



WORLD STROKE DAY 2020 REPORT

World Stroke Day was commemorated on Monday October 29th, 2020 with a continued focus on stroke prevention and an emphasis on the role of exercise in reducing the #1in4 global lifetime risk of stroke.

With a call to action to Join the MoveMent, the social media campaign used the power of social media combined with the WSO network of members, partners and supporters to create a global dance chain challenge that brought public visibility to the #1in4 lifetime risk of stroke in a fun way.

The campaign saw participation from Bali to Brazil, from the office of Secretary General of WHO to the homes of stroke survivors.

Thank you for your continued support and contribution to the World Stroke Organization vision of lives free from stroke.

BY NUMBERS

P.2



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

2020 TOOLKIT

P.3

Lockup

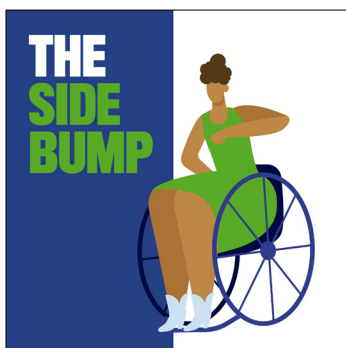
**DON'T BE
THE ONE**



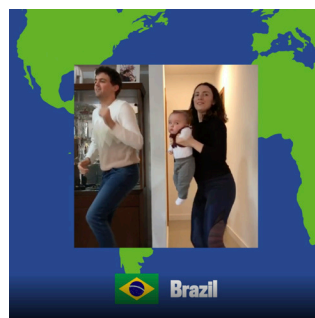
GIFs



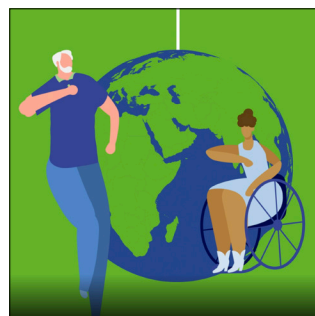
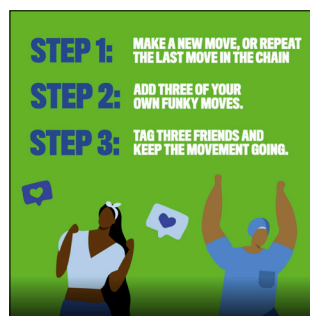
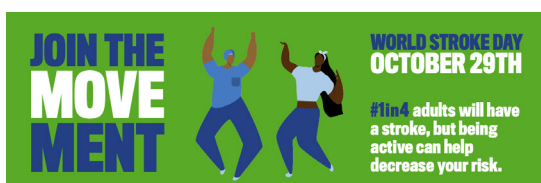
Social Post



Launch Video



Banner Ad



2020 TOP SOCIAL POSTS

Top Organic Posts

World Stroke Campaign
Published by Worldstrokecampaign Mod [?] · ★ Favorites · October 20 ·

So moving and inspiring! Stroke survivors and caregivers [#JoinTheMovement](#) to raise awareness of stroke and show dance and has the power of to connect us all. Amavc Associação Mineira do AVC Beautiful! https://www.youtube.com/watch?v=V7YfeUq1VQA&feature=emb_logo




Reach: 1,085

YOUTUBE.COM
DANÇA DIA MUNDIAL DO AVC - 2020 - AMAVC
AGRADECIMENTOS ESPECIAIS A TODOS QUE PARTICIPARAM, AS...

World Stroke Campaign
Published by Worldstrokecampaign Mod [?] · ★ Favorites · October 15 ·

Stroke survivors at National Stroke Association of Malaysia [#JoinTheMovement](#) to raise awareness of stroke and the importance of physical activity for stroke recovery as well as prevention. Bravo! <https://youtu.be/wd6cfPkXCmg>



Reach: 717

YOUTUBE.COM
National Stroke Association of Malaysia Joins the #WorldStrokeDay Movement - YouTube

Top Paid Posts

World Stroke Campaign
Published by Worldstrokecampaign Mod [?] · October 23 at 8:02 AM ·

Join The MoveMent to prevent stroke! Without action 1 in 4 of us will have a stroke in our lifetime. Getting more active is a great way to reduce our risk. On World Stroke Day Oct 29th we aim to create a global dance chain and create a global movement to prevent stroke. Find out how www.worldstrokecampaign.org



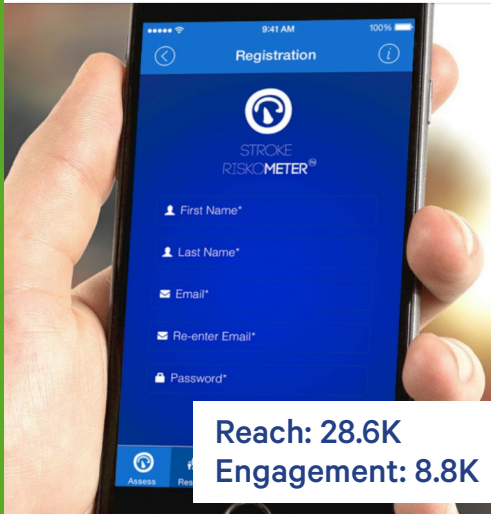
**Reach: 230K
Thruplay: 115K**

 **South Africa**

World Stroke Campaign
Published by Worldstrokecampaign Mod [?] · ★ Favorites · October 22 ·

Without action 1 in 4 of us will have a stroke in our lifetime. Most strokes are preventable, knowing your risk factors and where to focus your prevention efforts could save your life.

The Stroke Riskometer mobile app can calculate your individual risk of stroke and help you make the changes that will prevent stroke. Download from the app store today.



**Reach: 28.6K
Engagement: 8.8K**

2020 TOP SOCIAL POSTS

Mentions

WorldStrokeCampaign @WStrokeCampaign · Oct 23

Without action **#1in4** of us will have a stroke in our lifetime. Getting more active could reduce our risk **#JoinTheMovement** on **#WorldStrokeDay** Oct 29th

1 IN 4 OF US will have a stroke in our lifetime, but most strokes can be prevented with a few simple steps. Here's one tip to reduce our risk of stroke.

Exercise 5 times per week.

Over a third of all strokes happen to people who don't get enough exercise – 20-30 minutes of moderate exercise five times per week will reduce your stroke risk.

DON'T BE THE ONE | World Stroke Organisation

Impressions: 5,474

1 30 44

WorldStrokeCampaign @WStrokeCampaign · Oct 23

The **#WorldStrokeDay** global dance chain is already circling the world. **#JoinTheMovement** to help to highlight the **#1in4** global lifetime risk of stroke and get active on stroke prevention. worldstrokecampaign.org

#1in4 of us will have a stroke

Impressions: 13,213

0:38 2.6K views

5 65 78

Top Tweets

Tedros Adhanom Ghebreyesus @DrTedros

Today is **#WorldStrokeDay**. I thank the **@WorldStrokeOrg** for leading this important movement to help people reduce their risk of stroke. Together, we can **#BeatNCDs**.

World Stroke Org @WorldStrokeOrg · Oct 28

Today Oct 29th is **#WorldStrokeDay** you can be part of the movement to raise awareness of the **#1in4** lifetime risk of stroke and the role of exercise in prevention and recovery. **#JoinTheMovement** worldstrokecampaign.org

0:34 10.5K views

2:11 PM · Oct 29, 2020 · Twitter for iPhone

@DrTedros
Followers: 1.3M

27 Retweets 4 Quote Tweets 100 Likes

WHO Nigeria @WHONigeria

#DYK:

1 in 4 adults will have **#stroke** in their life time; but being active can help reduce risk.

#WorldStrokeDay
#DontBeTheOne
#JoinTheMovement

1 in 4 adults will have stroke in their life time but being active can help reduce risk

#JOIN

WORLD STROKE DAY 2020

@WHONigeria
Followers: 294.9K

WHO African Region and 6 others

THANK YOU

THANK YOU to all the WSO members, partners and supporters who joined the movement to support World Stroke Day.

With all the challenges that our patient, survivor and scientific community is facing, it was truly incredible to see the wave action that helped to raise awareness of stroke and the urgent need for prevention.

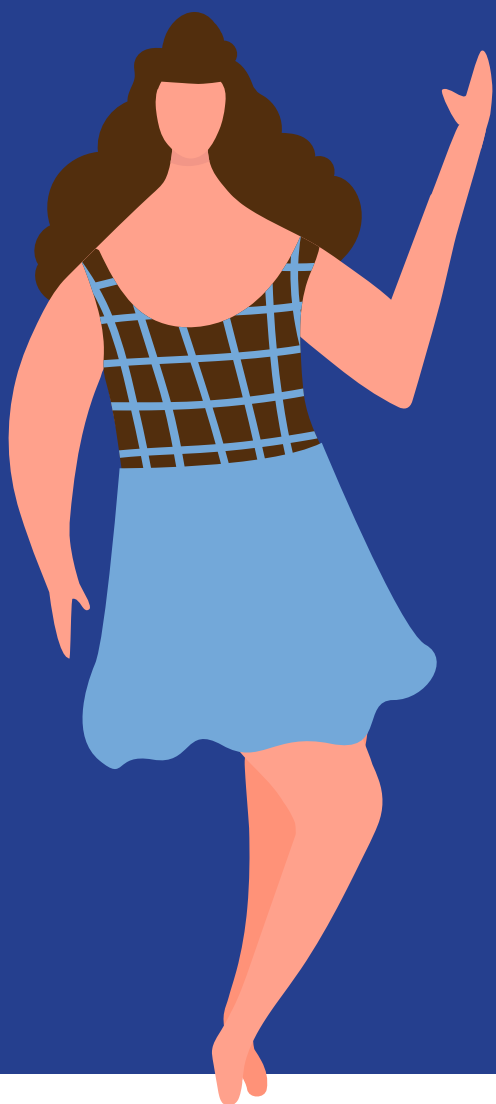
The World Stroke Day #1in4 dance chain caught the imagination with young and old, clinicians and stroke survivors, dogs and cats, (and even a dancing chicken!) joining the awareness effort. So many videos were created and shared on social alongside online awareness, advocacy and educational events.

Oct 29th showed that, when it comes to overcoming stroke, the global stroke community has a wealth of creativity, energy and commitment to draw on.

Sheila Martins

Deidre De Silva

Co-Chairs World Stroke Campaign Committee



SPONSORS

The World Stroke Campaign has been made possible through the generous financial contribution of its corporate partners:

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