

# Promoting Stroke Awareness



## BACKGROUND

The Washington State Department of Health has launched a stroke awareness campaign to inform and educate Washingtonians about the signs of a stroke, and to increase the sense of urgency to call 911 at the onset of a stroke.

## TOOLKIT MATERIALS

- This campaign “how to” guide
- Rack card
- Poster
- Social media posts
- Social media cover photos
- Billboard
- Radio spots (in English and Spanish)
- TV spots (in English and Spanish)
- eBlast
- Feature stories

## TARGET AUDIENCE

Based on research from subject matter experts and on Nielsen data, DOH designated target audience groups among English and Spanish speakers:

- High-risk stroke populations (ages 55+)
- Family or friends of the high-risk stroke populations (ages 18+)
- High-risk stroke populations living in rural areas (ages 55+)

## CAMPAIGN THEME

The campaign encompasses two key calls to action:

- Recognize common signs and symptoms of stroke through **FAST**
- **Call 911** immediately at the onset of a stroke

## HOW TO USE TOOLKIT MATERIALS

- **PAID MEDIA:** Use the **radio spots**, **TV spots** and/or **billboard** to place your own local media
- **EARNED MEDIA:** Localize **feature stories** or **eBlast** content for your local media outlets
- **PARTNER SUPPORT:** Collaborate with partners to distribute materials such as **rack cards** and **posters** and/or to share **social media posts**
- Point your local community to the campaign landing page at **doh.wa.gov/stroke**

## WHAT YOU CAN DO RIGHT NOW

- Download the partner toolkit materials
- Like the Washington State Department of Health Facebook page
- Use your social media channels, email distribution lists and other existing channels to share these materials
- Always direct people to the **doh.wa.gov/stroke** landing page for more information about the signs of stroke and how to respond
- Share information consistently

