



# FAST HEROES

WORLD STROKE DAY 2022  
GLOBAL TOOLKIT



# WHY STROKE AWARENESS IS NEEDED

One in four people will suffer a stroke in their lifetime. If not treated quickly and appropriately then sadly more than half of stroke patients will be left dead or permanently disabled.

Research has shown that people often do not recognise the key signs of a stroke and do not seek emergency medical care straight away.

A study from Italy, published in BMC Emergency Medicine, a peer-reviewed journal, showed that only 23% of stroke patients correctly realised they were having a stroke, and just 11% called for an ambulance. Interestingly, six in ten (63%) called a relative or friend to ask for advice instead, with only a third (32%) then receiving the right advice to call the emergency number straight away.

So, increasing knowledge about the signs to look out for and the importance of contacting the emergency services straight-away really can make a difference, and ultimately help save lives.



# INTRODUCING THE FAST HEROES CAMPAIGN

The average age of stroke patients is 73 years. This is a tough audience to target using classical channels.

Targeted at families, FAST Heroes aims to raise awareness of the key symptoms of stroke and to increase understanding about how to respond in an emergency.

The central idea of the campaign is to harness children's enthusiasm for learning, and then encourage them to share the knowledge they've gained with their loved ones, particularly their GRANDPARENTS. It seeks to leverage the amazing potential of children to educate and influence their families.

The campaign features a series of animated characters. Together they empower children to teach their families about the three key signs of stroke, as well as the importance of calling an ambulance immediately.



# LINKING STROKE SYMPTOMS TO EMERGENCY NUMBERS

We need to educate the public to do two things:

- To recognise the most common symptoms of stroke
- To call an ambulance when these symptoms appear

We decided that the best way to do this was to combine the two messages – using the emergency number used to call an ambulance as the hook to remember the most common symptoms of a stroke.

In Europe for example, where the EU emergency number is 112, we link each symptom to one of the numbers:

- 1 side of the FACE that suddenly starts DROOPING
- 1 ARM that suddenly goes WEAK
- 2 LIPS that suddenly can't form SPEECH

On the drive links within this document you will find assets for various other combinations of languages and emergency numbers.



# HOW YOU CAN USE THE FAST HEROES CAMPAIGN FOR WORLD STROKE DAY...

Whatever events, outreach and activities you have planned for World Stroke Day, there are two ways that you can use the FAST Heroes campaign to help make an impact:

**1**

**Supplement your current planned activities.**

Use the wealth of materials we have available - which are already translated into multiple languages and localised to various emergency numbers - to help educate about stroke symptoms during your planned events.

**2**

**Implement FAST Heroes in Schools.**

Plan to start implementing the FAST Heroes campaign in schools in your region.



# 01

**SUPPLEMENT YOUR  
CURRENT PLANNED  
ACTIVITIES**

# WSD EVENTS AND ACTIVATIONS

From past-experience we know that many WSO members already have events or activations planned for World Stroke Day and are looking for materials to brand the activations to help get the awareness messages out there.

On the slides that follow we have some examples of how the FAST Heroes materials can be used at your events.



# RUN / WALK FOR STROKE AND OTHER EVENTS

Many WSO member organizations organize annual run for stroke events. Imagine how well the symptoms will be communicated if you have a couple of hundred people running/walking for 30 minutes each with a FAST Heroes t-shirt on.

t-shirt designs are available on the drive.

Don't forget to have a photographer/ photo booth at the finish line with some masks for the World Record attempt.





# CAMPAIGN PAMPHLET



You can use this informative pamphlet at events or make it available for people to pick up from locations where you are displaying the posters or other campaign materials.

# CHILDREN'S STORYBOOK



You can use the FAST Heroes children's storybooks as competition prizes or rewards.



# ANIMATED VIDEOS

You can use these high-quality videos on websites and social media channels to help engage and educate people.



# ACCESSING THE MATERIALS

Click on the links to access your relevant folder of assets within our campaign Google Drive:

**ARGENTINA 107**

**CZECH REPUBLIC 112**

**ICELAND 112**

**RUSSIAN SPEAKING  
COUNTRIES 103**

**BRAZIL 192**

**ECUADOR 911**

**ITALY 112**

**SINGAPORE 995**

**BULGARIA 112**

**EGYPT 123**

**LITHUANIA 112**

**SLOVAKIA 112**

**CANADA 911**

**ENGLISH 112**

**MALAYSIA 999**

**SOUTH AFRICA 112**

**CATALONIA 112**

**GEORGIA 112**

**PERU 106**

**SPAIN 112**

**CHILE 131**

**GERMANY 112**

**POLAND 112**

**UAE 998**

**COLOMBIA 123**

**GREECE 112**

**PORTUGAL 112**

**UK 999**

**CROATIA 112**

**HUNGARY 112**

**ROMANIA 112**

**UKRAINE 103**





**THE ARTWORK FILES  
PROVIDED CAN ALSO BE  
ADAPTED AND USED FOR  
BRANDING OF EVENTS  
AS SHOWN IN THE  
NEXT FEW SLIDES...**



# GAZEBOS & SAIL BANNERS



# BRANDED PAPER BAGS



IF SOMEONE'S  
**FACE**  
SUDDENLY  
DROOPS TO  
ONE SIDE



FASTHEROES.COM  
#PRECIoustime

IF SOMEONE  
SUDDENLY  
LOSES  
POWER  
IN ONE  
**ARM**



FASTHEROES.COM  
#PRECIoustime

IF TWO  
INCOHERENT  
LIPS SUDDENLY  
AFFECT THEIR  
**SPEECH**



FASTHEROES.COM  
#PRECIoustime

# CAMPAIGN COFFEE CUPS





# BALLOONS

The branded balloons can be used at events to help signpost the campaign and engage passing families.



# CONSIDER HOLDING GRANDPARENT DAYS

Rather than focusing on inviting only stroke survivors to events, consider targeting those at greater risk. Grandparents and kids can have a lot of fun doing games related to the FAST Heroes campaign. This may also be a great way to help enroll schools in the campaign in the future.





# MAKING USE OF PRO BONO ADVERTISING OPPORTUNITIES

We know WSO members often get opportunities to advertise for free on various places like bus stops, pharmacy windows, in shopping malls and other places. Here are some inspirational ideas of how to use FAST Heroes assets to create awareness when those opportunities present themselves

Feel free to reach out to  
our creative team at  
[pr@fastheroes112.com](mailto:pr@fastheroes112.com)  
for assistance with designs



# CHARACTER POSTERS



You can put these posters up in public spaces, such as doctor's surgeries and pharmacies.



# OUT OF HOME ADS

These campaign advertisements can be used in a variety of places to help capture attention and educate about stroke.



# BUS WRAP

Capture the attention of everyone on the road with eye catching bus wraps.



# TAXI SEAT ADS



These campaign adverts can be used in public places, such as taxis and planes or outdoors spaces, to help increase awareness and education.



# ZEBRA CROSSING AND FLOOR STICKERS

Spread campaign awareness in pedestrian areas in your town.



# ELEVATOR WRAPS

These campaign adverts can be used in a variety of places to help capture attention and educate about stroke.



# WINDOW STICKERS



Window stickers can be used in a number of different ways, at the entrances to offices or to capture the attention of passers-by.





# 02

**PLAN TO START IMPLEMENTING  
THE FAST HEROES CAMPAIGN  
IN SCHOOLS IN YOUR REGION**

# WHAT HAS BEEN ACHIEVED BY THE CAMPAIGN SO FAR

- Since launch (in March 2021), the campaign has been implemented in over 9,000 classrooms around the world, educating nearly 200,000 children
- From the pre to post campaign questionnaire amongst parents, there was a 66% average improvement in knowledge related to stroke
- 9 in 10 parents said the campaign helped increase their confidence about what to do if somebody has a stroke and 94% believe the campaign can help save lives
- 96% of teachers said the campaign increased their confidence about what to do if someone has a stroke and 97% would recommend the campaign to others





Visit **FASTHEROES.COM** for more information  
about the campaign

If required, you can contact the campaign team via email using [pr@fasteroers112.com](mailto:pr@fasteroers112.com)

The FAST Heroes campaign was developed by the Department of Education and Social Policy at the University of Macedonia, has been made possible by the support from the Angels initiative, and is supported by the World Stroke Organisation.