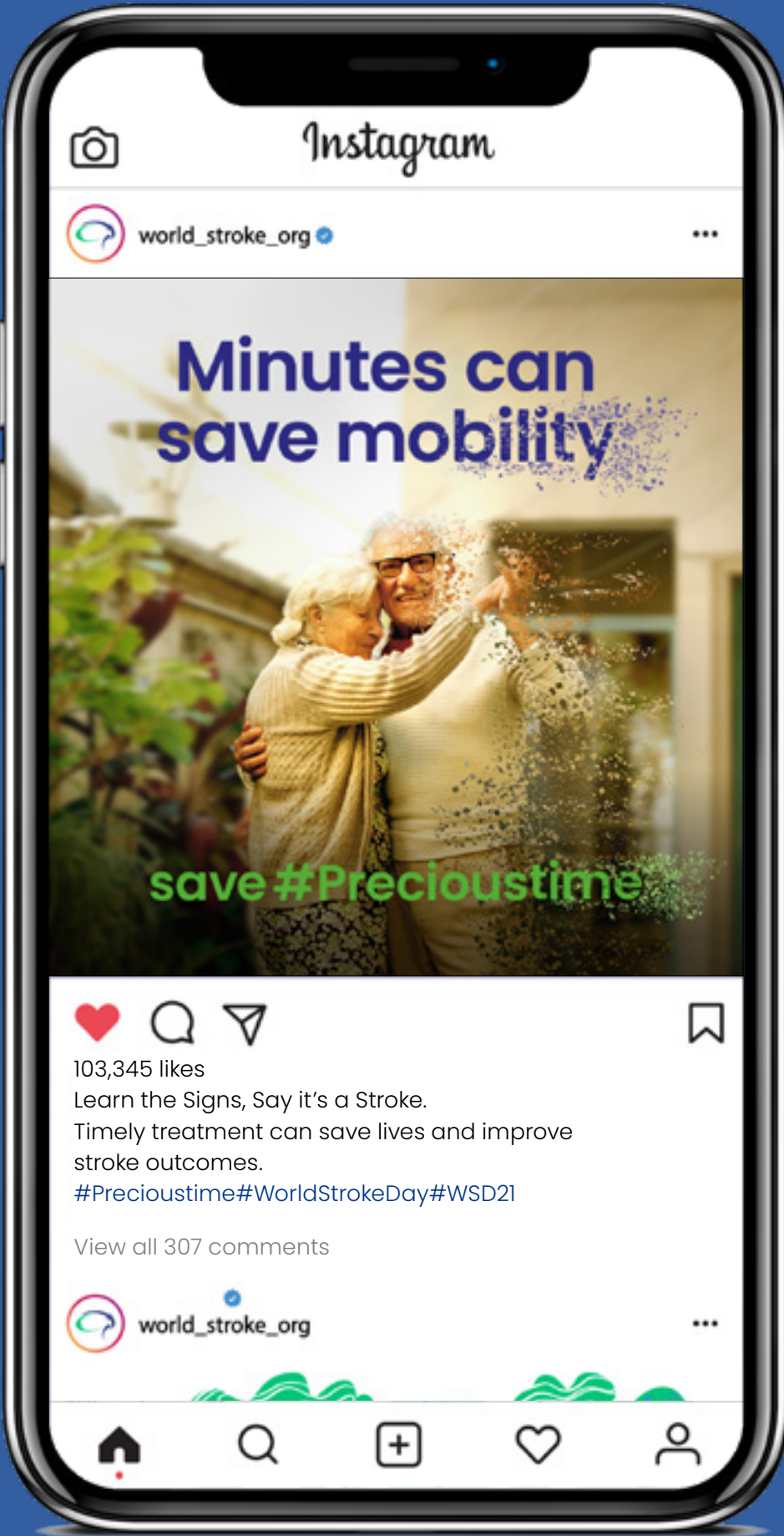
Additional



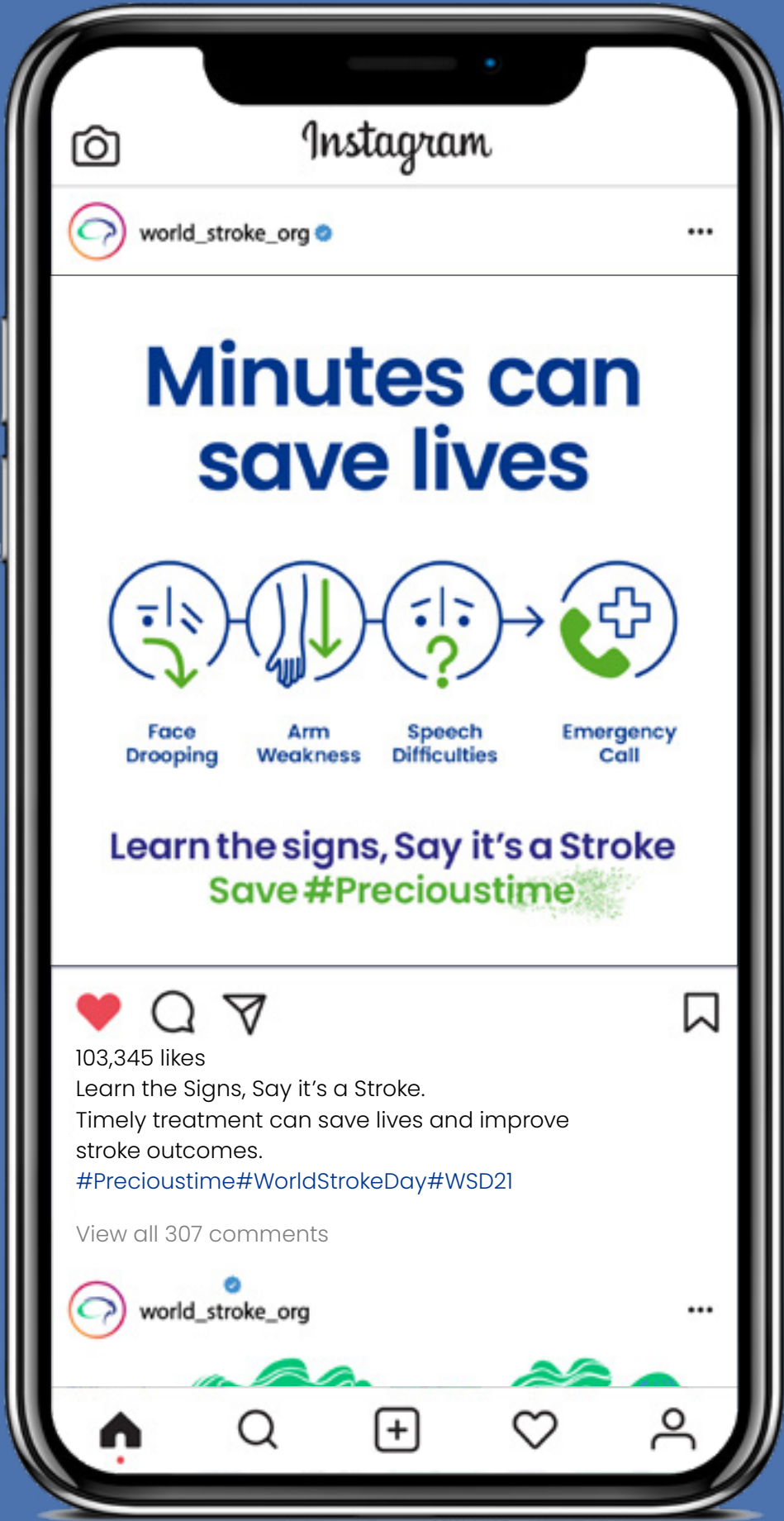
Social Media and Digital Assets – animated versions



Social Media and Digital Assets – static versions



Social Media and Digital Assets – static versions



Downloadable leaflet



Influencers

This year, the face of our global campaign was 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.



Webinar Panel Event: World Stroke Day

- This year we hosted a promoted, moderated live panel event on the topic of access to urgent care in stroke
- We were very proud that **world-renowned Olympic athlete Michael Johnson** joined the panel to talk about his own experience of stroke
- Other panel members were Dr Marc Fisher, President of WSO, Dr Sheila Martins, President-Elect of WSO, Dr Slim Slama, Unit Head NCD, WHO, Dr Padma Srivastava, Neurologist
- The panel was moderated by Rageh Omaar, International Affairs Editor for ITV



FAST Stroke Heroes

Help share the FAST message with children using these resources and activities developed specifically for kids at school and at home.

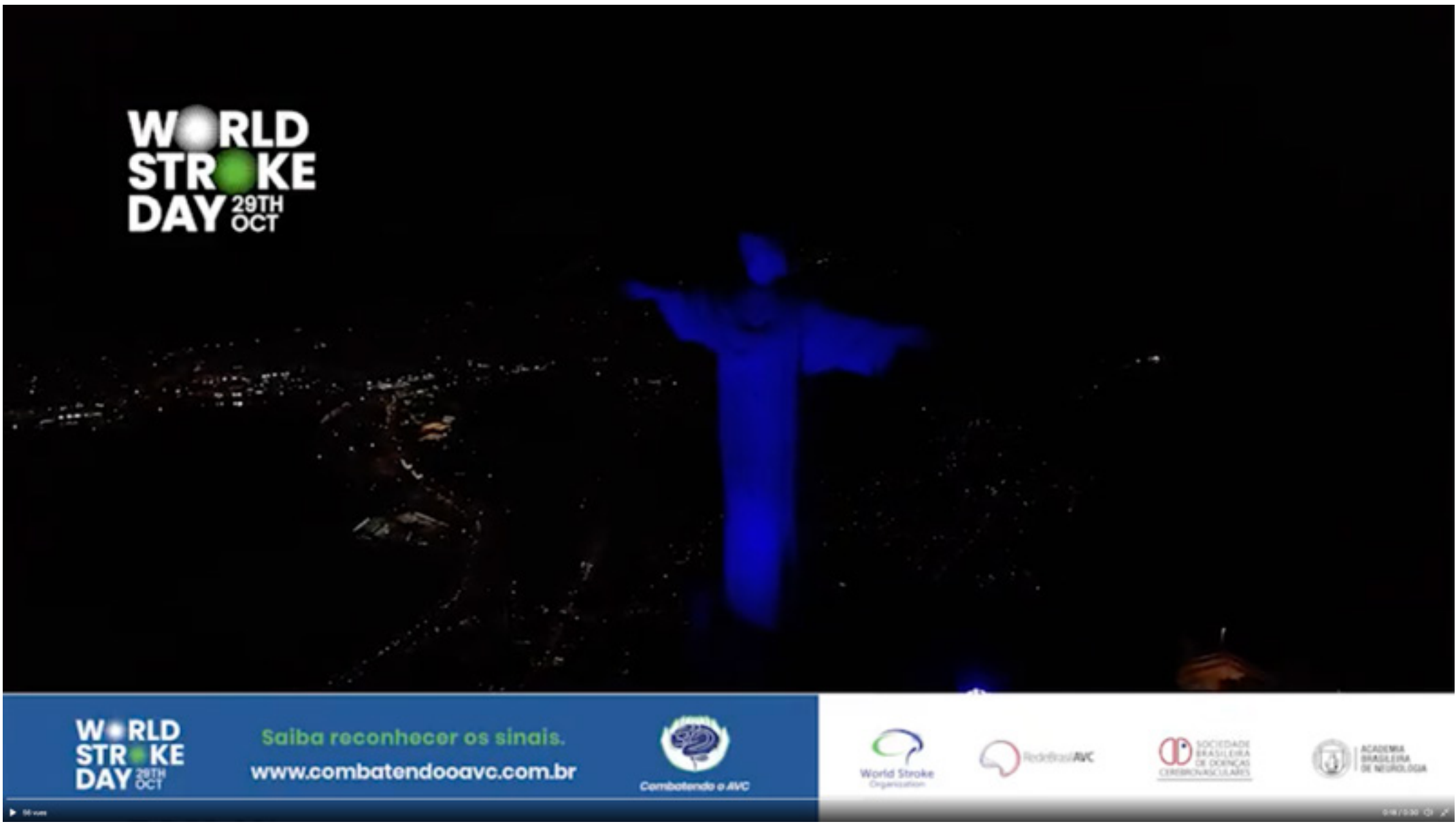
FAST Heroes is an award-winning campaign that helps spread awareness and knowledge about the most common symptoms of stroke, as well as the importance of calling an ambulance straight away.

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.



Illuminations

Global landmarks were lit up blue to mark the occasion



Global participation

The Precious Time campaign spread far and wide



Know FAST

দ্রুত জানুন

প্রতি মিনিটে রক্ষা করতে পারে

জীবন



কথা বলার ক্ষমতা
পক্ষাঘাত হওয়া



স্বাবলম্বী হওয়া



Recognize FAST

দ্রুত চিনুন

WORLD STROKE DAY

২৯ সে অক্টোবর ২০২১



স্ট্রোকের পরেই "মূল্যবান সময়" বাঁচান

Act FAST

দ্রুত ব্যবস্থা নিন



Face

মুখের এক দিক বেকে থাকে



Arm

একদিকের হাত দুর্বল হওয়া



Speech

কথা বলতে বা বুঝতে অসুবিধা হওয়া



Time

সঙ্গে সঙ্গে আয়তুলে হাসপাতালে পাঠানো



Ethiopia

The First National Stroke Week in Ethiopia was celebrated from Oct 29–Nov 3, 2021, with theme of “minutes can save lives”

PR and thought leadership

- Press conference by Dr Dereje Duguma, State Minster, Ministry of Health
- Training on “Basic Principles and Management of Stroke” for Primary Health Care Professionals from 11 cities
- Webinar “Updates on Stroke”, attended by Neurologists, specialists and sub specialists from related disciplines from all over Ethiopia
- Stakeholder workshop with the goal of improving access and quality of stroke care in Ethiopia

Public awareness-raising

- Street campaign at 6 public squares in Addis Ababa with support from Ethiopian Medical Students Association and Neurology residents
- Awareness raising campaigns on social media



World Stroke Day around the world

Bulgaria

Bulgaria launched a nationwide, multi-channel campaign with high visibility activation for the general public

Campaign was divided in several directions:

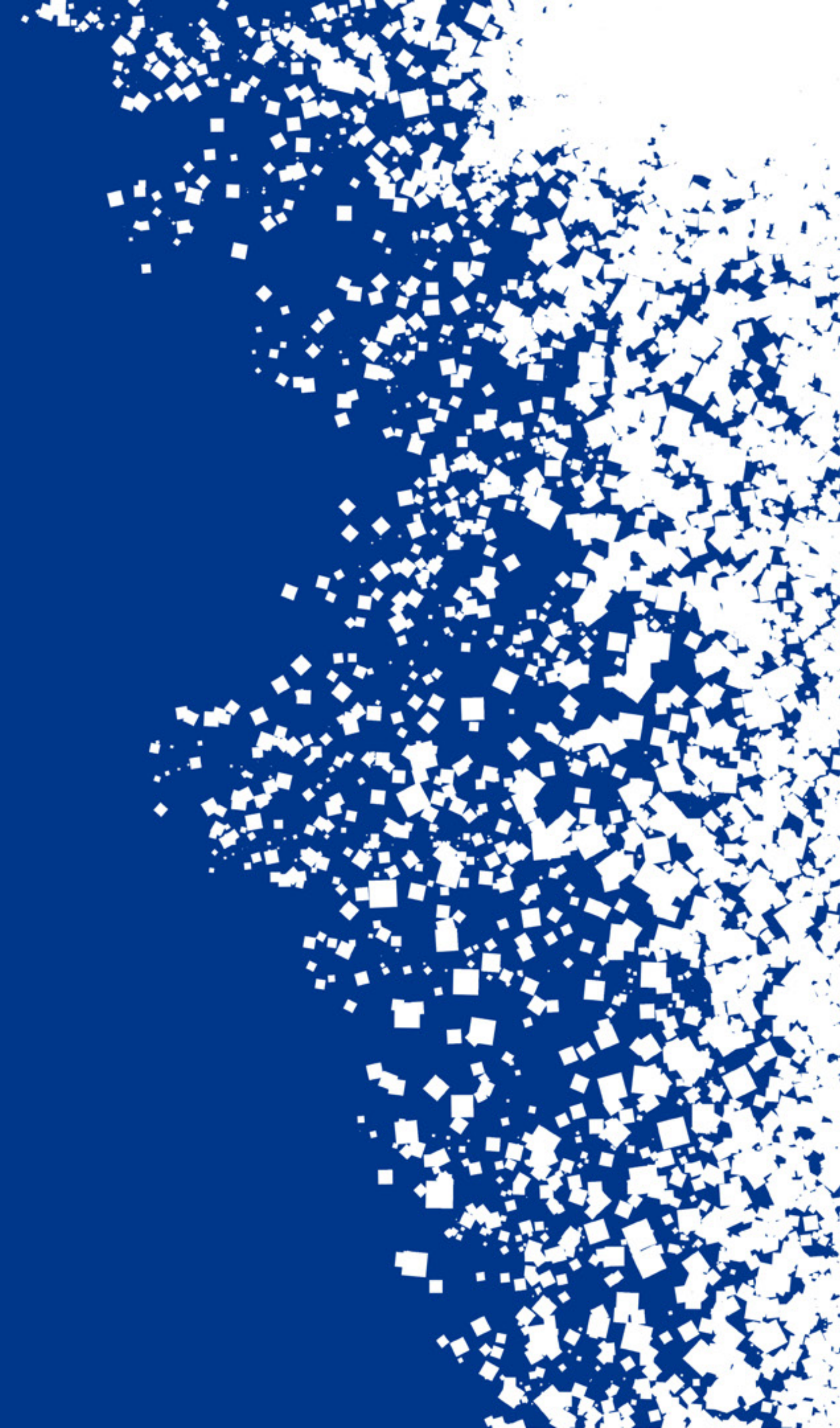
- Posters and videoclips in 16 of Bulgaria's Municipalities
- Media presence of members of the Association for Stroke and Aphasia: interviews on Code Health TV, "Directly" on "Bulgaria on air", "Pulse" on Nova TV, Radio Varna.
- Online publications, posts and presence: National Palace of Culture, "Bulgaria without smoke" initiative, Confindustria Bulgaria, Bulgarian Telegraph Agency, "Medinfo" magazine, Bulgarian Association for Neurosonology and Brain Hemodynamics

- New website www.stroke.bg launched
- Campaign video played in public spaces across major cities

Also, some of our partners include: The Ministry of Health, Sofia Municipality, Metropolitan Sofia, EKONT shipping services



Campaign performance







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.

World Stroke Day 2021 by numbers

 EVENTS	 TOOLKITS DOWNLOADS	 VISITS TO CAMPAIGN WEBSITE	 CAMPAIGN REACH
2021			
101 In 31 countries	9,575	11,792 on World Stroke Day	2.3 billion
2020			
55 In 31 countries	4,835	11,399 on World Stroke Day	5.1 million

 TWITTER REACH	 FACEBOOK REACH	 GLOBAL ONLINE VIDEO VIEWS	 WSD NEWS RELEASE VIEWS
2021			
184 million	1.4 million	692,000	9,989
2020			
5.06 million	111,800	109,500	189

PR and Influencer Outreach Results



- 1. PR Media Results**
- 2. Influencer Outreach**
- 3. Hashtag Performance**



1

PR Media Results

PR Media Results

2,349

Total mentions across international media outlets

1.5 BILLION

Potential reach: aggregate readership

3 MILLION

Potential reach: TV Coverage

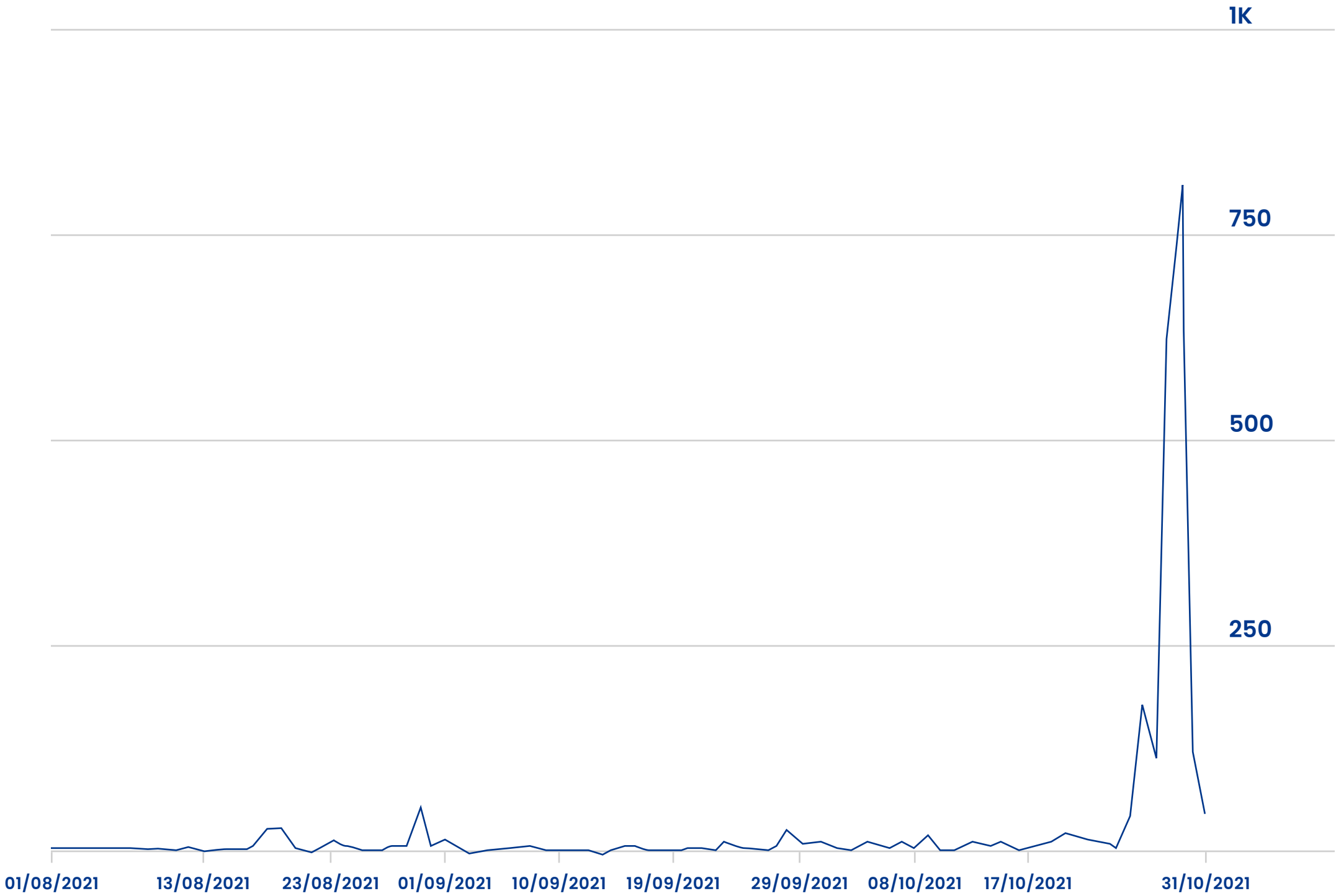
1.5 BILLION

Online News

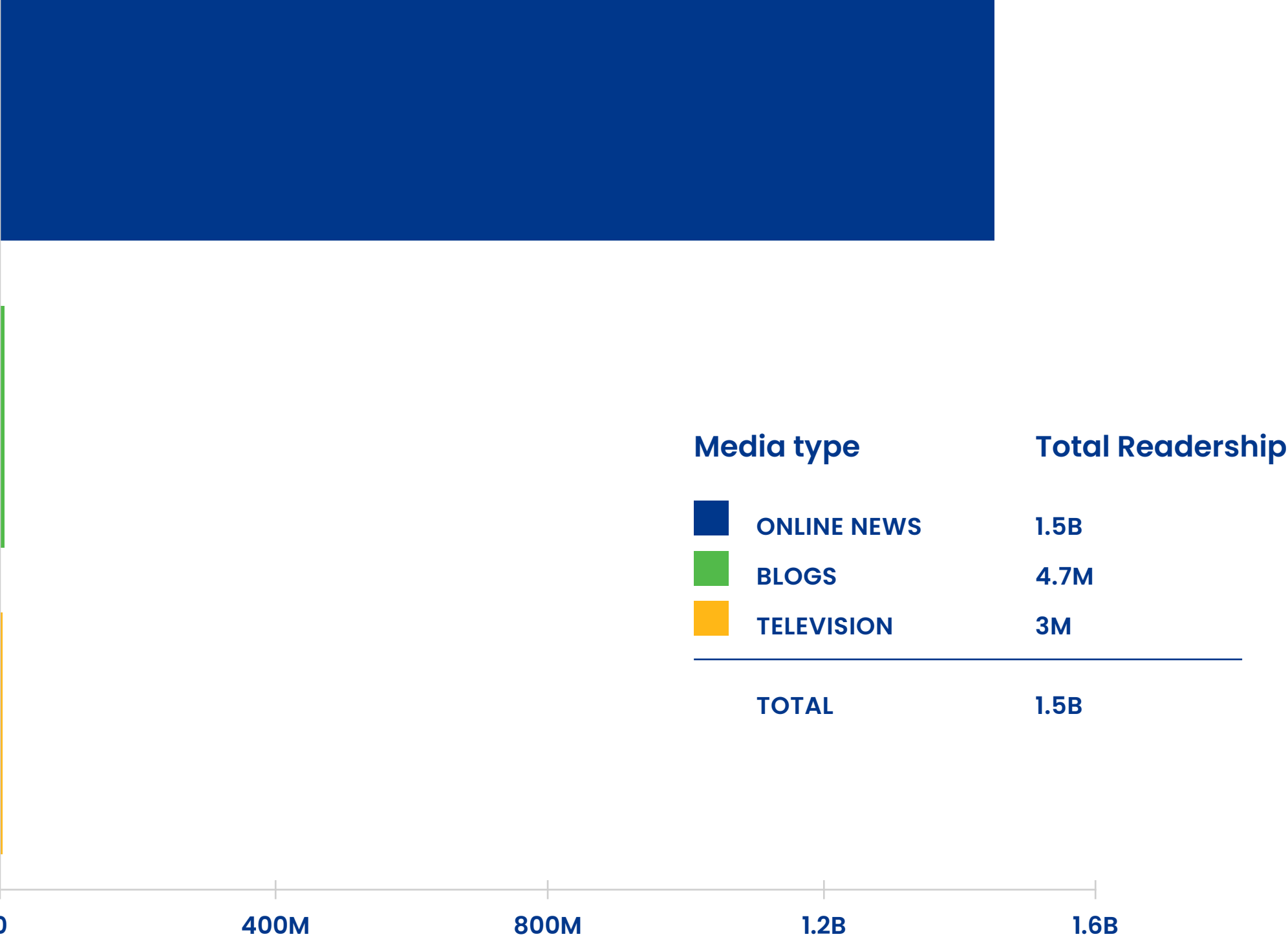
4.7 MILLION

Blogs posts

Total Mentions Over Time
Search: World Stroke Day

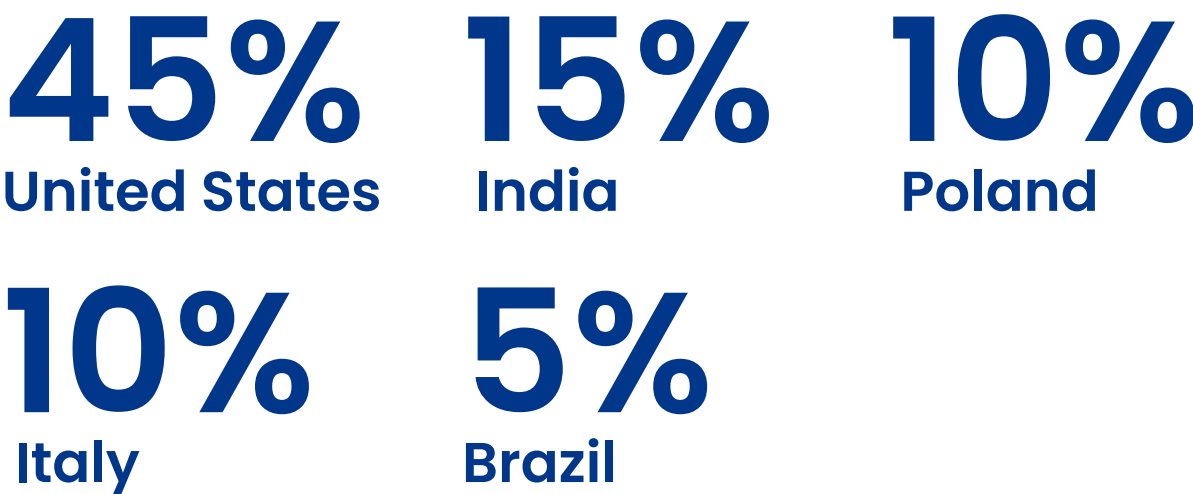


Aggregate Readership
Search: World Stroke Day



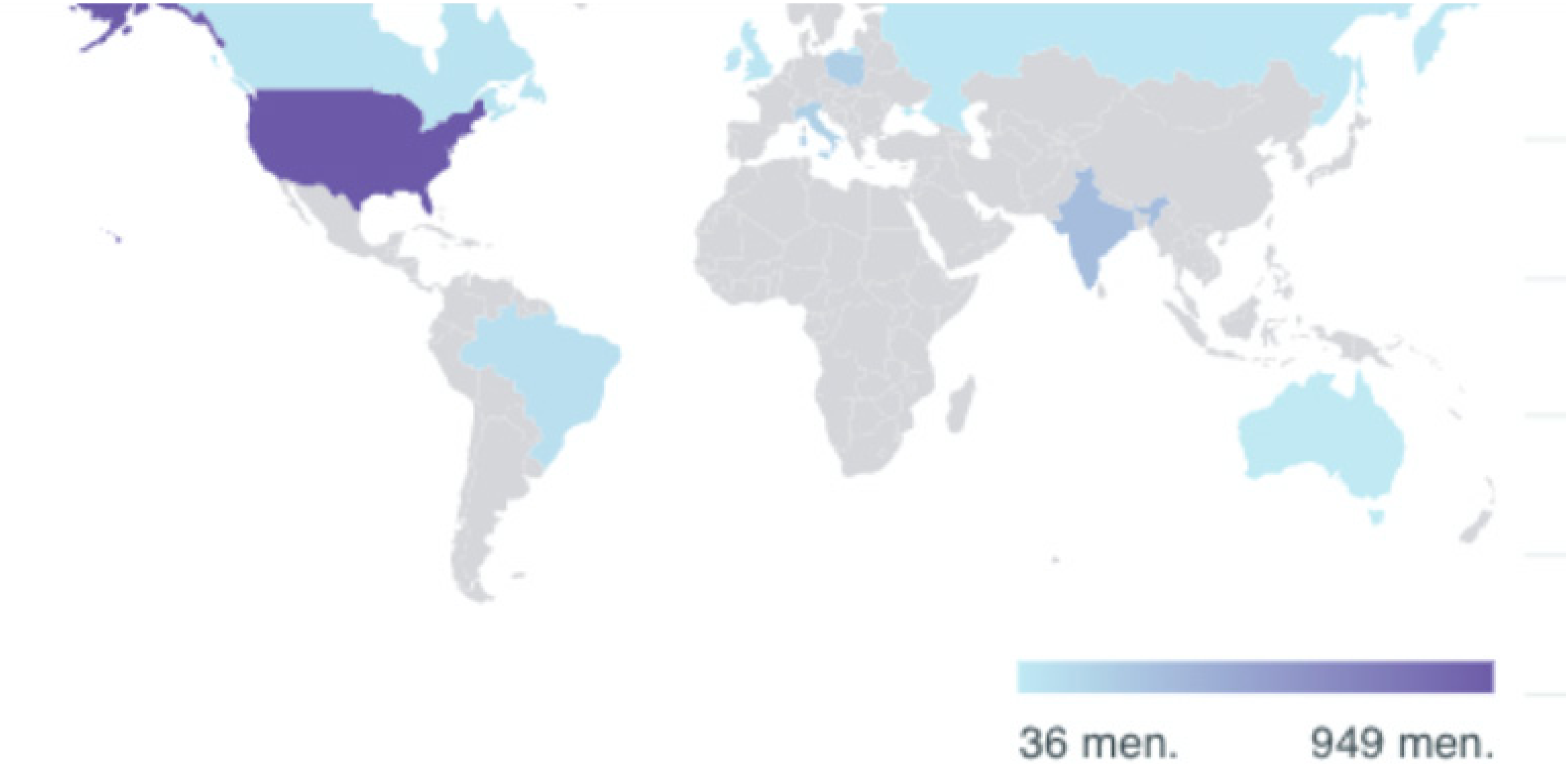
International Media Spread

Top 5 PR Results
by country:



Country	Total mentions
UNITED STATES	949 (45%)
INDIA	319 (15%)
POLAND	215 (10%)
ITALY	208 (10%)
BRAZIL	102 (5%)
CANADA	84 (4%)
IRELAND	66 (3%)
UK	61 (3%)
RUSSIA	56 (3%)

Search: World Stroke Day



International Media Spread

Top 3 PR Results
by Media outlet:



44,383,299 readers



215,843,650 readers



177,627,824 readers



World Stroke Day: Global survey reveals only 35% hospitals worldwide provide essential stroke treatment



Fri, October 29, 2021, 12:01 AM · 2 min read

GENEVA, Oct. 28, 2021 /CNW/ -- On World Stroke Day, 29 October, the World Stroke Organization (WSO) is calling for urgent action after a survey by the WSO and the World Health Organization (WHO) found that only 35% of hospitals worldwide provide essential clot-busting medicine tissue plasminogen activator (tPA), despite it being added to the WHO essential medicines list 2 years ago. On World Stroke Day, the WSO is calling for urgent improvement in treatment and increased awareness of symptoms.



World Stroke Day 2021 #Precioustime

Stroke remains the second biggest killer globally: 15 million people will have a stroke every year, 6.5 million of whom will die. Most survivors will face a lifetime of disability or impairment as a result. tPA is a highly effective and cost-effective treatment but provision is dependent on the establishment of specialist stroke units. While these units exist in 91% of higher income countries, in low-income countries it is as low as 18%. Patients in low-income



Ads by Go

Stop seeing

Why this a

TRENDING

- 1. Who Had COVID-19 V Breakthrough Cases?
- 2. The UN says \$6B from billionaires could solv Elon Musk says he wil donate proceeds if th that.
- 3. Trump blames 'perve look like Virginia Gov. Youngkin and him do
- 4. The latest twist in the Retiring but delaying
- 5. Seth Meyers Mocks F

Advertising Equivalency

US\$ 2.9MILLION

All World Stroke Day coverage, including Blogs, TV and Online News media outlets amounted to an ad equivalency of US\$ 2.9 Million.

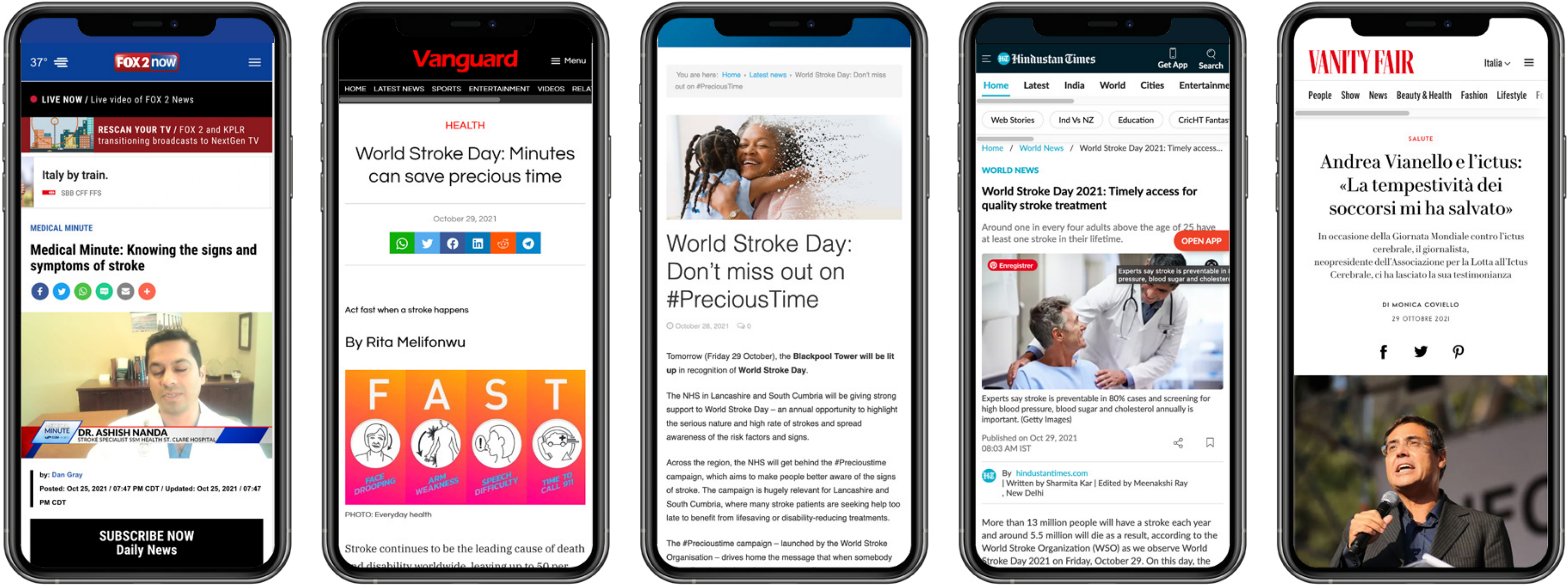
Ad Equivalency

Search: World Stroke Day



Media type	Ad equivalency
ONLINE NEWS	\$2.8M
TELEVISION	\$50.89K
BLOGS	\$8.8K
<hr/>	
TOTAL	\$2.9M

Sample of global coverage



2

Influencer Outreach



Influencer Outreach

171

Social media posts
97 Instagram, 43 Twitter,
15 YouTube, 16 Blogs

33K

Engagements
(of which 22,000 = Instagram Likes)

42K

Instagram Video Views

598

Total Retweets

758K

Estimated impressions

564K

Estimated Reach



Top Influencers



Social Stats

	Instagram @wavemakernick	28k followers	426 avg. likes	12.39 avg. comments
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Social Stats

	Instagram @thesportyblonde	58k followers	3.7k avg. likes	80.43 avg. comments
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Social Stats

	Instagram @alain.ngalani	704k followers	8.6k avg. likes	179 avg. comments
	Youtube @Alain Ngalani Fitness	5.5k subscribers	489 avg. views	32 avg. likes
	Tiktok @alainngalani	36k fans		

Their World Stroke Posts

thesportyblonde
Rome, Italy

...

Hi everyone, this is Camille Chenuaux On OCTOBER 29th, World Stroke Day is an opportunity to increase awareness and learn the signs of Stroke Face drooping Arm weakness Speech difficulty Time to call If we act F.A.S.T. we can save **#Precioustime**

Save #Precioustime

274 likes

thesportyblonde World Stroke Day 2021
[@worldstrokecampaign...](#) [more](#)

wavemakernick
Bristol, United Kingdom

...

WORLD STROKE DAY

#Precioustime

357 likes

wavemakernick What happens in the minutes after someone has a **#stroke...** [more](#)
[View all 20 comments](#)

alain.ngalani

Geneva, Switzerland

...

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.

Alain Ngalani x4 Muay Thai World Champion

Save #Precioustime

747 likes

alain.ngalani Did you know 1 in 4 people (over 25) will be hit by a stroke?
As a goodwill Ambassador for the... [more](#)

Influencers created lift in social media activity in the last week of October



3

Hashtag Performance



#WorldStrokeDay

15.2K
Overall use

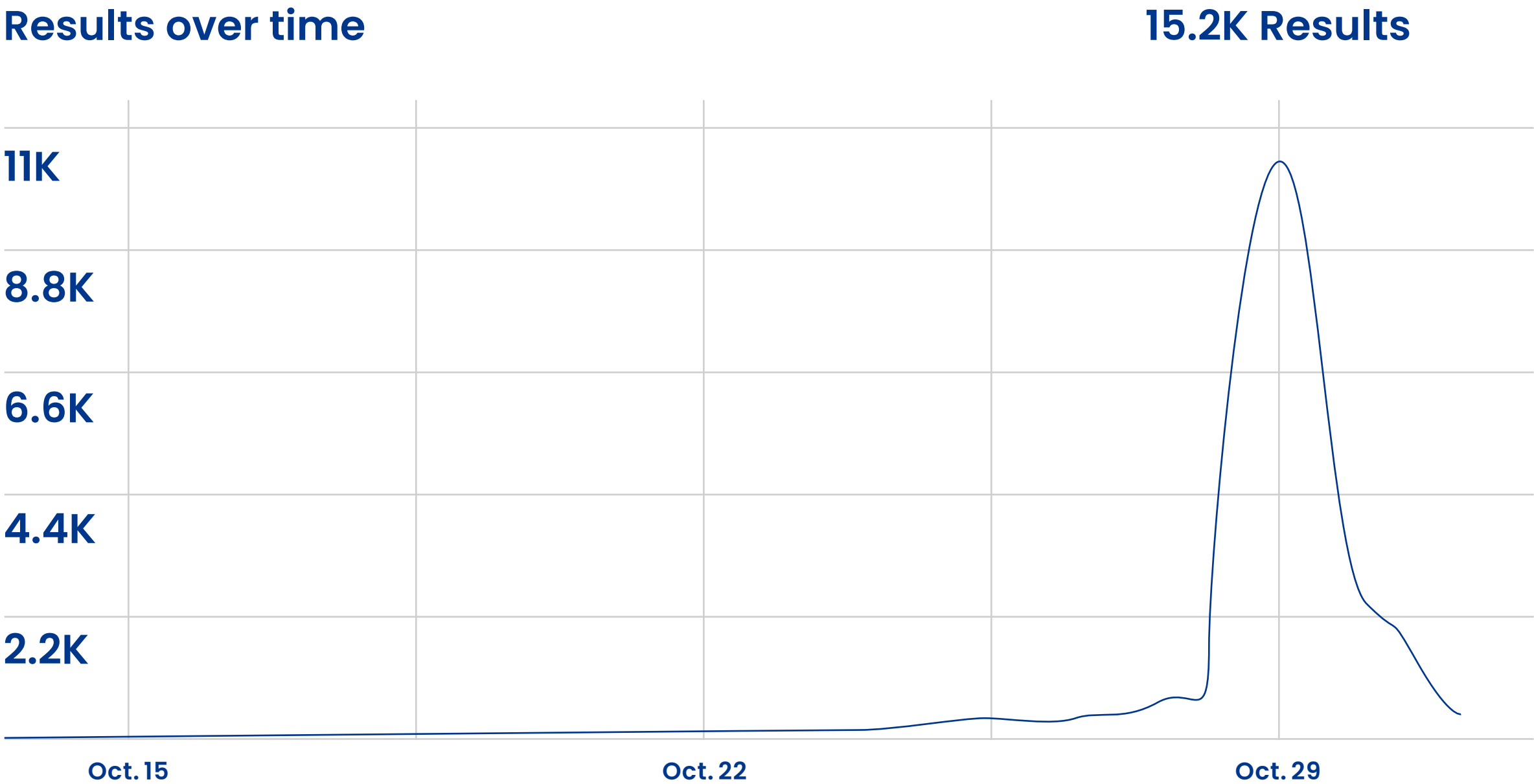
41.1K
Engagements

282.4M
Potential reach

Monitoring includes:
Twitter
Facebook
YouTube
Instagram



#WorldStrokeDay



#Precioustime

3.4K

Overall use

9K

Engagements

5.7B

Potential reach

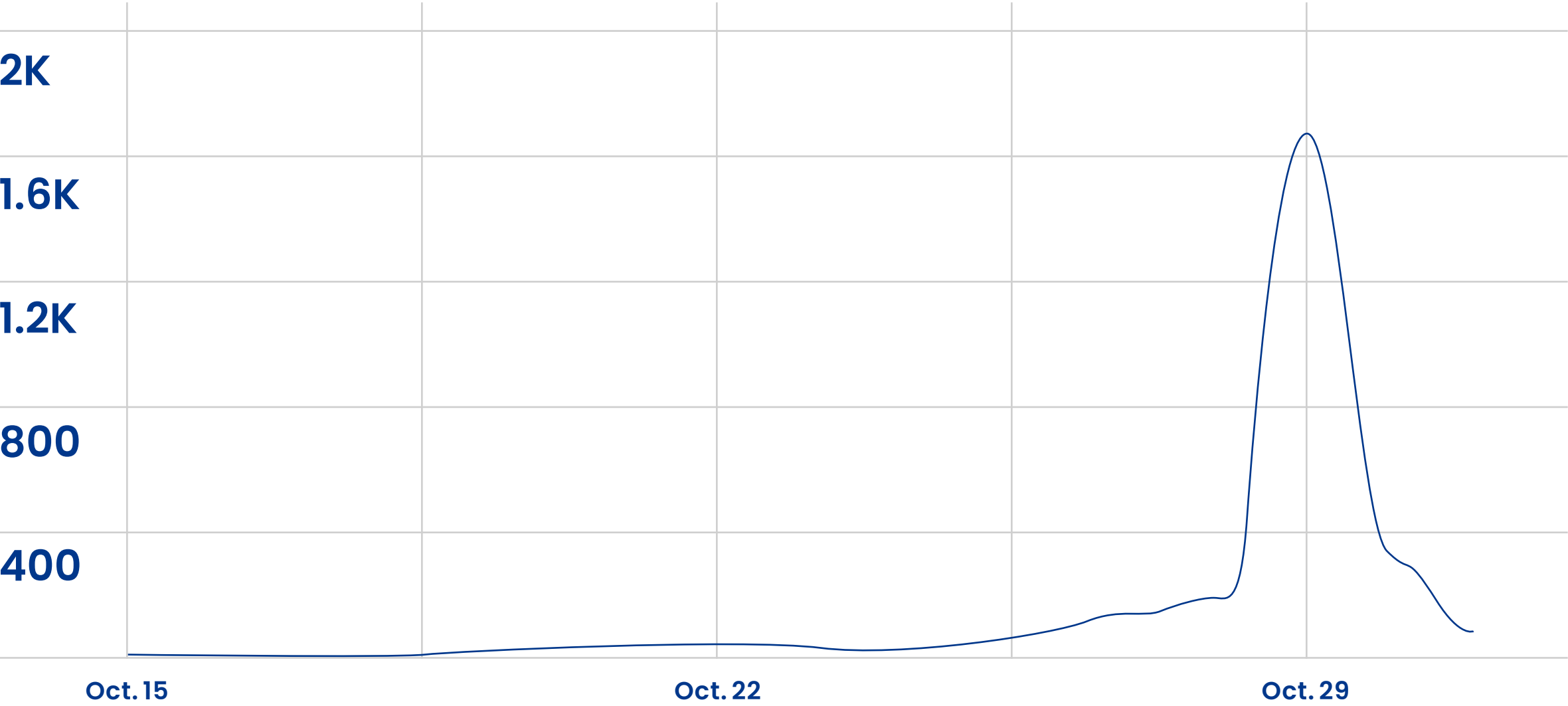
Monitoring includes:
Twitter
Facebook
YouTube
Instagram



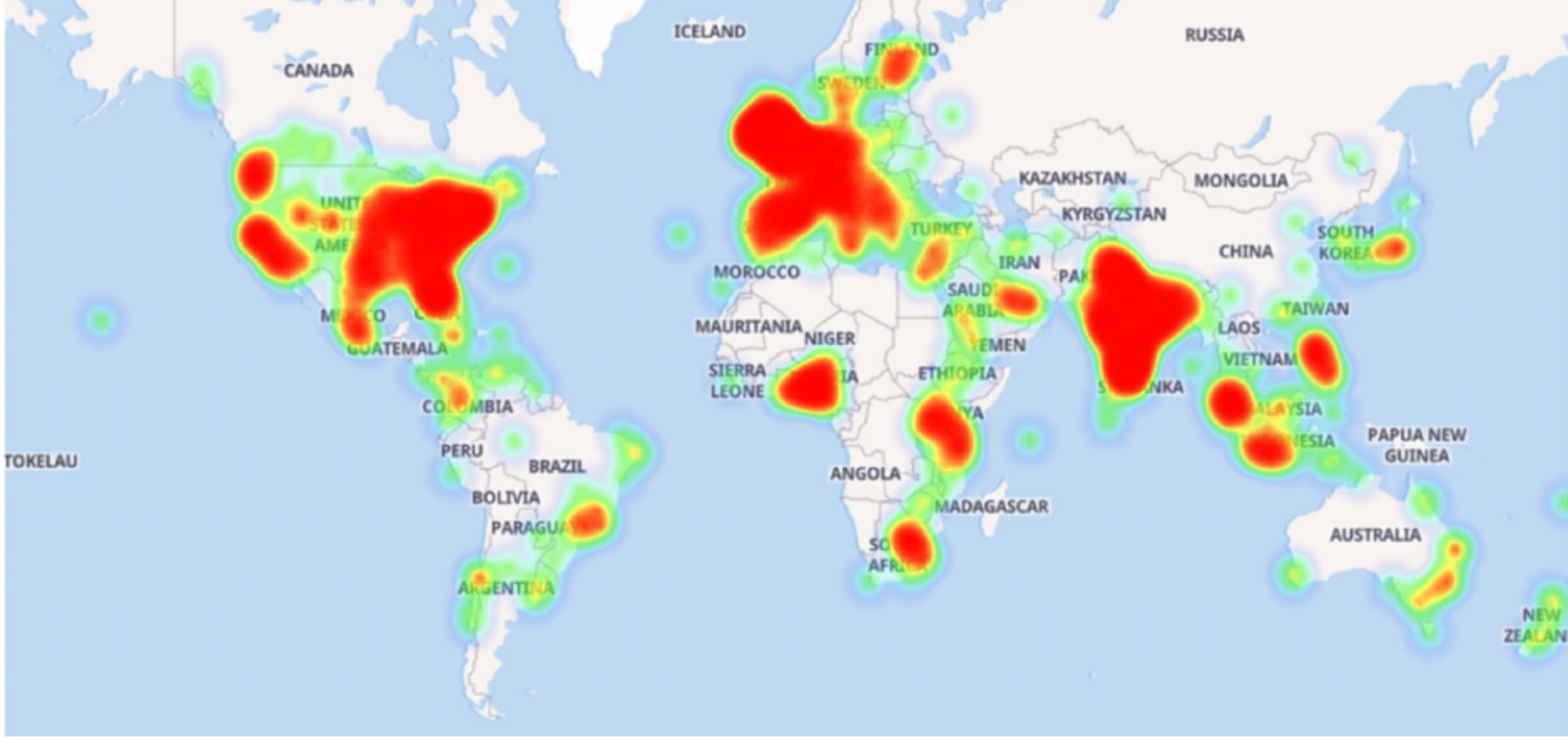
#Precioustime

Results over time

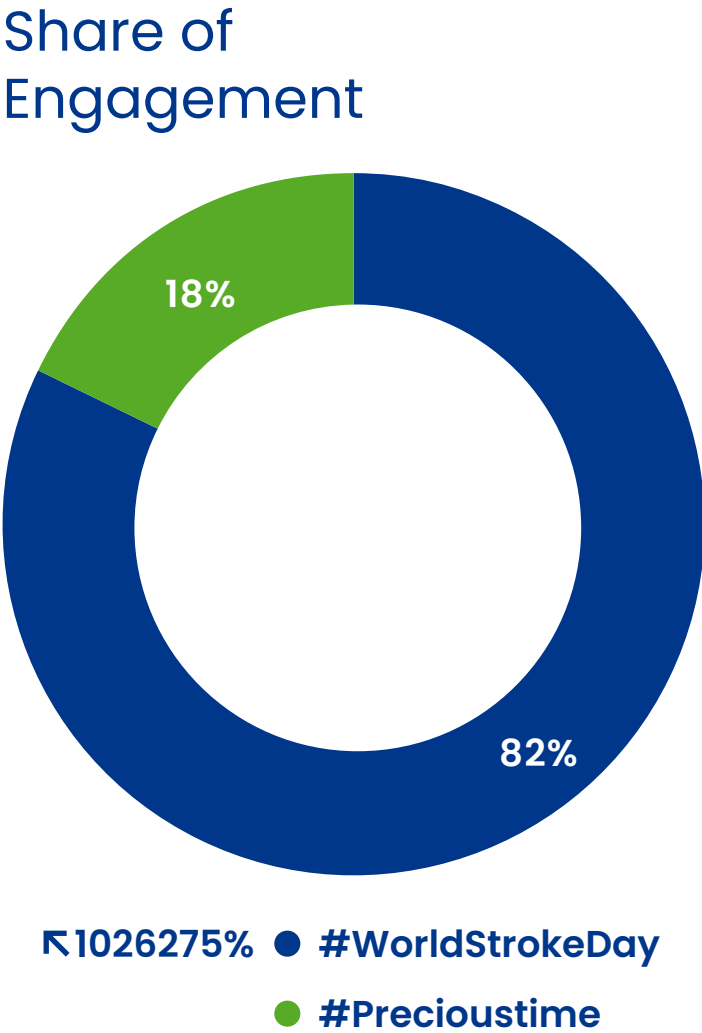
3.4K Results



#Precioustime and #WorldStrokeDay combined results

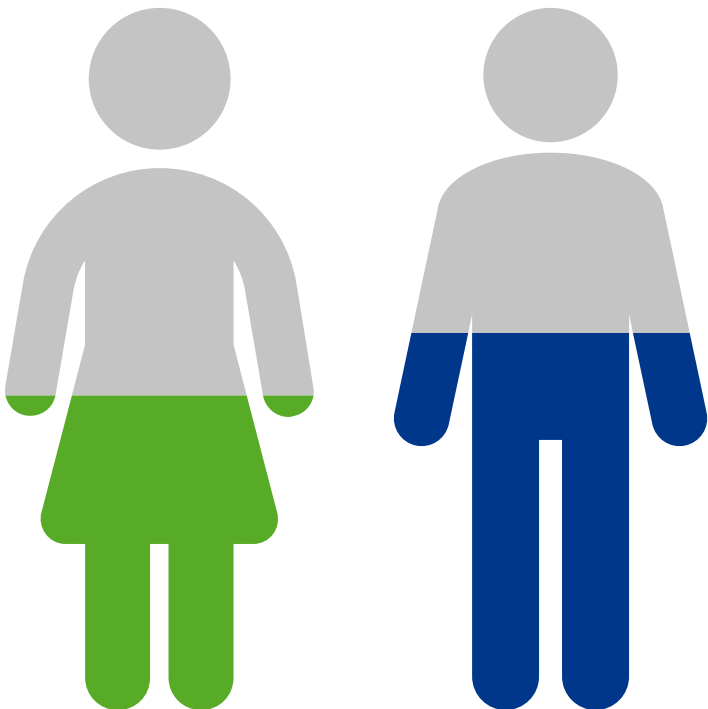


Monitoring includes:
Twitter
Facebook
YouTube
Instagram



46.3%
Female

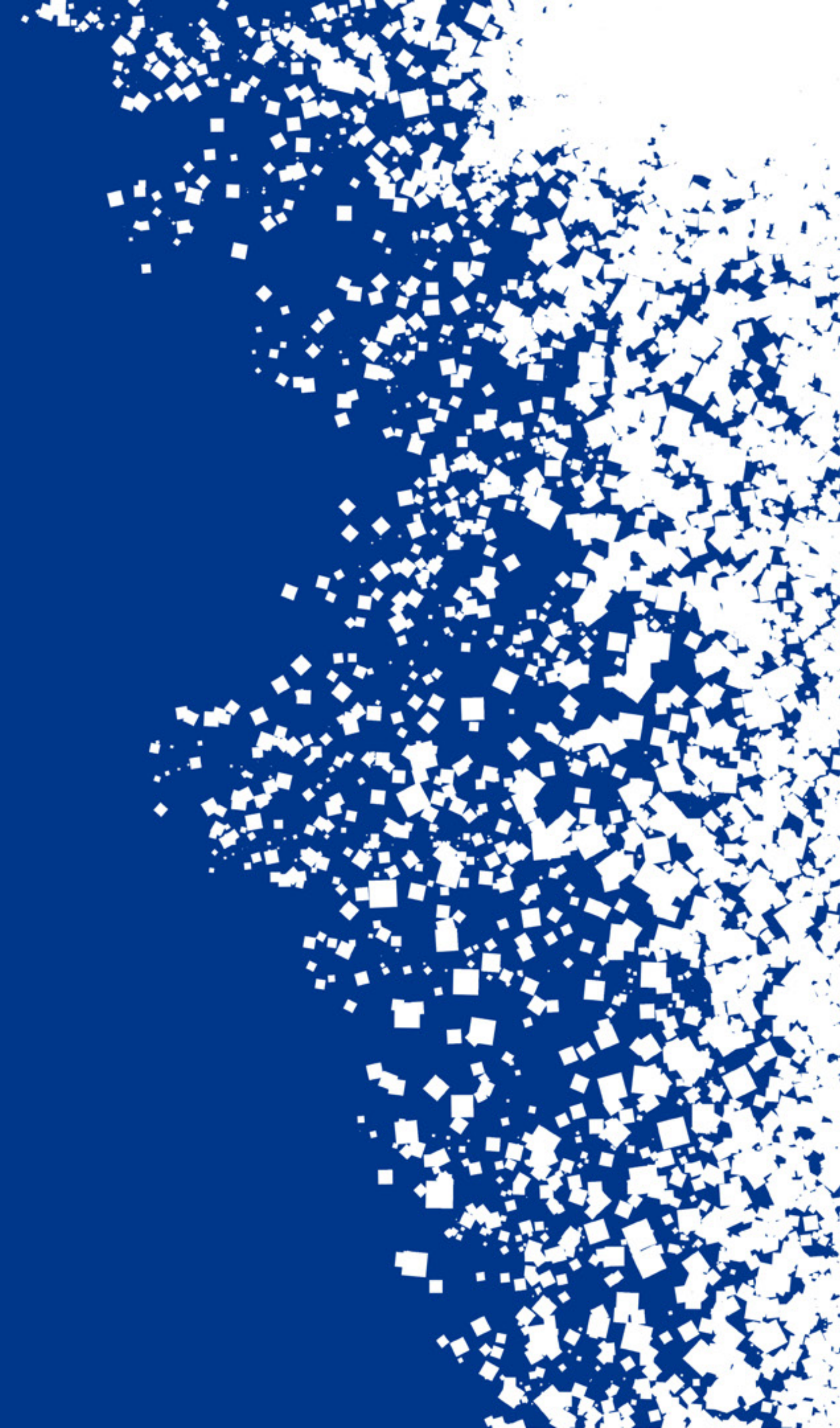
Gender Balance



53.7%
Male

5.9B
Total potential reach

Website performance



World Stroke Day Analysis 2021 - 2020




Basic Data

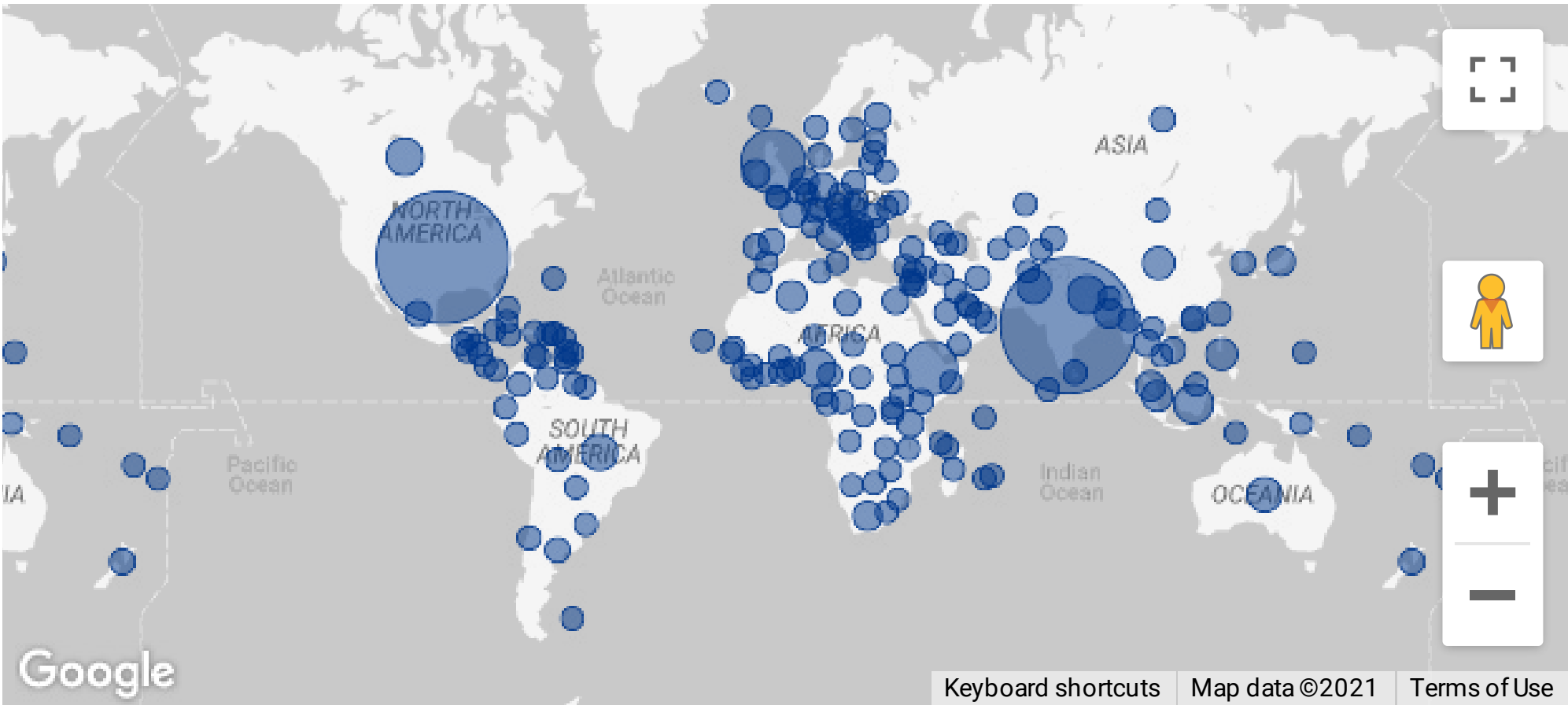
2021	2020	2021	2020	2021	2020
Users 50,740 ↓ -4.3%	Users 52,995	Pageviews 150,813 ↓ -2.1%	Pageviews 154,088	Sessions 67,513 ↓ -2.8%	Sessions 69,424
Bounce Rate 63.63% ↓ -2.0%	Bounce Rate 64.92%	Avg. Session Duration 00:02:24 ↑ 9.4%	Avg. Session Duration 00:02:11	Number of Sessions per User 1.33 ↑ 1.6%	Number of Sessions per User 1.31

Analysis of Comparing Periods 20 Sep - 11 Nov 2021 Against 20 Sep - 11 Nov 2020

- 1. Number of Users has decreased by **4.4%**.
- 2. Page Views has also decreased by **2.2%**.
- 3. Number of Sessions has decreased by **2.8%**.
- 4. However, the number of sessions per Users has increased by **1.33%**.
- 5. The bounce rate has decreased by **2%**.
- 6. The average session duration has increased by **9.4% - by 13 seconds**.

Location of Users





	Country	Users ▾	% Δ	Pageviews	% Δ
1.	India	9,375	5.9% ↑	29,532	13.3% ↑
2.	United States	9,101	-54.8% ↓	20,571	-48.1% ↓
3.	United Kingdom	3,420	27.5% ↑	13,196	10.0% ↑
4.	Ethiopia	2,620	11,809.1% ↑	3,102	6,230.6% ↑
5.	Indonesia	1,377	24.3% ↑	5,795	12.3% ↑
6.	Nepal	1,307	2,870.5% ↑	1,843	1,128.7% ↑
7.	Nigeria	1,304	-8.6% ↓	2,946	-32.0% ↓
8.	Canada	1,222	25.3% ↑	3,531	13.0% ↑
9.	Brazil	1,143	7.1% ↑	4,754	17.8% ↑
10.	Australia	978	27.0% ↑	2,684	12.3% ↑
11.	Pakistan	952	293.4% ↑	1,580	57.8% ↑
12.	China	798	9.6% ↑	2,296	6.7% ↑
13.	Philippines	739	-37.6% ↓	1,560	-24.2% ↓
14.	Algeria	689	13,680.0% ↑	807	7,236.4% ↑
15.	Singapore	663	22.1% ↑	2,331	22.4% ↑
16.	Malaysia	590	2.3% ↑	2,588	10.3% ↑
17.	South Africa	550	-17.3% ↓	2,174	-15.3% ↓
18.	Netherlands	526	17.4% ↑	1,115	43.7% ↑
19.	Bangladesh	525	34.6% ↑	2,117	38.5% ↑
20.	Japan	523	-1.7% ↓	1,733	-2.9% ↓
21.	Germany	486	4.3% ↑	1,494	-14.4% ↓
22.	Italy	475	0.0%	1,904	33.8% ↑
23.	Ireland	438	75.9% ↑	1,354	59.3% ↑
24.	France	397	45.4% ↑	947	73.1% ↑
25.	Finland	369	11.8% ↑	644	35.6% ↑

- Notes
- Location
1. There is a broad mix of countries (developed and developing countries) amongst the top 25 users.

2. Significant increase in users from the Indian subcontinent and Europe (less for Germany).

Users By Country



Analysis

1. There was a decrease in Users in 6 out of the top 25 countries

- a. USA
- b. Nigeria
- c. Philippines
- d. South Africa
- e. Japan
- f. Thailand

World events may have contributed to the decrease.

2. However, there was a significant increase in Users in:

- i. Ethiopia **+11,809.1%**
- ii. Nepal **+2870.5%**
- iii. Algeria **13,680%**

	Country	Users ▾	% Δ
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Traffic Referral



Full Referrer		Users ▾	% Δ
1.	google	24,856	26.9% ↑
2.	(direct)	16,489	-19.4% ↓
3.	m.facebook.com/	3,023	-53.1% ↓
4.	l.facebook.com/	1,506	179.4% ↑
5.	bing	1,044	33.0% ↑
6.	time.is/	519	-
7.	t.co/	448	85.9% ↑
8.	baidu	345	3.3% ↑
9.	lm.facebook.com/	320	720.5% ↑
10.	worldstrokecongress.org/	296	-
11.	wso.multiregistration.com/	283	34.8% ↑
12.	virtualmeeting.kenes.com/	260	-
13.	linkedin.com/	240	23.7% ↑
14.	yahoo	144	-27.6% ↓
15.	facebook.com/	138	-65.2% ↓
16.	Marketo	134	-80.4% ↓
17.	jsa-web.org/	120	90.5% ↑
18.	cn.bing.com/	73	180.8% ↑
19.	safestroke.eu/	68	30.8% ↑
20.	cardiosalud.org/	68	47.8% ↑
21.	duckduckgo	63	34.0% ↑
22.	pt-ot-st.net/	60	650.0% ↑
23.	l.instagram.com/	52	642.9% ↑
24.	en.wikipedia.org/	52	-30.7% ↓
25.	ncdalliance.org/	52	477.8% ↑
		1 - 100 / 633	< >

Analysis

1. Google was the largest referral of traffic to the website, an increase on the previous year by **26.9%**

2. Although **33.69%** less than Google, Users going directly to the site were the second largest referral of traffic.

but a decrease of **19.4%** from the previous year.

3. Facebook were the 3rd and 4th largest referral of traffic.

4. M.Facebook refers to links clicked in a post or shared on a desktop. This action was down by **53.1%** but was still the 3rd largest referral of traffic.

5. I.Facebook - as above but from mobile, an increased by **179.4%**

6. IM Facebook - as above but from Instant Messenger, an increase from the previous year by **720.5%**

7. Bing was the 5th largest referral of traffic, an increase of **33%** from the previous year.

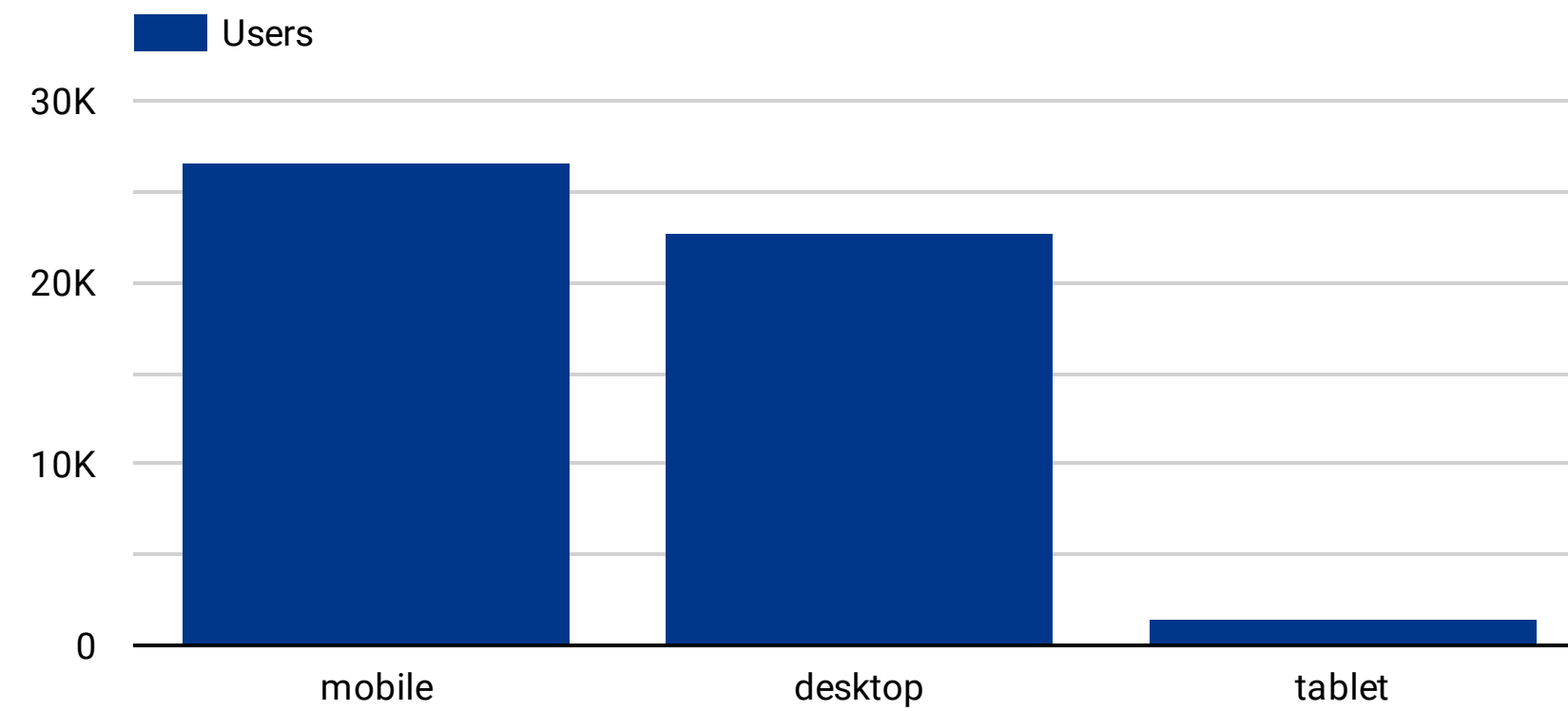
Recommendations for 2022

Run targeted Facebook Ads in countries where WSO would like to have the greatest impact.

Device Type



2021



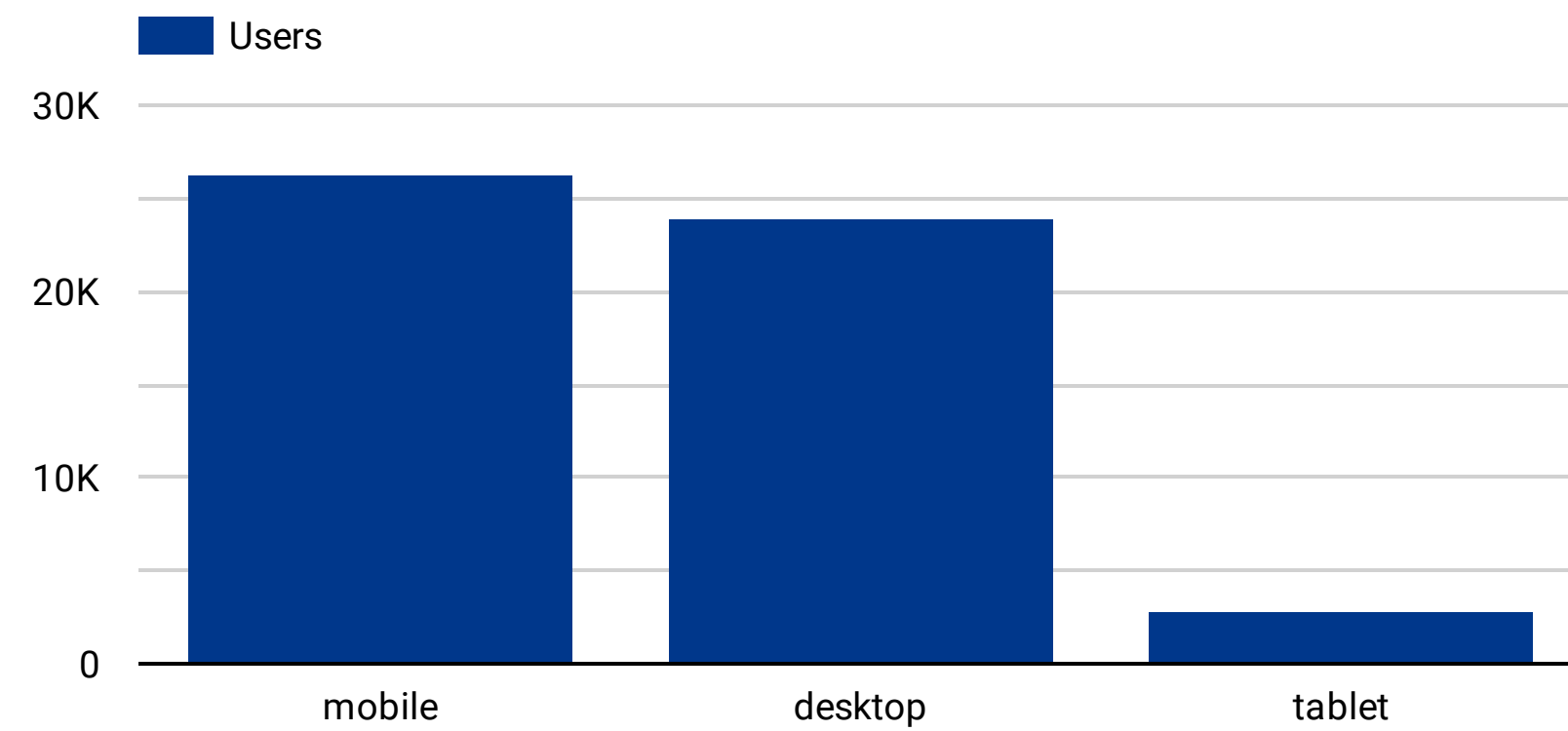
Analysis

1. Mobile devices are the preferred option for viewing the site.
2. Desktop views have decreased by **4.68%**.

Recommendation for 2022

Ensure everything is fully optimised for mobile first.

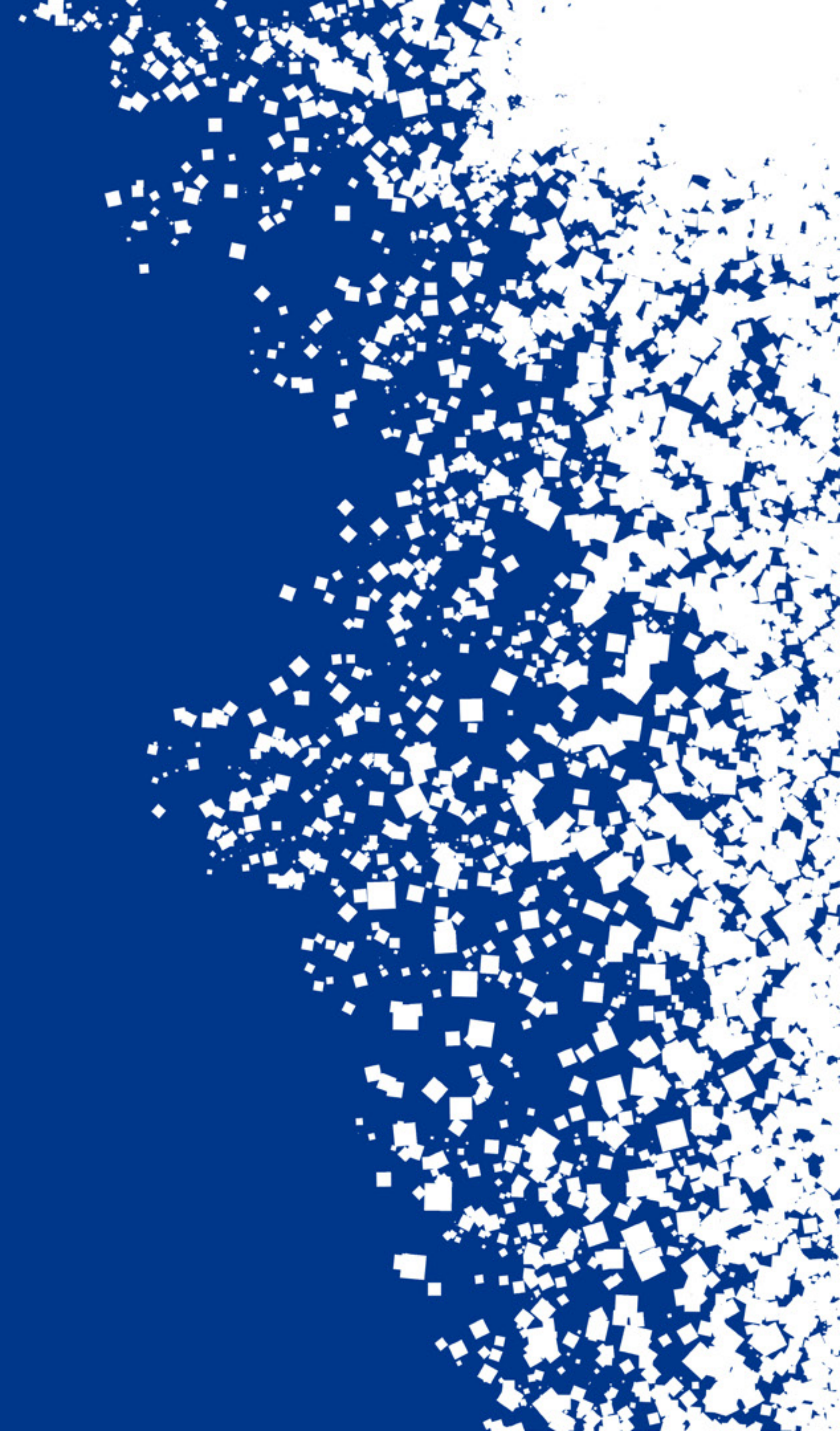
2020



Learnings from 2021 campaign

- #Precioustime was a well understood and popular campaign hashtag and has potential to be reused for a year two campaign
- The new FAST iconography was well received and implemented globally
- Our toolkit received twice as many downloads as in previous years and should be refreshed for 2021
- The panel event was held during Congress and as such engagement was limited. We would either recommend holding the panel event at a different date to Congress if it is targeting experts/thought leaders, OR having a more “general population” panel discussion on World Stroke Day

**World Stroke Day
around the world**





In Partnership with:

Medtronic

