

# Face the facts: **STROKE IS TREATABLE.**

Lives can improve with better  
**awareness      access      action**

The theme for World Stroke Day 2016 is **Face the Facts: Stroke is Treatable** with the tagline of: **Lives can improve with better awareness, access, and action.**

Stroke can happen to anyone at any age. World Stroke Day 2016 recognizes that although stroke is a complex medical issue, there are ways to significantly reduce its impact.

We are calling everyone – individuals, families, communities, health professionals and governments – to join the fight against stroke. Let's take action, drive awareness and push for better access to stroke treatments.

Recognizing signs of stroke early, treating it as a medical emergency with admission to a specialized stroke unit, and access to the best professional care can substantially improve outcomes.

The right care makes a difference, but many people are not getting the stroke treatment they need. We have developed some key facts and campaign resources to support the Stroke is Treatable theme. Get involved at [worldstrokecampaign.org](http://worldstrokecampaign.org) and see how you can take action.

**Together we can conquer stroke.**

**October 29<sup>th</sup> 2016 is World Stroke Day**

# CAMPAIGN MATERIALS

If you would like to volunteer to provide a new translation, please email [campaigns@world-stroke.org](mailto:campaigns@world-stroke.org).

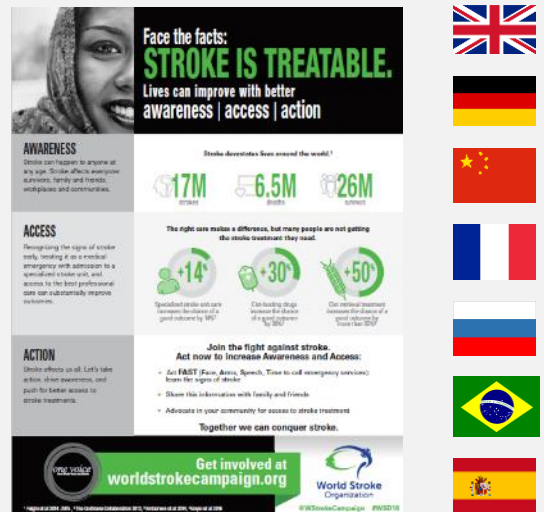
## POSTERS

The campaign poster is available in 6 languages.



## INFOGRAPHIC

The Infographic is available in 7 languages.



## BROCHURE

The campaign poster is available in 7 languages



## SOCIAL MEDIA

Like us: [www.facebook.com/worldstrokecampaign](http://www.facebook.com/worldstrokecampaign)



Follow @WStrokeCampaign

#WSD16

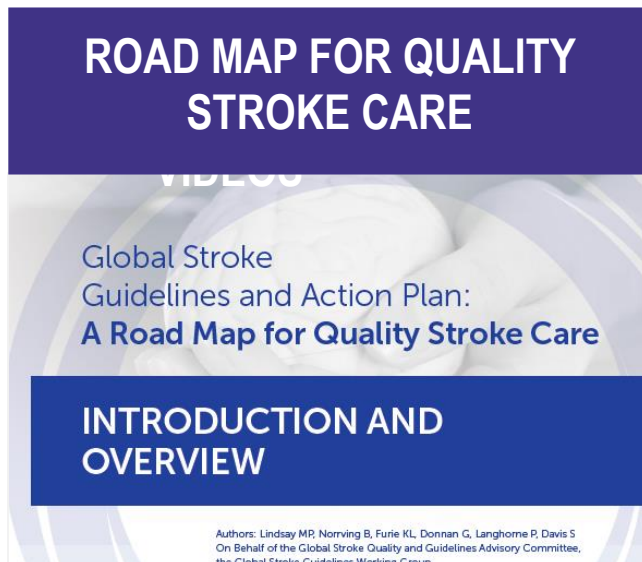
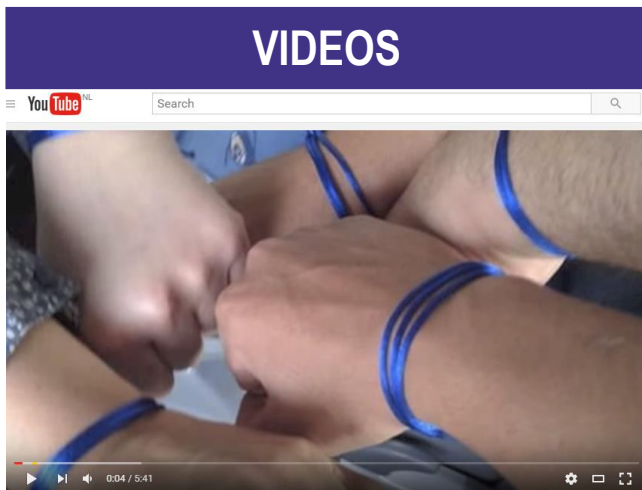


Download from [worldstrokecampaign.org](http://worldstrokecampaign.org)

# OTHER RESOURCES

Keep up to date with all of the latest resources by regularly checking the [worldstrokecampaign.org](http://worldstrokecampaign.org) website.

These additional resources will be available in October:



**The Stroke Solidarity String**  
This universal stroke awareness symbol represents the solidarity between all people who have been touched by stroke.



**Solidarity String Distributors**  
Please contact  
[campaigns@world-stroke.org](mailto:campaigns@world-stroke.org)  
for a list of global distributors.

# TIMELINE

**AUG 29**

**60 Day Countdown** – Make and share your plans for WSD16

**SEP**

Week 1

**Download & print WSD16 Resources**

Week 2

Get inspired – check out what's on

Week 3

Share your WSD event

Week 4

Share your WSD event

**SEP 29**

**30 Day Countdown** – Download your 30 day campaign planner

**OCT**

Week 1

Take your weekly actions to get the message out about WSD16

Week 2

Take your weekly actions to get the message out about WSD16

Week 3

Take your weekly actions to get the message out about WSD16

Week 4

**Share campaign resources**, your stories, images & videos of #WSD16. Send updates to WSO.

**OCT  
29**

**TODAY IS WORLD STROKE DAY!**

- Write a press release for newspaper, radio, TV
- Share on social media #WSD16
- Organize an event
- Do a publicity stunt
- Advocate for policy changes

**NOV**

Celebrate! Share your World Stroke Day stories.  
**Apply for a World Stroke Day Award.**

# REGISTER YOUR EVENT

Visit [worldstrokecampaign.org](http://worldstrokecampaign.org) to register your World Stroke Day plans using our interactive map and see what others around the world have planned.



## WEBINARS

We are hosting a series of webinars in the months leading up to World Stroke Day to introduce the facts behind the Stroke is Treatable theme and opportunities to promote advocacy in action to improve access to evidence-based treatments worldwide.

To register your interest in participating in a Webinar, please email: Victoria Gray: [campaigns@world-stroke.org](mailto:campaigns@world-stroke.org).

# KEY MESSAGE TWEETS



@WStrokeCampaign  
#WSD16

## GENERAL MESSAGES

The theme for World Stroke Day on Oct 29 is Stroke is Treatable. Lives can improve with better awareness, access & action. #WSD16

Stroke is Treatable. Lives can improve with better awareness, access, & action. Get involved at [worldstrokecampaign.org](http://worldstrokecampaign.org) #WSD16.

## AWARENESS MESSAGES

Stroke happens when the blood supply to part of the brain is cut off which can cause brain cells to damage or die. #WSD16

Stroke can affect people's body, mobility, speech, and how survivors think & feel. Rehabilitation is a critical treatment step. #WSD16

Stroke devastates lives around the world. Globally there are 17 million stroke, 6.5 million deaths, & 26 million survivors #WSD16

Stroke can happen to anyone at any age. It affects everyone: survivors, family & friends, workplaces & communities. #WSD16

Stroke is the leading cause of disability & second leading cause of death globally. The right care makes a difference #WSD16.

Stroke is a complex medical issue. But there are ways to reduce its impact. Stroke is treatable. #WSD16

Recognizing signs of stroke early, treating it as an emergency, specialized stroke unit admission & access to the right care improves outcomes

## ACCESS MESSAGES

### Early recognition:

Knowing the signs of stroke and getting treatment quickly saves lives and improves recovery. #ActFAST #WSD16

Recognize stroke FAST. Face drooping? Can't raise both Arms? Speech problems? Time to call emergency services! #WSD16

Early recognition of stroke signs makes a big different. Getting treatment quickly saves lives and improves recovery. #WSD16 #ActFAST

## ACCESS MESSAGES

### Specialized stroke units:

Specialized stroke unit care increases the chance of a good outcome by 14%. World Stroke Day #WSD16

All patients with ischaemic or haemorrhagic stroke should be admitted to a specialized stroke unit #WSD16

### Clot-busting drugs:

Clot-busting drugs (tPA or thrombolysis) for ischaemic stroke increases the chance of a good outcome by 30%. #WSD16

Clot-busting drugs break up blood clots and is best administered up to 4.5 hours of symptom onset of ischaemic stroke. #WSD16

The earlier clot-busting drugs are given (within 4.5 hours of symptom onset for ischaemic stroke), the greater the effect. #WSD16

### Clot retrieval treatment:

Clot retrieval treatment for ischaemic stroke increases the chance of a good outcome by more than 50% #WSD16

Clot retrieval treatment (mechanical thrombectomy) to remove a blood clot can improve ischaemic stroke survival & reduce disability #WSD16

Clot retrieval treatment increase the chance of a good outcome by 50+% in people with ischaemic stroke caused by a blocked artery #WSD16

### Rehabilitation:

Rehabilitation is a critical step in the stroke treatment process to improve function & regain as much independence as possible. #WSD16

Rehab should start in the hospital as soon as possible following a stroke. A recovery team can help meet your stroke recovery goals #WSD16

### Prevention after stroke:

1 in 4 survivors will have another stroke. Prevention treatments & lifestyle changes can greatly reduce the risk of another stroke #WSD16

Drugs to lower BP & cholesterol; antiplatelet therapies, anticoagulation for AF, surgery/stenting can help prevent another stroke. #WSD16

Lifestyle changes can prevent another stroke: eat well; be physically active, be tobacco-free, manage stress, limit alcohol. #WSD16

# KEY MESSAGE TWEETS

@WStrokeCampaign #WSD16

## ACTION MESSAGES

Join the fight against stroke on World Stroke Day. Stroke affects us all. Together we can conquer stroke. #WSD16

Let's take action, drive awareness, & push for better access to stroke treatments. Get involved at: [worldstrokecampaign.org](http://worldstrokecampaign.org) #WSD16

Share the #ActFAST message with family & friends: Face drooping? Can't raise both Arms? Speech problems? Time to call ambulance! #WSD16

Even with limited resources health professionals can do something. Download the Roadmap to Delivering Quality Stroke Care. #WSD16

Health professionals must follow best practice, provide evidence-based treatments, and strive for continuous improvement. #WSD16

Health professionals can do a simple audit of your regional/local services to monitor and improve your care delivery. #WSD16

Download the Roadmap to Delivering Quality Stroke Care - a framework to implement, monitor & evaluate stroke services globally #WSD16

Governments & decision makers: Take a leadership role in stroke care by increasing access to evidence-based stroke treatments. #WSD16

Governments & decision makers: Support the development of coordinated systems of care including specialized stroke units #WSD16

Governments & health care system decision makers should fund stroke awareness campaigns as a priority #WSD16

Governments & health care system decision makers must support excellence in stroke research. #WSD16

Everyone must advocate together in one world voice for stroke – Download the Advocacy Toolkit to get your campaign started. #WSD16

## On World Stroke Day



### Tweet on October 29<sup>th</sup> 2016

Compose new Tweet

Today is #WorldStrokeDay. Share #StrokeIsTreatable theme & visit [worldstrokecampaign.org](http://worldstrokecampaign.org) to take action to improve access & awareness #WSD16



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Tweet

## facebook



### Post on October 29<sup>th</sup> 2016

Status Photo / Video Offer, Event +



Today is #WorldStrokeDay. Help us share the Stroke is Treatable message to improve lives around the world.

Stroke is a complex medical issue. But there are ways to reduce its impact. Stroke is treatable.

Recognizing signs of stroke early, treating it as an emergency, specialized stroke unit admission & access to the right care improves outcomes.

Join the fight against stroke on World Stroke Day. Stroke affects us all. Together we can conquer stroke. #WSD16



Boost Post

Publish



Face the facts:  
**STROKE IS TREATABLE.**  
Lives can improve with better  
awareness | access | action

# AWARDS

The World Stroke Campaign Awards recognize the efforts of World Stroke Campaign supporters in organizing exciting and inspiring events for World Stroke Day.

## THREE AWARD CATEGORIES

**Individual  
Achievement  
Award**

**Best Campaign in  
a Low or Middle-  
Income Country**

**Best Campaign in  
a High-Income  
Country**

[Visit worldstrokecampaign.org](http://worldstrokecampaign.org) for more details

### Judging Criteria

All awards are judged based on the following criteria to score entries:

- Consistency with and application of the World Stroke Day theme;
- Success of the campaign in reaching local objectives;
- Creativity and innovation in overcoming challenges and barriers;
- Campaign targeting, reach and impact.

Award winner benefits:

- Feature on the World Stroke Campaign website, media and social media channels;
- Receive free annual membership of the World Stroke Organization;
- Free access to the International Journal of Stroke;
- Formally acknowledged at the 2017 World Stroke Congress.



**Award submissions close 29<sup>th</sup> November**



# REFERENCES

## Key stat references:

Globally there are 17 millions strokes each year. (1)

Globally there are 6.5 million deaths each year, and 26 million survivors at any given time. (2)

Specialized stroke unit care increases the chance of a good outcome by 14%. (3)

Clot-busting drugs (tPA or thrombolysis) increase the chance of a good outcome by 14%. (4)

Clot retrieval treatment increases the chance of a good outcome by more than 50%. (5)

1. Feigin, Valery L et al. (2014) Global and regional burden of stroke during 1990–2010: findings from the Global Burden of Disease Study 2010. *The Lancet* 2014, Volume 383 , Issue 9913 , 245 – 255.
2. Feigin, Valery L et al. (2015) Update on the Global Burden of Ischemic and Hemorrhagic Stroke in 1990-2013: The GBD 2013 Study. *Neuroepidemiology* 2015;45(3):161-76
3. Stroke Unit Trialists' Collaboration. (2013) Organised inpatient (stroke unit) care for stroke. *Cochrane Database of Systematic Reviews* 2013, Issue 9. Art. No.: CD000197. DOI: 10.1002/14651858.CD000197.pub3.
4. Emberson, J et al. (2014) Effect of treatment delay, age, and stroke severity on the effects of intravenous thrombolysis with alteplase for acute ischaemic stroke: a meta-analysis of individual patient data from randomised trials, *The Lancet*, Volume 384, Issue 9958 ,1929 – 1935.
5. Goyal, M et al. (2016) Endovascular thrombectomy after large-vessel ischaemic stroke: a meta-analysis of individual patient data from five randomised trials. *The Lancet*, Volume 387, Issue 10029, 1723 – 1731

# ABOUT WSO

## About the World Stroke Organization

**Our vision:** A life free of stroke.

**Our mission:** The World Stroke Organization's mission is to reduce the global impact of stroke through prevention, treatment and long-term care. We work to reduce the impact of stroke on individuals, their families, and their communities. Our members campaign together to increase awareness of stroke risk and to improve treatment and care. We believe that reducing the global burden of stroke makes the world a healthier place for everyone.

**World Stroke Day:** Established by the World Stroke Organization in 2006, World Stroke Day is observed worldwide on October 29 to underscore the serious nature and high rates of stroke, raise awareness of the prevention and treatment of the condition, and ensure better care and support for survivors.

## Corporate partners

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

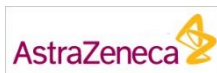
### Platinum Plus



### Platinum



### Gold



### Bronze sponsors:



## Contact us

Victoria Gray  
Campaign & Fundraising Manager  
World Stroke Organization  
7, rue Francois Versonnex  
PO Box 6053  
CH 1211 Geneva 6, Switzerland  
Email: [campaigns@world-stroke.org](mailto:campaigns@world-stroke.org)

*Advocate together in one world voice for stroke*



[www.worldstrokecampaign.org](http://www.worldstrokecampaign.org)