

Face

Has their face fallen on one side? Can they smile?



Arms

Can they raise both arms and keep them there?



Speech

Is their speech slurred?



Time

To call 999 if you see any single one of these signs



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

Communications toolkit

Purpose

This document provides an overview of the Public Health Agency's (PHA's) Act F.A.S.T. stroke campaign, adapted from the National Health Service (NHS) England's campaign. The campaign raises awareness of the Act F.A.S.T. (Face, Arms, Speech, Time) acronym, which provides a memorable way of identifying the most common signs of a stroke and emphasises the importance of acting quickly by calling 999.

Current landscape

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.

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

Campaign aim

Reduce the amount of time between someone having a stroke and arriving at hospital (and therefore receiving appropriate care) by:

- Increasing knowledge of the signs of a stroke.
- Increasing knowledge of stroke as a medical emergency.
- Increasing intention to act quickly on the signs of a stroke by calling 999.

Key campaign messages

- Call 999 when you notice any single one of these signs.
- Stroke is a medical emergency.

Think and act F.A.S.T. if you see any single one of these signs of a stroke:

- Face – has their face fallen on one side? Can they smile?
- Arms – can they raise both arms and keep them there?
- Speech – is their speech slurred?
- Time – even if you're not sure, call 999.

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

Learn more at nidirect.gov.uk/stroke

Channel plan

The campaign will run in March 2023 across multiple channels.

- **TV** – UTV, Channel 4, Sky AdSmart, ITVX and All 4.
- **Radio** – Cool FM, DTR, DTR Country, Q Radio, U105, DAX and InStream stations.
- **Outdoor** – 48 sheets and 6 sheets, in multiple formats.
- **Press** – Belfast Telegraph, Irish News, News Letter, Daily Mirror, The Sun, Sunday Mirror, The Sun on Sunday, Sunday Life and Sunday World.
- **Digital** – Google search, VOD and social media advertising (Facebook, Instagram and Twitter).

Resources available for you to share

Resources supporting the campaign are available at: www.pha.site/Act-Fast

- TV commercial (for viewing only)
- Social assets and post copy
- Email signature
- Web banner
- Posters