

2015 World Stroke Day Toolkit- Strategic Alliances

Introduction

Thank you for your interest in helping recognize World Stroke Day on October 29th. Each year, more than 6.2 million lives are lost to stroke worldwide and one in six people will suffer a stroke in their lifetime.

In the United States, someone has a stroke every 40 seconds and someone dies from one every four minutes, but only 8 percent of us can define the letters in the F.A.S.T. acronym for stroke.

This World Stroke Day, join the American Heart Association/American Stroke Association in teaching people the stroke warning signs and how to respond in a stroke emergency.

Use this toolkit to teach and share the common stroke warning signs by using the F.A.S.T. acronym (face drooping, arm weakness, speech difficulty, time to call 9-1-1) with your friends, family, colleagues and loved ones. Sharing may save a life, possibly yours.



About AHA/ASA's 2015 World Stroke Day Campaign

What if singing a song could give someone the power to spot stroke signs and take action? And what if sharing the song could spread that power all around the world? Imagine the lifesaving impact it could have. That's the idea behind The F.A.S.T Song.

This World Stroke Day, people of all ages and all cultures are invited to learn and sing The F.A.S.T. Song in the musical styling of their choice and share it with friends in effort to teach the importance of recognizing the common warning signs of stroke and how to respond in a stroke emergency.

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Communication Messages

MESSAGES TO GENERAL PUBLIC

Option 1:

World Stroke Day is October 29th

Sing to End Stroke

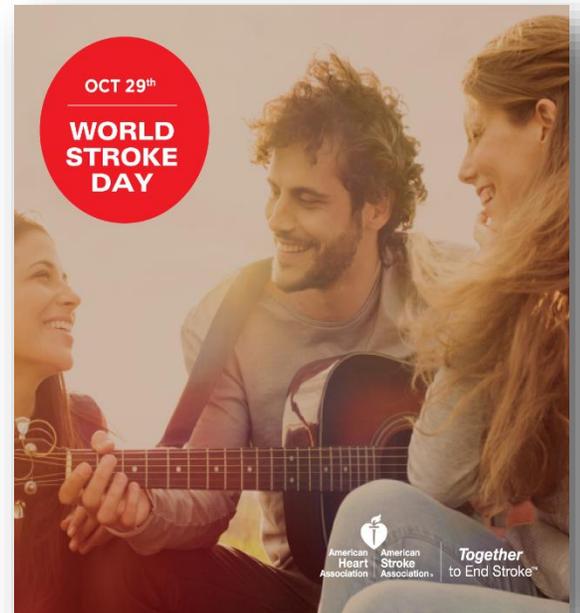
What if singing a song could give someone the power to spot stroke signs and take action? And what if sharing the song could spread that power all around the world?

This year for World Stroke Day on October 29th, join the American Heart Association/American Stroke Association by using the power of a song, the F.A.S.T. song, to teach the most common [warning signs of stroke](#) (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) to help people remember when to call emergency care and give stroke victims a fighting chance in minimizing their risk of permanent disability.

Invite everyone to sing along and share the F.A.S.T. songs with friends, family and loved ones this World Stroke Day.

- ➔ [Take a minute to sing the F.A.S.T song](#) then ask a few friends to sing along. #SingFAST.
- ➔ Share #WorldStrokeDay messages on your social media accounts.
- ➔ Wear your [Stroke Solidarity String!](#)

Go to StrokeAssociation.org/worldstrokeday to learn more and get involved.



Option 2:

Help Save a Life by Sharing Your Favorite F.A.S.T. Song This World Stroke Day.

Sing to End Stroke

What type of music do you like? On October 29th, World Stroke Day, join the American Heart Association/American Stroke Association and the many voices around the world in effort to raise your voice to end stroke! Express your favorite musical style by sharing your favorite [F.A.S.T. Song](#) choosing from R&B, Latin, Hip-Hop, Pop or Gospel. The F.A.S.T. Song uses the power of music to help people remember the most common [waning signs of stroke, F.A.S.T.](#) (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1).

Take a minute to learn and share your favorite [F.A.S.T. Song or create your very own version](#) and share with your loved ones and on your social networks. Sharing the song could save a life, possibly yours.

Visit strokeassociation.org/worldstrokeday to learn more.

MESSAGES TO PROFESSIONALS/ORGANIZATION

World Stroke Day is October 29th

Sing to End Stroke

Music can give your patients and their families the power to spot stroke signs and take action. Join the American Heart Association/American Stroke Association this World Stroke Day, Oct. 29, and use the power of song—the F.A.S.T. song—to teach [stroke signs F.A.S.T.](#)

Here's how it works:

- ➔ Invite your audiences to listen to the F.A.S.T. song in their favorite tune at StrokeAssociation.org/worldstrokeday and share using #singFAST
- ➔ Use the [F.A.S.T. song lyrics](#) to write your own tune and share it using #sing FAST
- ➔ Create a music video to your own F.A.S.T. tune and share it using #singFAST

Other ways to get involved for World Stroke Day:

- ➔ Join our Twitter #StrokeChat on October 29th



- ➔ Join our Webinar: *Don't Miss A Stroke* (Health Lesson) on October 15th 11AM-12PM CT
- ➔ Wear your [Stroke Solidarity String!](#)

Stroke Resources for Spanish/English Audiences

Option 2:

Did you know that stroke is the no. 2 cause of death in most Latin American countries? Help the American Heart Association/American Stroke Association this World Stroke Day spread the message in Latin America that stroke is largely preventable, treatable and beatable.

Find Spanish patient and staff education resources on prevention and treatment at our new [Latin America Stroke Resource Page](#).

Join the effort to help reduce the burden of stroke In Latin America by sharing the [Stroke in Latin America infographic](#) with your patients.

Looking for English resources? Visiting the AHA/ASA [Stroke Resource Center](#) to educate your patients and community about stroke.

Together we can end stroke!

Social Media Messages

Share as many of the following social media messages as you can throughout October! You can always share posts from ASA's page at [Facebook.com/AmericanStroke](https://www.facebook.com/AmericanStroke) or RT us on Twitter [Twitter.com/American_Stroke](https://twitter.com/American_Stroke). Tagging us in your posts make us happy, too! #SingFast and #WorldStrokeDay

Please use posts only in the time frame shown to help organize our messaging.

Facebook Cover Photo





Facebook profile pictures



October 1- 14

ShopHeart

#WorldStrokeDay is 10.29



#WorldStrokeDay is 10.29





Jam out and support the fight against stroke with these awesome #WorldStrokeDay [ear buds](#).

Help us turn up the fight against stroke with a purchase of these #WorldStrokeDay [ear buds](#).

World Stroke Day Pledge

We're strongest when we stand together. Stand with us tomorrow on #WorldStrokeDay by taking this [pledge](#) to educate your friends and family about stroke.

We need you to end stroke! Take the #WorldStrokeDay [pledge](#) and help us teach everyone how to recognize a stroke. You can't save a life if you don't know what to look for.

World Stroke Day Proclamation

We're joining forces with other disease-orientated organization to prevent the rise of stroke. [Learn more](#).

We're strongest when we stand together. That's why we're working with similar disease based organizations to prevent the rise of stroke. [Learn more](#).

October 15-29

Fast Songs

Twitter English

Sing to end stroke this #WorldStrokeDay. Share your favorite tune with your friends. #SingFAST

Jazz? Hip hop? Classical? Jam to the FAST song in your favorite style and share to help fight stroke. #SingFAST

Facebook English

Stroke is the No 5 killer of Americans and a leading cause of disability worldwide. Lift up your voice and raise awareness for the signs of stroke by sharing one of our FAST songs on World Stroke Day October 29th. #SingFAST

Jazz? Hip hop? Classical? Jam to the FAST song in your favorite style and share it with your friends to fight stroke on World Stroke day, October 29th. #SingFAST

Stroke in Latin America



[Spanish](#)



[Portuguese](#)



[English](#)

Our goal for #WorldStrokeDay is to share life-saving information about how to prevent and recognize a stroke. Why is ending stroke important to you?

Oct. 29 is World Stroke Day. Share [this infographic](#) to help raise awareness about stroke prevention and the warning signs.

FB Spanish:

En este #DiaMundialDelAtaqueCerebral [comparta cómo prevenir y reconocer un ataque cerebral](#). ¿Por qué es importante este día para usted?

29 de octubre es el Día Mundial del Ataque cerebral. Comparta [este infográfico](#) para ayudar a crear conciencia sobre la prevención del ataque cerebral y de las señales de advertencia.

Twitter English

Help us recognize #WorldStrokeDay by sharing stroke [prevention and warning signs of a stroke](#).

This #WorldStrokeDay we want you to know how to [prevent a stroke and get help](#).

Twitter Spanish

Ayúdenos a crear conciencia sobre [la prevención y las señales de advertencia](#). #DiaMundialDelAtaqueCerebral

Este #DiaMundialDelAtaqueCerebral aprenda a [prevenir un ataque cerebral](#).

World Stroke Day Infographic



FB

It's #WorldStrokeDay. Tag those who have been affected by stroke in your life and help us [spread the word](#) about recognizing a stroke right away

Oct. 29 is World Stroke Day. Share this [graphic](#) to help raise awareness about stroke and the warning signs.

Twitter English

Help us recognize #WorldStrokeDay by [sharing the signs of a stroke infographic](#)

This #WorldStrokeDay and we want YOU to know how to [recognize a stroke and get help](#).

Web Promotion

Looking for some quick and easy ways to promote World Stroke Day on your local website? Check out these tips!

1. Add the World Stroke Day banner homepage and link it to StrokeAssociation.org/worldstrokeday



2. Promote the F.A.S.T. song on your webpages. Add the F.A.S.T. Song widgets to your webpages and allow your visitors to learn F.A.S.T. in a fun way.



3. Add ASA social media feeds to some of your webpages so your visitors can stay in tune with what the ASA followers are saying about World Stroke Day.
4. Link to the [world stroke day pledge](#) to get your networks involved.
5. Join our Twitter Chat #StrokeChat on World Stroke Day, October 29th

Helpful Resources

[WSD 2015 Landing Page](#)

[ASA Stroke Resource Center](#)

[ASA Spanish Resources](#)

[WSD Slide Deck](#)