WORLD STROKE DAY 29TH OCT

2024 Campaign Toolkit

World Stroke Day 2024

Stroke is a leading cause of death and devastating disability.

1 in 4 people is estimated to have a stroke in their lifetime. Every 3 seconds, someone, somewhere, is struck by a stroke. It means over 12 million people suffer from stroke each year; of these 6.5 million will die.

For the stroke survivors, the effects can be devastating. Families shattered, lives changed forever, and yet, stroke remains a silent epidemic that desperately needs a louder voice.

Hope remains as actually 90% of strokes could be prevented. By addressing a handful of manageable risk factors (physical inactivity being one of the top stroke risks) and increased public awareness we can be **#GreaterThan** stroke.

In 2023, **#GreaterThan** Stroke campaign was launched.

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1 Introduction

1.1 Harnessing the power of sport to be #GreaterThan stroke

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1.1
Introduction to World Stroke Day 2024 from the Campaign Chairs

Harnessing the power of sport to be #GreaterThan stroke

In 2024 our World Stroke Day Campaign remains firmly focused on stroke prevention. Throughout September and October, we will be harnessing the power of sport to raise awareness and drive action on stroke prevention. We're encouraging everyone to sign up to our #GreaterThan challenge to get more active and raise stroke awareness in their wider communities.

We will be taking inspiration from sportsmen and women at every level of sporting achievement around the world, gathering stories of stroke gamechangers from stroke survivors who have used physical activity to power their recovery, to healthcare teams who race against the clock every day to save lives from stroke and then push themselves on the road, the track, or the pitch. We're connecting with sports influencers, local teams, media and sports associations to help us connect with communities around the world.

Our key call to action for October 2024 is to be part of the #GreaterThan Global Challenge by registering on our challenge platform and committing to some kind of physical activity every day in October.

As well as a new suite of designs to support visibility for #GreaterThan at local sports events, our website will continue to provide a range of prevention information and social media assets in multiple languages. Visit www.worldstrokecampaign.org to find out more and get everything you need to drive your campaign this year.

As always our campaign team are on hand to help email us with any questions, ideas or updates on your local sports activations. We can't wait to see what you do!

Ángel Corredor and Deidre de Silva, Co-chairs of the World Stroke Campaign

1.2
Campaign objectives 2024

Campaign objective	Goals	Metrics
• Raise public awareness of the role of physical activity in stroke prevention and recovery	• Reach the maximum number of people • Deliver engaging content in all global regions • Increase the number of members and partners who implement #GreaterThan campaign	• Reach on digital and social media • Reach on PR • Reach of #GreaterThan • Video views • Engagement in social media posts (likes, comments shares) • Social media follower numbers • Website user data • #GreaterThan Global Challenge participation/registrations

2
Theme

2.1 Theme for 2024

2.2 The challenge

2.3 The mechanic of the challenge

Theme for 2024

The World Stroke Campaign this year will be leveraging the emotional power of **sport** to raise awareness about stroke, encourage action on stroke prevention and rehabilitation.

Sport has a universal appeal that transcends geographical, cultural, and demographic boundaries. People from all walks of life engage with sports in some form. By leveraging sport as a platform for awareness, we believe the message will reach a wide and diverse audience.

2.2
The challenge

#GreaterThan Challenge

For World Stroke Day 2024 we are launching the World Stroke Day **#GreaterThan** stroke active challenge. We are calling on the global community to commit to some kind of daily physical activity throughout October.

The challenge is completely customizable, You can choose the type of activity that suits you from aerobics to zumba. All activity will be measured in minutes and every minute counts.

2.2
The challenge

#GreaterThan Challenge

While you are are in control of the type of challenge you take on, our website provides a number of sports based challenges that are literally ready to run!

If you want to create a specific **#GreaterThan** team for your country, community or organization, get in touch with our campaign team to get set up.

2.3
The mechanic of the challenge

What is the #GreaterThan Global Challenge?

The *#GreaterThan Global Challenge* aims to harness the emotional energy and connecting power of sport to power awareness of stroke and engagement in stroke prevention activity around the world.

We can all do something to prevent stroke, and **everyone is welcome** in Team #GreaterThan. All you need to do is to commit to doing some kind of physical activity **every day in October 2024.** Our target is 30 minutes a day for 30 days but you can do more or less – you know best what is challenging to you!

Sounds great! Where do I sign up?

Visit the World Stroke Day campaign website to commit to the challenge. You will be directed to a page where you will register, create a profile and select and log your activities. We've set up a few specific challenges that you can join, but you can choose do your own thing.

I've had a stroke that has impacted my activity options, can I still take part?

We have worked to make the challenge as accessible and inclusive as possible. Activity options can be adjusted to differing levels of fitness or ability, you can even set up a 'custom' activity on our website. Our challenge is based on minutes of activity, and every minute counts! Whether you want to count doing your grocery shopping, going to your stroke support center, stroke rehab exercises or chair yoga. This is your challenge and can be unique to you. **Every minute counts,** so just set up your challenge, count your minutes and log them.

2.3
The mechanic of the challenge

How do my minutes get counted?

If you have an activity tracker/health app you can link it to your challenge account and all the counting is done for you.

Alternatively, you can add your minutes manually on the website – just select your activity and the length of time you were active. If you have limited online access, you can use our daily spreadsheet and send it to us on Oct 30th to have your minutes added to the total.

If you like a bit of healthy competition, you can track your progress and see where you stand in relation to other members of the community on the #GreaterThan website – our leaderboard will show profiles and number of minutes clocked up throughout October. We'd also love it if you could share your activities and progress on social using the **#GreaterThan campaign hashtag** and a personalised message to your community.

I'd like my local World Stroke Day active event to be linked to the #GreaterThan Global Challenge, is that possible?

Absolutely! If you are organizing a local activity/sports-based event you can set it up on our challenge platform and log your team's training minutes. You can track your team and see how your effort is contributing to the global #GreaterThan challenge you're your individual team members can see other team member profiles.

Contact the campaign team who will set up a challenge group that is linked to your event on the website. When your local participants sign up to your challenge, they will automatically be part of the Global Challenge. All their activity minutes will be logged to both challenges – so you can see how your team members are doing with your specific challenge, while also contributing to the Global Challenge.

Is there a registration fee?

We have a **number of free registrations that will be allocated via WSO member organizations** to support participation in LMICs. Free registration is also available for people with lived experience of stroke. Free registration can be accessed by applying a discount voucher code during registration. If you don't know the code for your country, please contact your nearest WSO member organization, or e-mail campaign@world-stroke.org for help.

For participants in High Income Countries there will be a **minimum donation of US$5** to participate in the Challenge. Funds raised will support WSO awareness and advocacy activities.

Signing up early will help you to secure your free spot. When all of our free allocated spaces have gone, you can still share your story and show your support on social. While your profile won't appear on our website, and your minutes won't count towards the total, you can still be part of Team #GreaterThan!

3
Tools

3.1 Brand identity

3.2 Posters

3.3 Social media posts

3.4 Video

3.5 Poster builder

3.6 Collateral ideas

3.7 Email signature banner

3.8 Social media cover image

3.1
Brand identity

Brand identity is the visible elements of a brand, such as color, design, and logo that identify and distinguish a brand in consumers' minds. Having a strong and unique brand identity is as essential to a health-related campaign as it is to selling a product.

Colors and Fonts

The official fonts and colors of the World Stroke Day campaign are the same as in previous years to convey continuity and to bolster brand equity.

Poppins Regular

Poppins Italic

Poppins Semibold

Poppins Semibold Italic

Poppins Bold

Poppins Bold Italic

RGB
0 55 139

#00378b

RGB
88 171 39

#58ab27

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3.1
Brand identity

Greater Than > Challenge lock up

The emphasis on SPORT in this year's campaign is captured in the updated logo lockup, connecting the #GreaterThan hashtag with the Challenge that will take place during the month of October.

Inspired by iconic sporting brands and campaigns, we draw on big and bold typeface, colors and greater use of the > symbol to communicate the sense of movement, potential and progress.

3.2
Posters

A customizable poster with four image options has been designed for the campaign to encourage sign up for the *GreaterThan Challenge* and to communicate the importance of exercise and regular activity to prevent stroke. The poster is available for download in eight languages. The messages, images, colors, URL, and/or QR code can be swapped out to meet local adaptation requirements of the campaign.

If Member and Partner logos need to be added, you can place them at the bottom right of the poster.

English, Arabic, Mandarin, Spanish, French, Portuguese, Hindi, Kiswahili

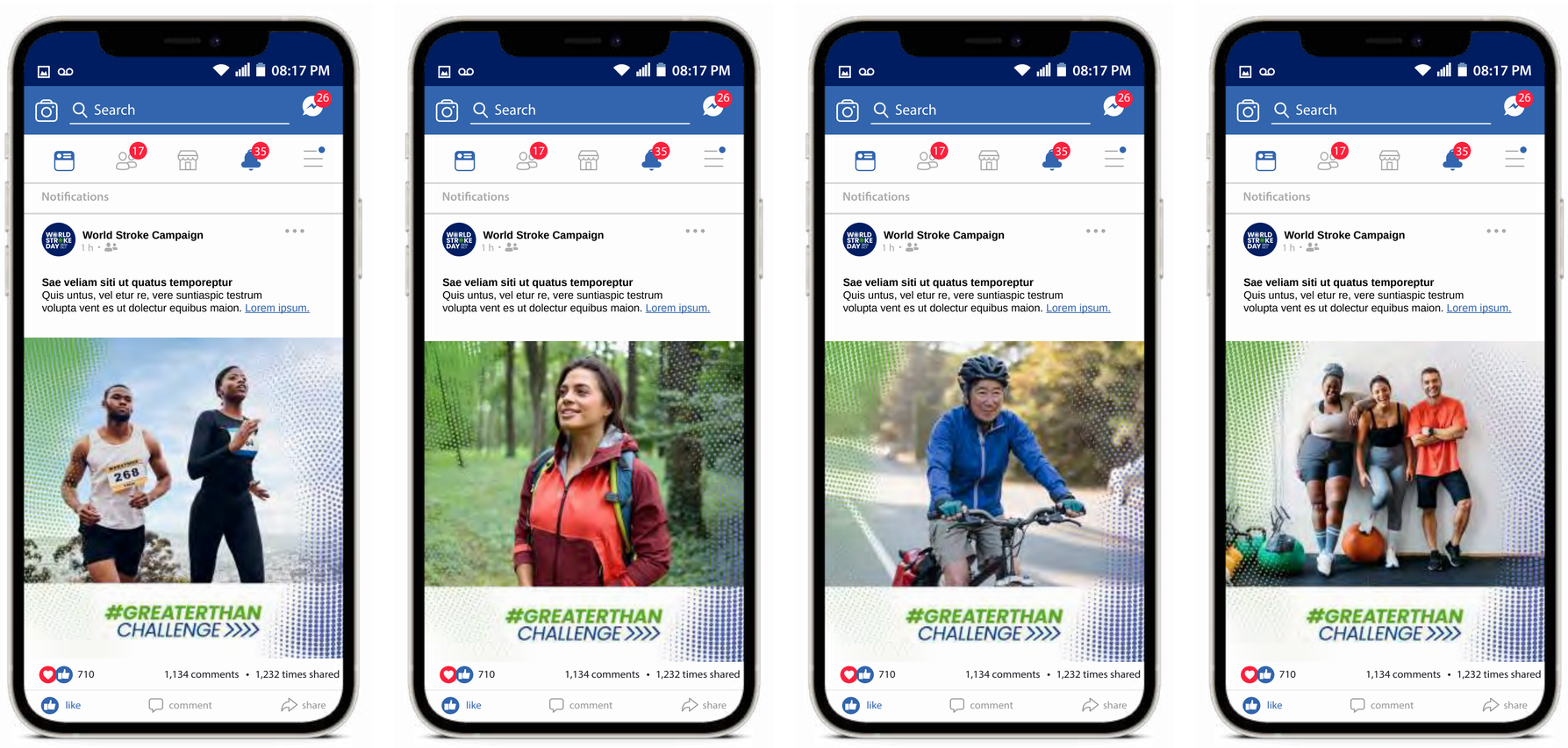
3.2
Posters

WORLD STROKE DAY 29TH OCT
Get active
Be #GreaterThan Stroke
Commit to reduce the risk of stroke
#GREATERTHAN CHALLENGE
World Stroke Organization

3.3
Social media posts

A set of four social media posts are available for bringing the *#GreaterThan Challenge* campaign to life.

These posts will appear on World Stroke social media channels but all are welcomed to post on the organization and personal channels as well. Feel free to customize the visuals and adapt the copy in your own way.



Read more about social media activation

3.4
Video

Our manifesto video highlights how the decisions we make to be active in our daily lives can reduce the risk of stroke. It conveys resilience through both everyday and organised sports activities – representing all levels and abilities. The aim is for people to feel emotionally engaged and determined to be part of this Global Challenge.

English, Arabic, Mandarin, Spanish, French, Portuguese, Hindi, Kiswahili

3.4
Video

Video script

What does it take to be #GreaterThan stroke?

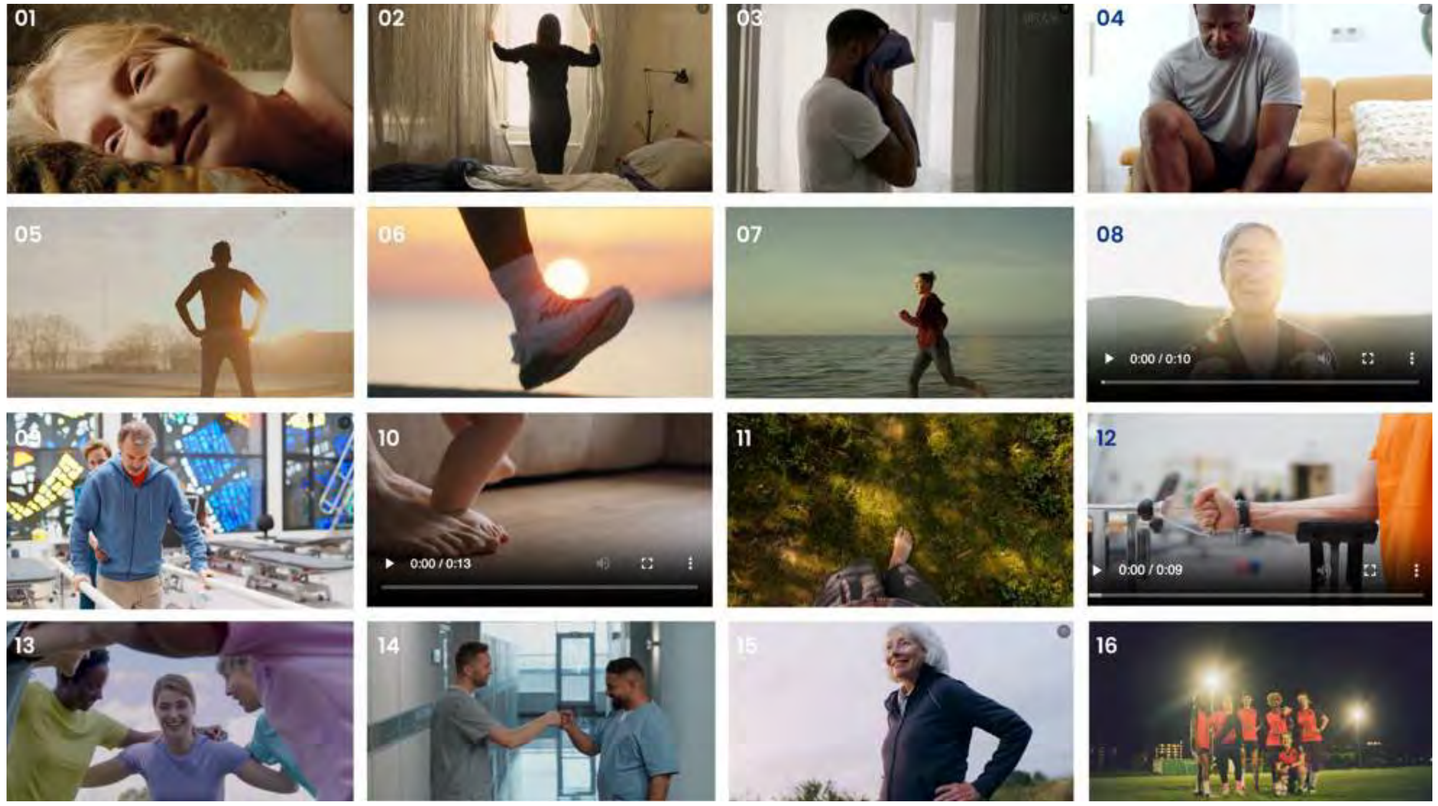
It starts with a decision, big or small, to be greater than yesterday. Greater than the expectations others set for us, greater than the sum of our parts, greater than stroke.

This October, join the **#GreaterThan Challenge**, to set good examples, to care for body and mind, to build community. Commit to getting active every day (and in any way).

Register your individual or group activity on our site. Spread the word to get friends and family involved. So, together, we can all be greater than stroke.

Join the **#GreaterThan Challenge** today.

Video concept



3.4
Video

Our short version video will tease & encourage people to sign up for this challenge.

Video script

What does it take to be #GreaterThan stroke?

It starts with a decision, big or small, to be greater than stroke.

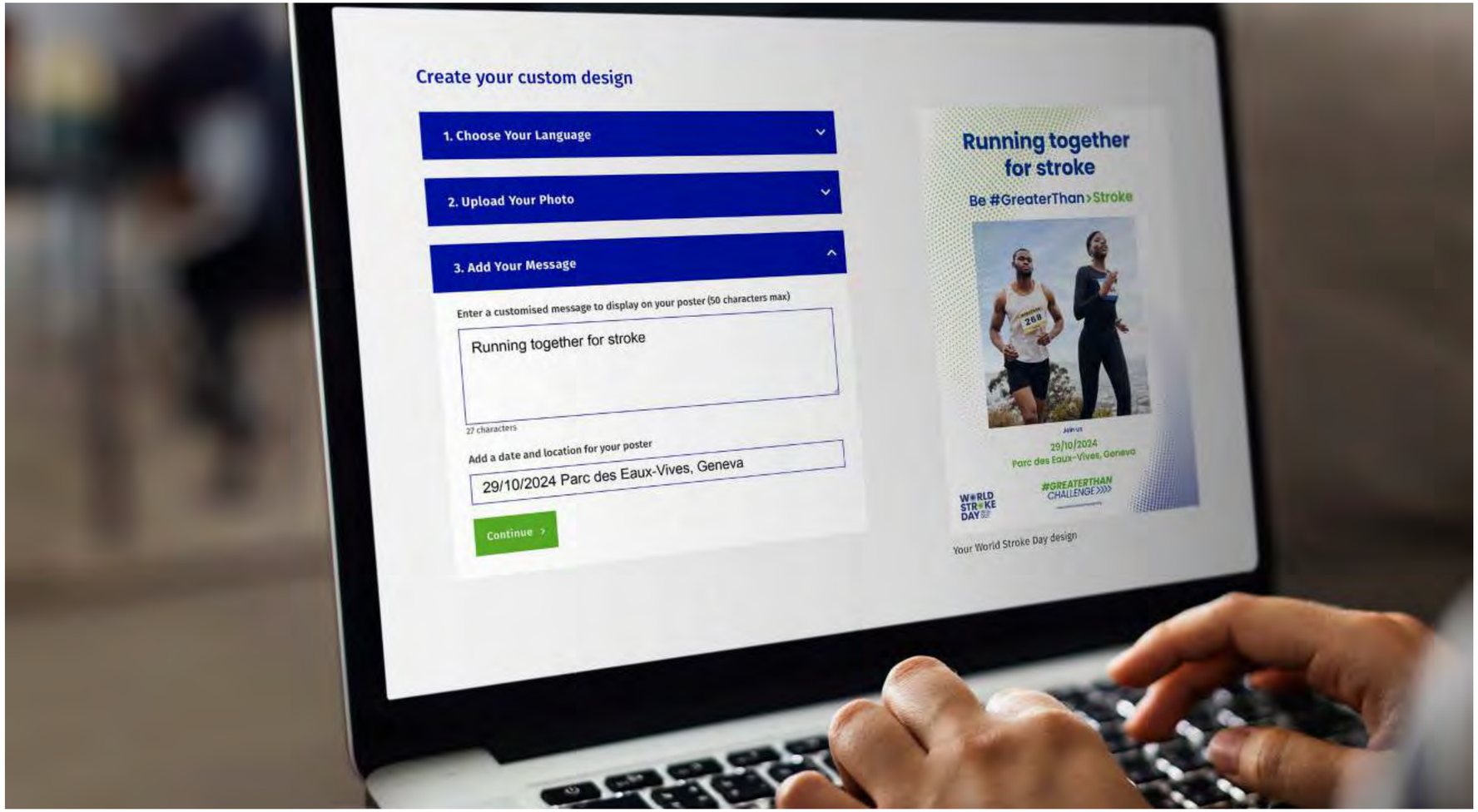
This October, register your individual or group activity on our site.

Join the **#GreaterThan challenge** today.

English, Arabic, Mandarin, Spanish, French, Portuguese, Hindi, Kiswahili

3.5
Poster builder

There is an online poster builder to create your custom posters on the campaign website.

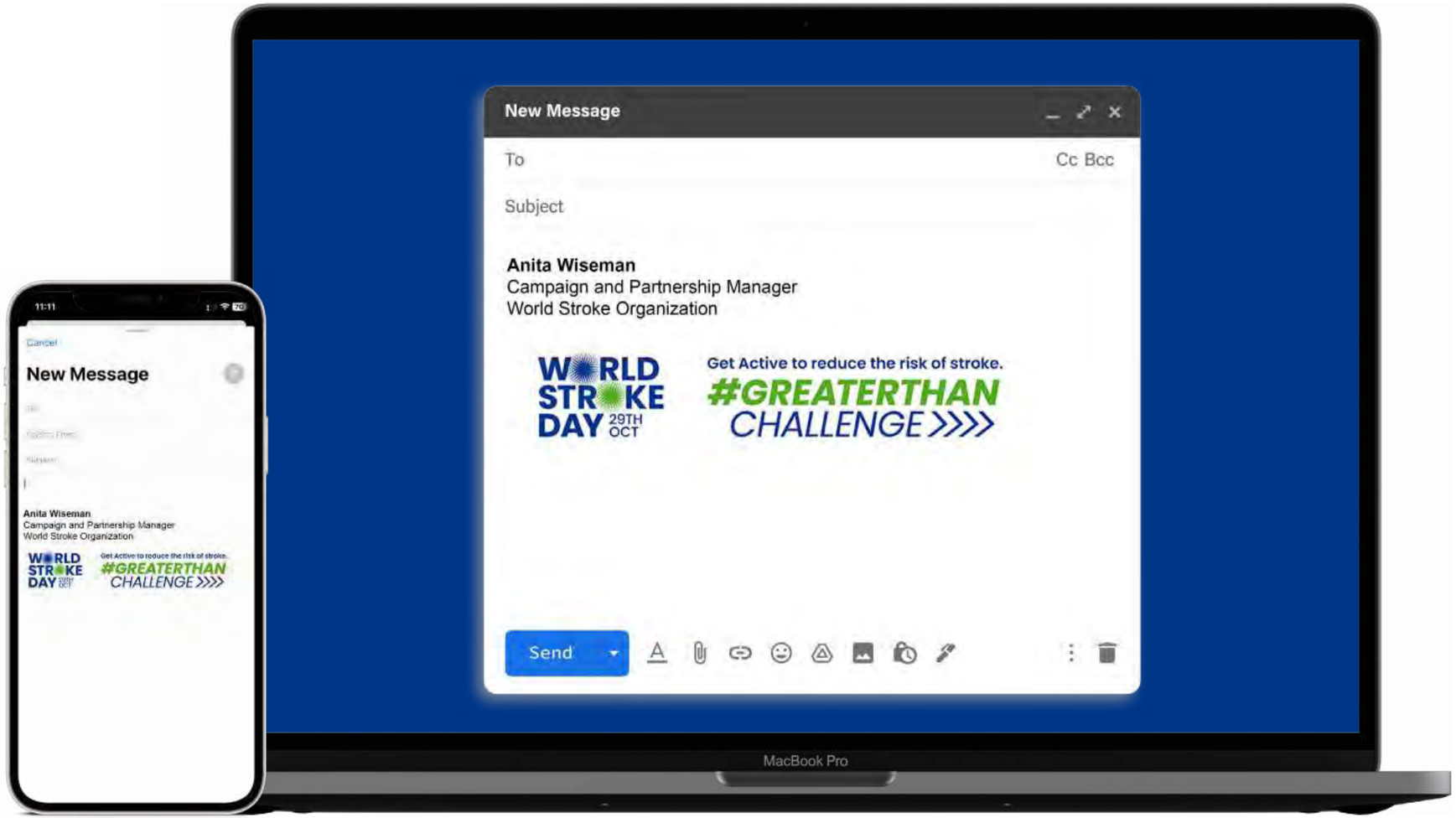


3.6
Collateral ideas

The #GreaterThan Challenge lock up is available in freeform (white background) for use on t-shirts, bags, badges... anything you can imagine for local execution.

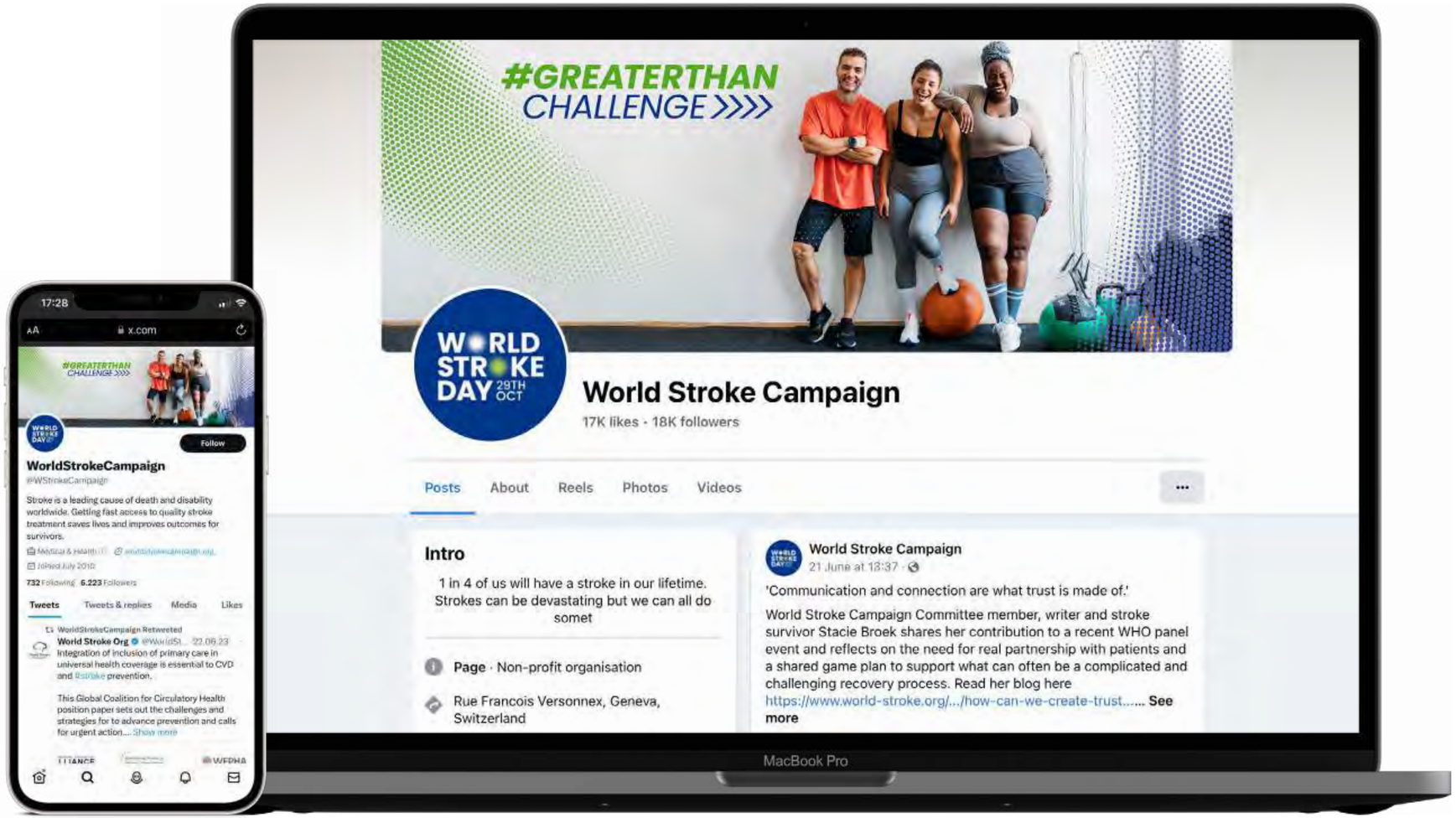
3.7
Email signature banner

Use the new email signature banner to spread the word about World Stroke Day with every email that you send.



3.8
Social media cover image

New cover image, sized appropriately for Facebook and Twitter, are available.



4
Activations

4.1 WSO outreach plan

4.2 Social media guidelines

4.3 Influencer quick-reference guide

4.1
WSO outreach plan

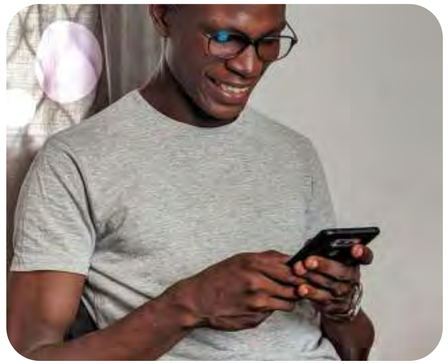
1. Connect with local sports teams and associations

Use our messaging to connect with sports communities and reach new audiences to extend awareness of stroke and drive local sign up to the *#GreaterThan Stroke Global Challenge.*

Outreach to local and national sports teams, or local sports clubs and associations.

Negotiate visibility for #GreaterThan Stroke campaign messages and the campaign video at sports venues and events.

Organize a community physical activity event in collaboration with a local sports club or gym.



Use team newsletters and social media to share a message on stroke, the importance of prevention and with a call to join the *#GreaterThan Global Challenge.*

Co-ordinate venue light ups is stroke awareness blue on October 29th.

2. Set up a local #GreaterThan stroke challenge group as part of the global challenge

If you want to set up your own #GreaterThan group to contribute to the Global Challenge, contact the campaign team.

4.2
Social media guidelines

Overview

- **Follow and engage** with the World Stroke Day campaign across social media.
- The objective is to **get people to sign up to the #GreaterThan challenge,** to get active and to stay active to prevent stroke.
- It's also about encouraging more people to talk about the #GreaterThan challenge and enticing others to join in. **Tag World Stroke Day accounts and use the hashtags to amplify our reach.**

Hashtags
#WorldStrokeDay
#GreaterThan
#MejorQue
#MelhorQue

Facebook
@WorldStrokeCampaign

Instagram
@WorldStrokeCampaign

Twitter
@WorldStrokeCampaign

YouTube
World Stroke Organization

4.2
Social media guidelines

Raise awareness of stroke

- **Content aims to inform and educate the wider audience about stroke** – including risks, FAST response, prevention, treatment and life after stroke. **In 2024, the priority theme will be physical activity,** with the #GreaterThan Challenge framed as an essential element of preventing stroke.
- Please amplify and engage with (commenting, re-posting, liking) partner and related content (as posts or as Stories on Instagram, Facebook and X), as well as interacting with individuals who comment on posts (responding to their questions, thanking them for their enthusiasm, reposting content in stories to showcase engagement).
- We have also created a **new WhatsApp channel** for WSO awareness and advocacy and we will be using this to share out Campaign content and key updates. This will make it easier to share CTAs and 'wins' to WhatsApp groups. Just go onto WhatsApp, select icon for 'updates' and search for World Stroke Organization.
- We also have **NEW World Stroke Day gifs** that will be accessed via Instagram and can be added to individual stories and posts.

4.3
Influencer quick-reference guide

Share the influencer guide with local advocates and influencers. Everything they need to make it easy and to stay on message is included in the one-page influencer guide and on the tools page. Influencers should be encouraged to produce original content according to their own style and to the delight of their existing follower base.

World Stroke Day is our opportunity to come together and make the biggest possible noise about stroke and the need for action. By working together, we can be #GreaterThan stroke. The resources in this guide have been developed in consultation with WSO members around the world and are provided to support you to implement the campaign in your community. Our campaign team is here to support your work and are on hand to share ideas and tips to help you take action. Reach out to us for help in locating and adapting campaign resources, advice on implementation and to connect with other campaign champions. We look forward to seeing what you do on October 29th.

Anita Wiseman
Campaign & Partnerships Manager, WSO

You can email the World Stroke Campaign team on campaign@world-stroke.org and we will come back to you quickly.