

F.A.S.T. stroke campaign evaluation

HSC Public Health
Agency

DoH
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Summary

In March 2023, the Public Health Agency (PHA) ran a multi-channel advertising campaign for F.A.S.T. This campaign was adapted from the National Health Service (NHS) England's campaign.

The aim of the campaign was to raise awareness of stroke using the Act F.A.S.T. acronym (Face, Arms, Speech, Time), which provides a memorable way of identifying the most common signs of a stroke and emphasises the importance of acting quickly by calling 999.

The primary audience for the campaign was people aged 50+, as this age group are more likely to experience a stroke. The campaign was also relevant to a wider all adult audience of stroke savers who may witness somebody showing one of the stroke signs.

Recognition: 90% reported that they had seen or heard at least one element of the campaign.

Recall: 92% strongly agreed/agreed that the campaign would help them remember the signs of having a stroke.

Positive action: 91% said they would dial 999 if they saw someone having the signs of a stroke.

Background

Stroke is a common cause of death and disability in Northern Ireland. It accounts for around 3,000 hospital admissions each year and there are approximately 39,000 stroke survivors living in our communities. Early treatment after a stroke is vital and effective treatment can prevent long-term disability and save lives. A stroke is a medical emergency, so it is important to recognise the signs and symptoms of stroke and to know what to do should you notice any single one of the signs of a stroke in yourself or another.

Campaign advertising

The mass media campaign advertising ran in March 2023 across TV, radio, outdoor, press and digital, including social media advertising. Some radio extended into the week commencing 10 April 2023. The campaign was exposed over 26 million times.

The campaign was supported by engagement with partners and stakeholders.

When stroke strikes, act F.A.S.T. Call 999



F.A.S.T. stroke campaign evaluation 2022-2023

The F.A.S.T. stroke social campaign evaluation provides post-campaign evaluation results based on the findings from a quantitative survey with a representative sample of the adult population.

The evaluation includes measures to assess campaign reach and impact.

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20 November 2023

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19 June 2024

Details

Format

2 pages, A4, PDF only

Target group

Professionals, public

Downloads

Attachment	Size
F.A.S.T. stroke campaign evaluation 2022-2023.pdf	350.16 KB

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